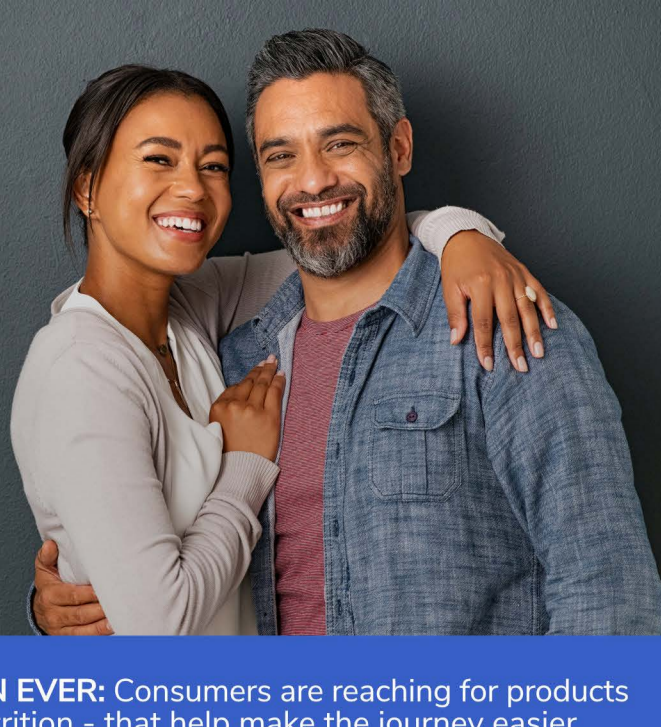


Less Stress Better Life

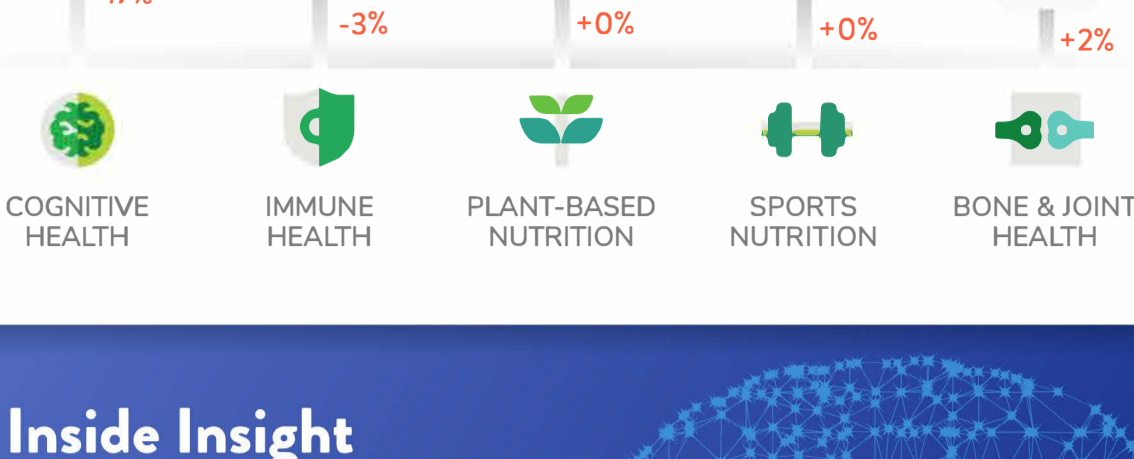
NOVEMBER 2021



EMBRACING COGNITIVE SUPPORT MORE THAN EVER: Consumers are reaching for products - including weight management and sports nutrition - that help make the journey easier.

Market Makers • November 2021

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



PLT Inside Insight

8 out of 10



PLT Customers Have Recently Expressed Interest in Adding Some Type of Cognitive Support in Formulations Across a Broad Range of Health Support Categories



The Social Impact of Mental Stress



- 1 million** workers miss work due to stress every day (American Institute of Stress)
- 65%** of the 30-49 age group in the USA experiences stress (Gallup)
- 55%** of Americans are stressed during the day. This is 20% higher than the world average of 35% (Gallup)
- 44%** of consumers are looking to boost mental and emotional wellbeing (Innova)
- 30%** amount consumers will pay extra for products they consider 'fair trade' (Fair Trade America, 2021)
- 21.85%** growth in product launches positioned towards "mood health" 2017-2020 (Innova)
- 18%** more fast food eaten by highly stressed people versus low stress people (Khan, T. M. et al 2021)

Zembrin for Wellness Products

APPLICATION
MOOD/STRESS
/FOCUS

APPLICATION
SPORTS/
WEIGHT
MANAGEMENT

APPLICATION
DELIVERY
SYSTEMS

1,156%

Growth of calmiative herbal formulas June 2020 (SPINS)

[887]

Number of pre-workout products featuring cognitive support launched in 2021 (INNOVA)



Product types that can deliver Zembrin cognitive support (-)

53%

Americans who said they gained 10-20 lbs. during lockdowns (INNOVA)

