

# Immune Health

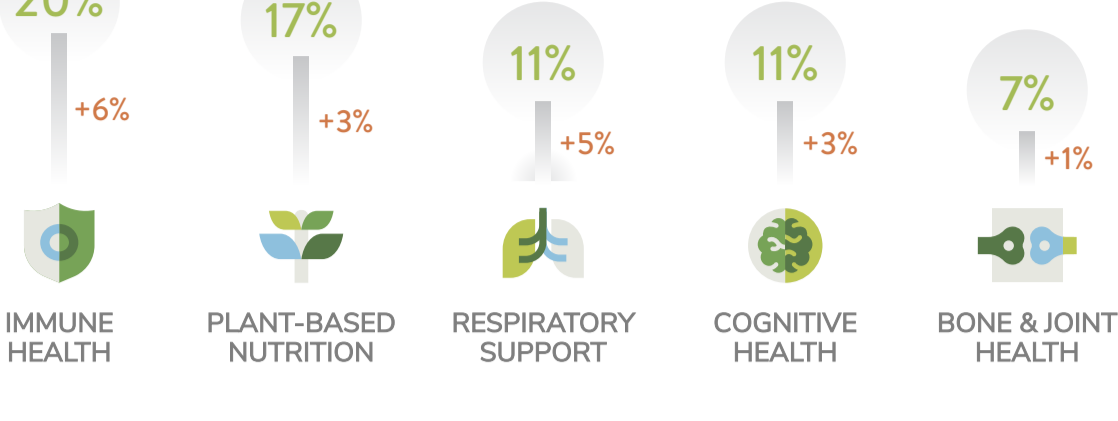
JUNE 2020



**THE NEW NORMAL:** Self-care is a trend that will drive supplement sales growth, with Millennials & Gen-Xers leading the way. Some ingredients will retain momentum!

## Market Makers • June 2020

What the PLT Customer Universe is Asking For  
(change over 60 days)



"We are most likely experiencing the beginning of the 'new normal!'"

"Of the **top 20** products with the highest YoY traffic growth, **10 products (50%)** are **immunity and lung related**, with an average of **612%** growth."



Netrush, June 2020

### amazon.COM Post-Panic Buying

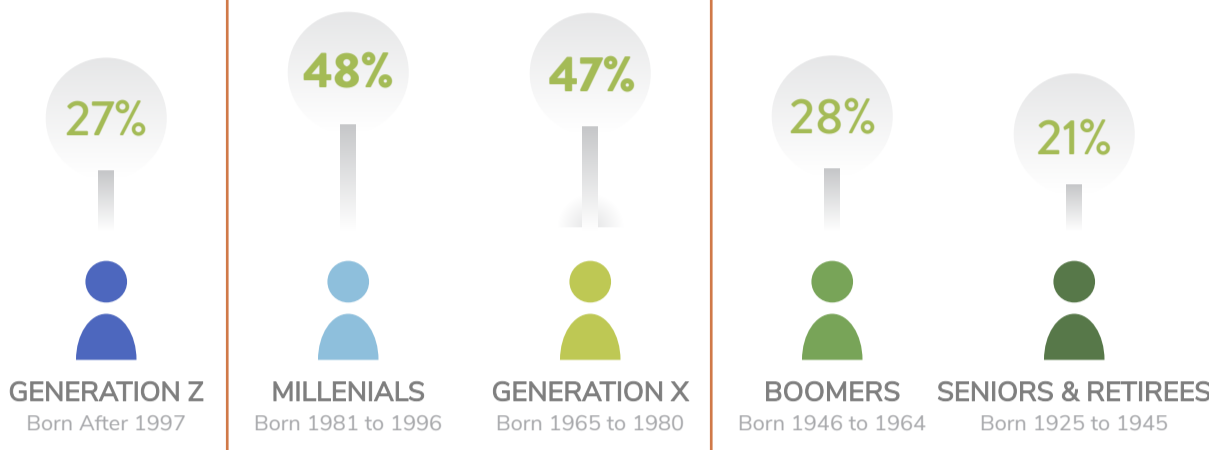
**10** out of the **top 20** Amazon.com vitamin category products are **immune** related. The top still includes **C, D, multivitamins** with immune support.



SPINS, June 2020

## Millennials & Gen X Consumers Lead the Pack

Increased Consumption of Supplements During Last 90 Days Might Indicate 'The New Normal' and a Market Opportunity



## Trending PLT Ingredients for Immune Health

### HOT INGREDIENTS IMMUNE HEALTH NUTRIENTS



60%

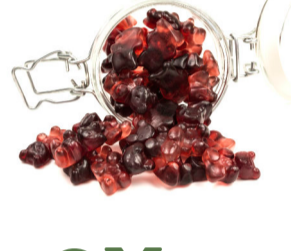
of consumers prefer whole food sources of vitamins

66%

Vitamin D retained 2/3 of its new customers as immunity buying slowed

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### HOT INGREDIENTS IMMUNE HEALTH BOTANICALS



8X

increase in U.S. Elderberry sales in last 90 days

3.5X

increase in U.S. Echinacea sales in last 90 days

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### HOT IDEA COMPLEMENTARY INGREDIENTS



