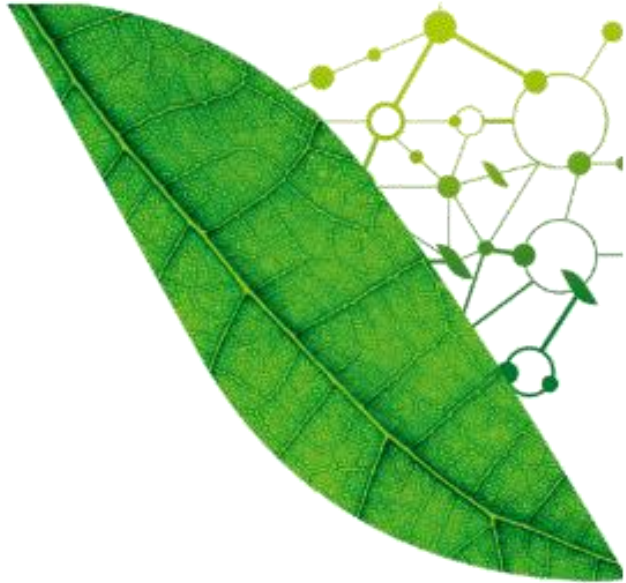


Balancing between
nature, science, and
consumers' increasing
appetite for efficient
natural and safe
products



Anne Donnay
September 2024





1. **Blurred** FRONTIERS



Which product category manifests itself into those 10 trends ?



... Post pandemic, Health and Naturality are customers key concerns.



86% of French people say they prefer to choose a product **with more natural ingredients** than another*

64% of French people say they trust **natural treatments for their health**

« **Good for your health** »

has become the 2nd choice criterion post-confinement *

When it comes to health products, naturalness and safety are key selection criteria ...



...expressed slightly differently

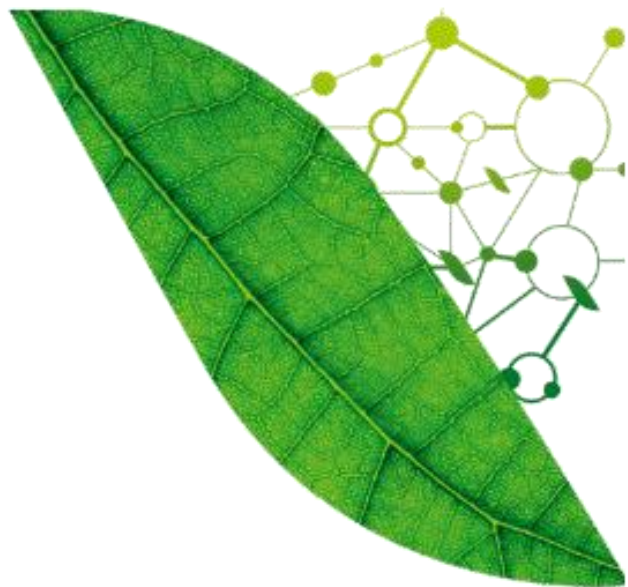
Criteria for choosing a health product (*ranked on 19 criteria: price, environment, composition and origin of the product, and so on*)

#1 Product has no side effects

#2 Product contains no controversial or risky ingredients

#4 Non-addictive product

KANTAR



2. Blurred CODES



Food is integrating health terms and codes

Digestion



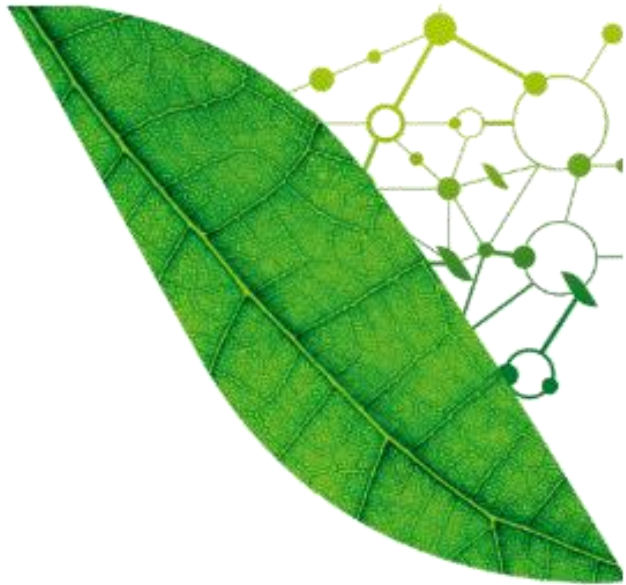
Food supplements tend to move away from the image of medicines... adopting more and more FMCG codes

New galenics (gummies, chewing gums, herbal teas, etc.)



