
The dietary supplements category deserves a shake-up!

Marni Allen, Chief Marketing Officer,
Bioniq

POOR SLEEP AND FATIGUE





BRAIN FOG

MUSCLE WEAKNESS



MENOPAUSE CHANGES



COULD NUTRIENT DEFICIENCIES BE TO BLAME?



ABSOLUTELY!



WHO estimates that around 40% of people worldwide suffer from some form of sleep disorder.

- Lack of sleep contributes to multiple physical, cognitive and behavioral issues including obesity and diabetes, memory and cognitive function, stress and poor decision-making
- Sufficient levels of Vitamins B and D, Iron, Calcium, Potassium, Magnesium are critical for getting quality sleep.

38% to 49% of adults experience some form of brain fog or cognitive impairment at least occasionally

- Nutrient deficiencies can significantly disrupt the balance of brain chemicals, impair nerve function, and increase oxidative stress...
- ...Impacting mental acuity, affecting cognitive functions such as memory, attention, decision-making, and overall brain health.
- Vitamins B, C, D and E, Iron, Omega-3, Magnesium, Zinc, Choline, Iodine all play an important role in brain function
- In our intake questionnaire at Bioniq, Memory & Focus is the top health goal cited by all ages and genders.

100% of women go through menopause and about 80% of them experience related symptoms.

During menopause, a woman's body undergoes significant hormonal changes, which can impact nutrient needs and metabolism.

- Menopause changes the body's requirement for vitamins B, D and K, Magnesium, Calcium, Iron, Omega-3 fatty acids

Most people aren't getting what they need from diet alone

- Even in developed countries, issues like vitamin D, calcium and B12 deficiencies highlight the need for adequate dietary intake
- It's possible to get all your nutrients through a varied diet of nutrient-dense foods delivered in bioavailable forms in quantities appropriate to your age, gender, life stage and lifestyle
- But that's HARD
- It requires access, meal planning and careful pairings
- And even then, supplements can play an important role.



Ultraprocessed foods are compounding the issue

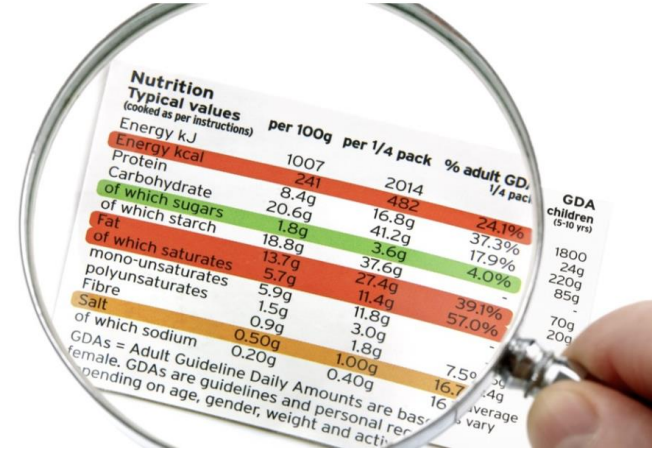


- 60% of total calories consumed by Americans come from ultra-processed foods, in the form of convenience foods like packaged snacks, sugary drinks, ready-to-eat meals. And this % is growing.
- Ultraprocessed foods contribute to nutrient deficiencies because of their:
 - Low nutrient density, poor quality of macronutrients and additives that can interfere with nutrient absorption
 - AND they displace other nutrient-rich foods

RDAs can be misleading

- Nutrient RDAs are designed for the general population, encompassing various age groups, genders, and physiological conditions.
- While RDAs provide valuable guidance, individual nutrient needs can vary widely based on factors like age, sex, medical conditions and activity levels.

One size does not fit all!



The image shows a hand holding a magnifying glass over a nutrition label. The label is titled 'Nutrition Typical values (cooked as per instructions)' and lists various nutrients. The columns are 'per 100g', 'per 1/4 pack', and '% adult GD, 1/4 pack'. The label also includes a section for 'GDA children (5-10 yrs)' with values for 1800, 24g, 220g, 85g, 70g, and 20g. The magnifying glass is focused on the 'per 100g' and 'per 1/4 pack' columns, highlighting the values for Energy kJ, Protein, Carbohydrate, of which sugars, of which starch, Fat, of which saturates, mono-unsaturates, polyunsaturates, Fibre, Salt, and of which sodium.

	per 100g	per 1/4 pack	% adult GD, 1/4 pack
Energy kJ	1007	241	24.1%
Protein	8.4g	4.82g	37.3%
Carbohydrate	20.6g	16.8g	17.9%
of which sugars	1.8g	3.6g	4.0%
of which starch	18.8g	41.2g	-
Fat	13.7g	37.6g	39.1%
of which saturates	5.7g	27.4g	57.0%
mono-unsaturates	5.9g	11.4g	-
polyunsaturates	1.5g	11.8g	-
Fibre	0.9g	3.0g	-
Salt	0.50g	1.8g	-
of which sodium	0.20g	1.00g	-

GDA = Adult Guideline Daily Amounts are based on a 70kg male. GDAs are guidelines and personal requirements vary depending on age, gender, weight and activity level.

GDA children (5-10 yrs): 1800, 24g, 220g, 85g, 70g, 20g

**So how does the average person
stand a chance?**





Supplements can help!

Global dietary supplements market = \$180-\$381Bn

Projected to grow 6-9% by 2030.



77% of American adults take supplements regularly



The behavior is great, but are they getting what's right for them?

**Taking a daily supplement feels
positive**



But HOPE is not a strategy!



And the choice is
OVERWHELMING!

65% of people walk away
without buying



Which vitamins are right for you?