100%

more searches for 'respiratory health' in 2020 vs. December 2019

6X

increase in products sold for immune/lung health on Amazon

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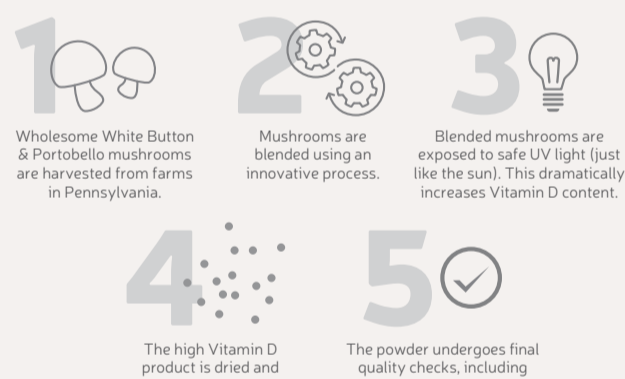
## SOLUTION #1: VITAMIN D THEY'LL TRUST

What if You Could Design the Perfect Vitamin D?



### Designed for today's consumer

- Wholesome white button and portobello mushrooms milled to powder
- Exposed to light to enhance Vitamin D
- 40,000 IU of Vitamin D per gram – independently verified
- Non-GMO
- No extract solvents
- Mushroom powder – whole food



## We can Help Make Your Label Match Trends



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## SOLUTION #2: A UNIQUE, TIMELY INGREDIENT

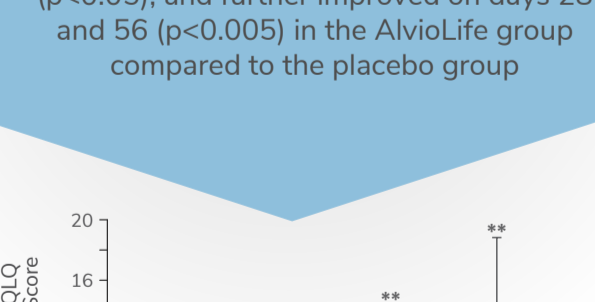


Respiratory Health is Fundamental to **Quality of Life**



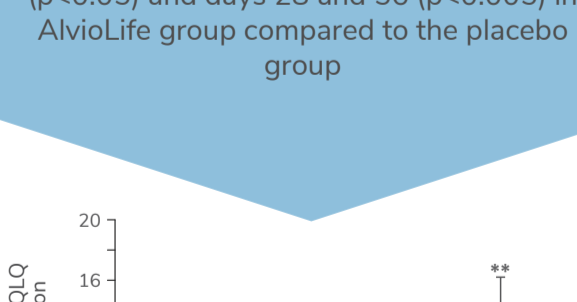
### Clinical Study Outcome

**Ease of Breathing** was significantly improved on day 14 (p<0.05), and further improved on days 28 and 56 (p<0.005) in the AlvioLife group compared to the placebo group



\* p<0.05 vs. PLA \*\* p<0.005 vs. PLA

**Sense of Well-Being** was significantly improved on day 14 (p<0.05) and days 28 and 56 (p<0.005) in AlvioLife group compared to the placebo group



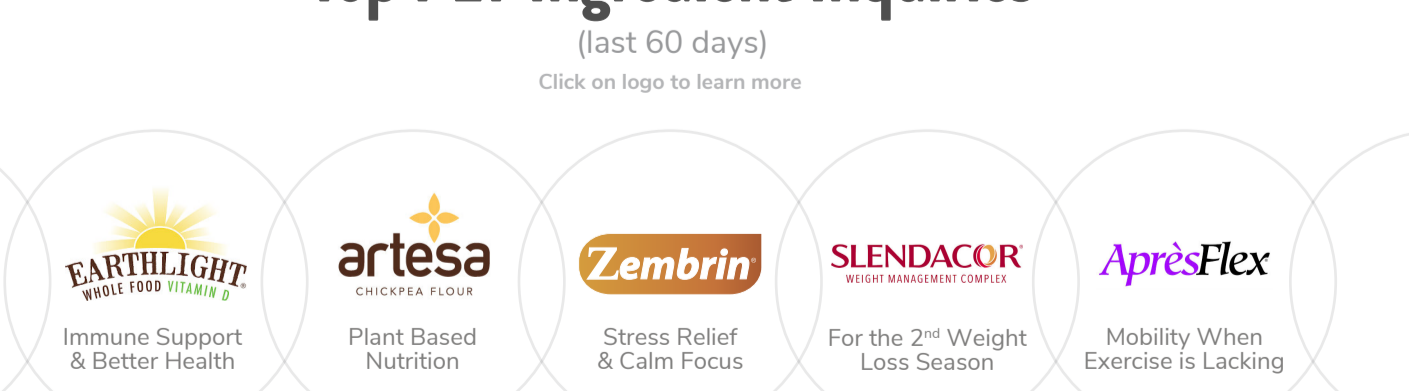
Yugandhar, 2017 Phytotherapy Research

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## Top PLT Ingredient Inquiries

(last 60 days)

Click on logo to learn more



## Let Us Help You Formulate the Next Generation of Immune Health Products

We watch consumers. Talk with industry thought leaders. Scour every commercial channel. All to understand your next opportunity.

CONTACT US