Trade operations



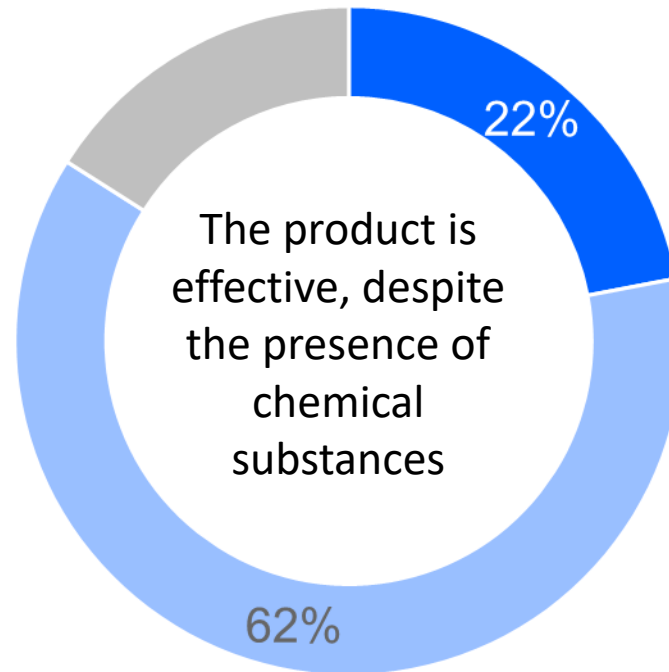


3. **First** EFFICACY



... Demonstrating efficacy is key

- Very important
- Important
- Few or not important





The intelligence of nature for your health

Our main expertise from raw plants to health care products

Plant sourcing & selection

Extraction & characterisation

Clean and natural formulation – specific galenic forms



*Capture the intelligence of **Nature**
and restore it into practical, safe and **efficient health care products**¹
to relieve daily aches & discomforts, empowering you to live your life to the fullest*



Products DNA



- ✓ Perceived efficacy
- ✓ Demonstrated efficacy



- ✓ No side effect, no habituation
- ✓ No controversial ingredients
- ✓ Healthy, no sugar
- ✓ Not tested on animals



- ✓ Appreciated taste, smell,
- ✓ Convenient galenic

TECHNICITY OF THE PRODUCT

EMOTIONAL

SUSTAINED BY INCREASING & LONG LASTING CONSUMER TRENDS

Efficacy

SUSTAINABLE INNOVATIONS

Pleasure



**Sublingual
absorption**
FLASH action

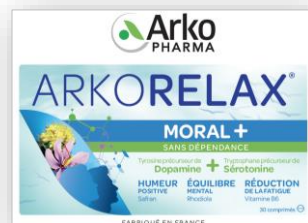


Melatonin on-demand

Efficacy

SUSTAINABLE INNOVATIONS

Pleasure



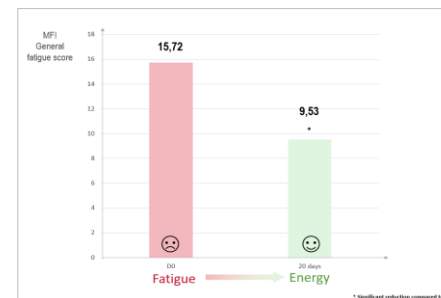
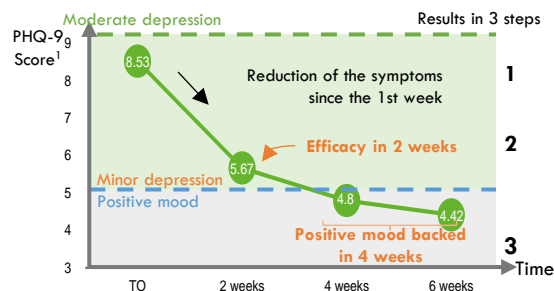
Patient
Health
Questionnaire



Multidimensional
Fatigue
Inventory



State-Trait
Anxiety
Inventory



Efficacy

SUSTAINABLE INNOVATIONS

Pleasure

FOOD SUPPLEMENT – « Green Galenic »

- ✓ Fibers from apple, oat, banana flour, fruit pectin to replace synthetic material
- ✓ Natural aroma to replace artificial flavor
- ✓ Vegetable and fruit concentrates of carrot or berries [orange], radish or cherry or sweet potatoes [red – purple], spirulina or apple extract [green] to replace artificial colorants
- ✓ No controversy ingredients (microplastics, acrylates, phthalates, silicones...)
- ✓ Vegan, Gluten free, low glycaemic index solutions, without allergens...

PHARMA



SKINCARE and HAIR CARE – « Green formulation Charter »



Efficacy

SUSTAINABLE INNOVATIONS

Pleasure



NOTE 83,11/100

- ✓ Method to score the environmental and social impacts of health products (food supplement, cosmetics, medical devices, essential oils...)
- ✓ ARKOPHARMA = founding member of the association
- ✓ AFNOR SPEC 2215 published in June 2023



Efficacy

SUSTAINABLE INNOVATIONS

Pleasure



PLEASURE

Sensoriality, right galenic to maximise compliance



**Sublingual
absorption**
□ FLASH action



Spray anti-stress très
pratique et sans dépendance

94%
DE
SATISFACTION**

PRATIQUE &
NOMADE

ACTION
RAPIDE*

SANS
SOMNOLENCE

VEGAN

*spray sublingual
**Etude scientifique réalisée sur 60 personnes
pendant 6 jours d'utilisation. Septembre 2023.

Arko
PHARMA

Melatonin on-demand
Posology adapted to each need
(and to different regulations)



Nos garanties
Gummies Phyto

CONCENTRÉ EN PLANTE
À la juste dose, pour une réponse
ciblée à vos besoins de santé

100% D'ORIGINE VÉGÉTALE
Sans gélatine, sans lactose
et vegan

SANS SUCRE

100% PLAISIR
Arôme naturel,
au bon goût de fruit

Arko
PHARMA



NOW FOR
TOMORROW



Thank you

Life inspired & Health driven