Take our free vitamin quiz for
vitamin & supplement
recommendations personalised to
you

Take the quiz



FIND YOUR SUPPLEMENT QUIZ

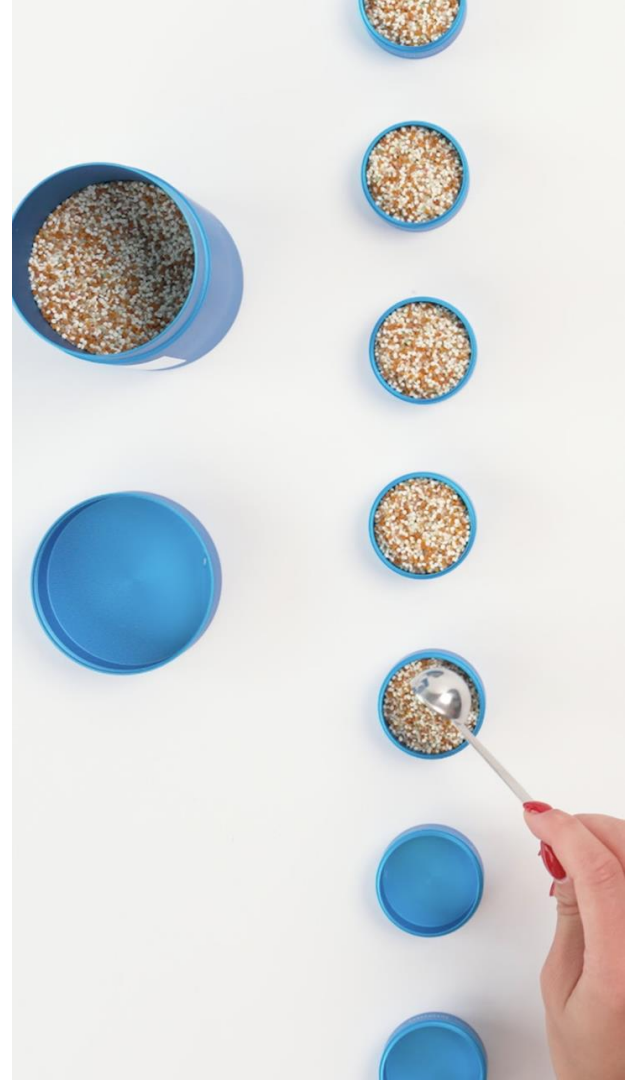
LET'S GET STARTED

**THIS IS A
CATEGORY
RIPE FOR
DISRUPTION!**



Enter

bioniq



**WE START
WITH YOUR
BLOOD**



Vitamin D



Current

Comparison

Vitamin D

Below optimal ⓘ

Lab reference range 30.0-108.0 ng/mL

43.6ng/mL



Vitamin E



Current

Comparison

Vitamin E

Below optimal ⓘ

Lab reference range 7.4-30.6 mg/L

9.3mg/L



Copper



Current

Comparison

Copper

High ⓘ

Lab reference range 13.0-24.0 μ mol/L

26.0 μ mol/L



Vitamin B12



Current

Comparison

Vitamin B12

Optimal ⓘ

Lab reference range 232.0-1245.0 pg/mL

561.0pg/mL



Folate



Current

Comparison

Folate

Below optimal ⓘ

Lab reference range >4.6 ng/mL

9.7ng/mL



WE MAKE YOUR 100% PERSONALIZED DAILY FORMULA

Personalized supplements
tailor-made for

Marni
Allen

Take 3 scoops of your pro formula every day
Take 4 capsules of your OMEGA-3 every day.

630 g

Created: Feb-24

Best before: May-25

AMOUNT PER SERVING

%NRV*

β-carotene	5.5 mg	**
Bioflavonoids	182.2 mg	**
Calcium	100 mg	13%
Carnitine	250 mg	**
Chromium	12.5 µg	31%
Coenzyme Q10	90 mg	**
Copper	0.5 mg	50%
Creatine	0.3 g	**
Folate	300 µg	150%
Iodine	12.5 µg	8%
Lutein	5.5 mg	**
Magnesium	112.5 mg	30%
Manganese	1.3 mg	63%
Molybdenum	12.5 µg	25%
Selenium	6.3 µg	11%
Silicon	10 mg	**
Vitamin A	911.1 µg	114%
Vitamin C	455.5 mg	569%
Vitamin D3	175 µg	3500%
Vitamin E	151.2 mg	1260%
Vitamin K2	75 µg	100%
Zinc	3 mg	30%

* NRV = NUTRIENT REFERENCE VALUE ** NO NRV ESTABLISHED



**DELIVER IT IN A
PATENTED
DOSAGE FORM**

AND HELP YOU
TRACK
IMPROVEMENTS
OVER TIME

Calcium (adjusted) ×

Current

Comparison

Range

Nº 1482
02/2023

Nº 1483
05/2023

Nº 5729
08/2023

High

Above
optimal

Optimal

Below
optimal

Low



IT MAKES A DIFFERENCE!



95%

report better
sleep quality



87%

experience an
improvement in
physical recovery



75%

feel a boost in
energy levels

SUPPORTING CONSUMERS IS A WINNING STRATEGY

- Behavior is shifting from reactive to proactive, especially since the pandemic
- Especially where people feel nervous about relying on healthcare systems
- In the US, Women and LGBTQ+ consumers feel most underrepresented by healthcare systems, and are very motivated to take preventative measures
- The US personalized supplements market is estimated at \$7Bn, growing at a CAGR of 8-10%
- Companies that can offer trusted solutions are poised to win!

**THE FUTURE IS
PERSONALIZED**

bioniq