27%

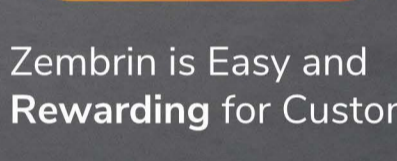
Increase in sweets eating by highly stressed people (Khan, T. M. et al 2021)

40%

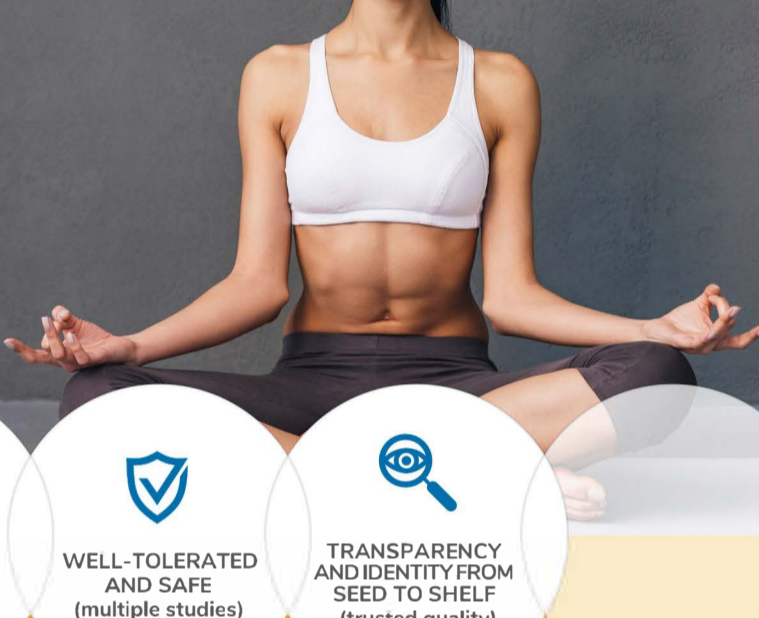
of consumers prefer non-pill delivery forms for supplements (CRN Consumer Survey, 2020)

CALM FOCUS. ALERT SERENITY

You can help change people's lives



Zembrin is Easy and Rewarding for Customers



SMALL 25 mg DOSE

ONCE-A-DAY EFFICACY

WELL-TOLERATED AND SAFE (multiple studies)

TRANSPARENCY AND IDENTITY FROM SEED TO SHELF (trusted quality)

What Makes it Unique

IT'S EXPERIENTIAL!
(Effects are typically felt within 30 minutes)



LEARN MORE

People Describe Zembrin's Benefits in Different Ways

From Stress-Relief to Cognitive Improvement



Zembrin is Sustainably-Sourced and Supports Indigenous Communities

Zembrin draws on knowledge of the Khoi-San people of South Africa, who have used it to thrive in the harsh conditions of the landscape for thousands of years.

This ancient knowledge is made more effective by advanced science, modern agronomy and new processing techniques.



Fair Trade in Practice

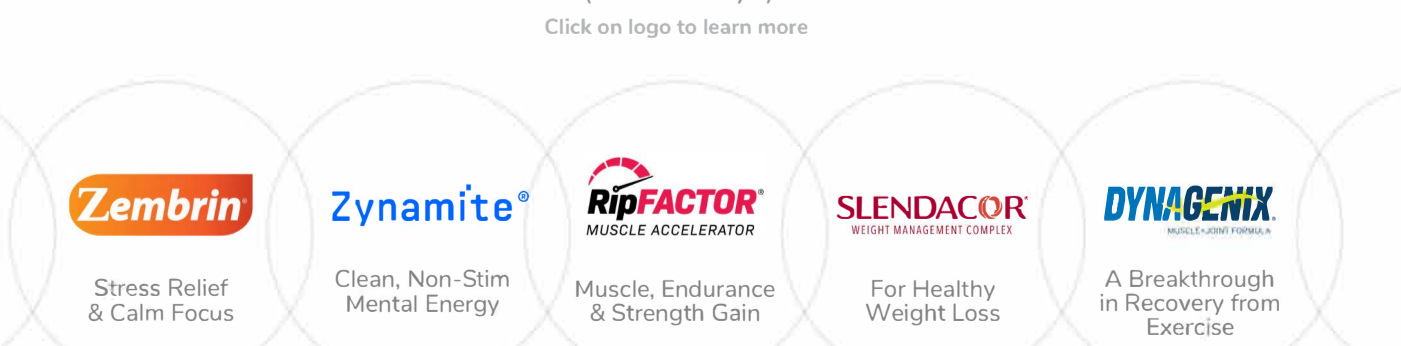
Zembrin's forward-thinking fair-trade program has been globally recognized as the first prior-informed benefit-sharing agreement in Africa following two years of negotiation with representatives of the indigenous community.

A Royalty is paid to the South African San Council on all Zembrin sold, in recognition of the contribution of their indigenous knowledge to the development of the ingredient.



Top PLT Ingredients

(last 60 days)
Click on logo to learn more



Help Your Customers Live Their Best Lives

Managing stress can help people in everything they do - every day.

Let us tell you the story of Zembrin.

CONTACT US

