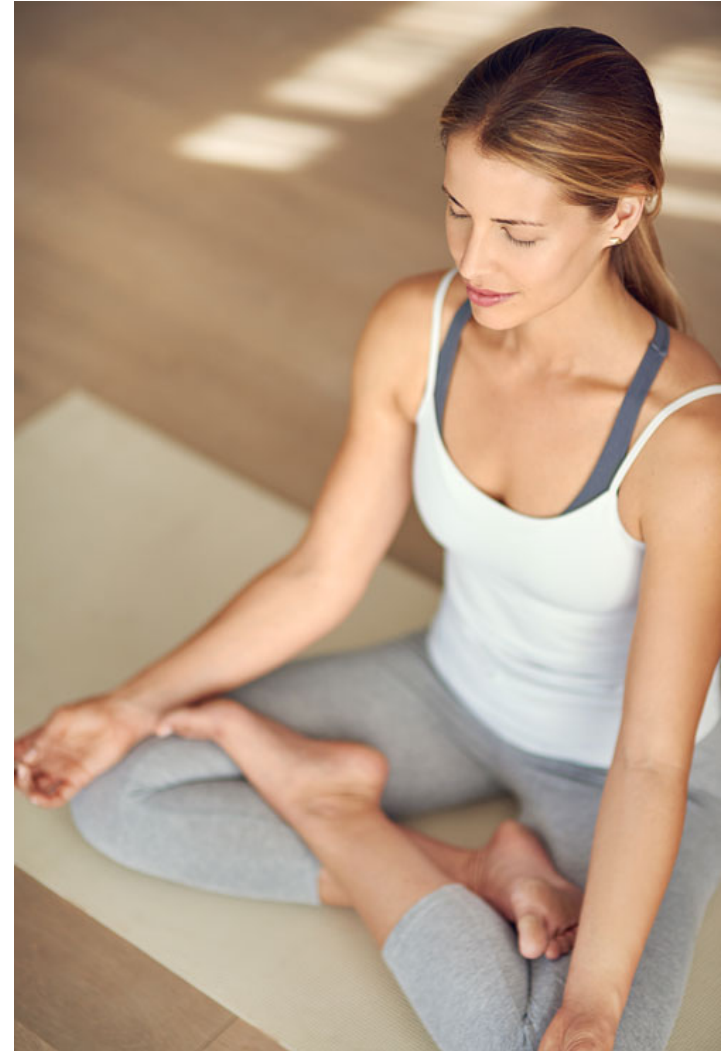


# Holistic well-being self-care & emotional health



# The stressed consumer

- Busy lifestyles and a constant feeling of mental and physical overload
- Awareness of negative effects stress has on body and mind
- Holistic approach to health for body and mind
- Increase in stress related skin irritations





# Consumer perception of stress and wellbeing

IN THE US

**43%**

of Millennials seek health and wellness products that support their total wellbeing

IN THE UK

**20%**

of residents aged 16-34 complain that stress makes their skin look worse and directly affects how they feel

IN THE UK

**47%**

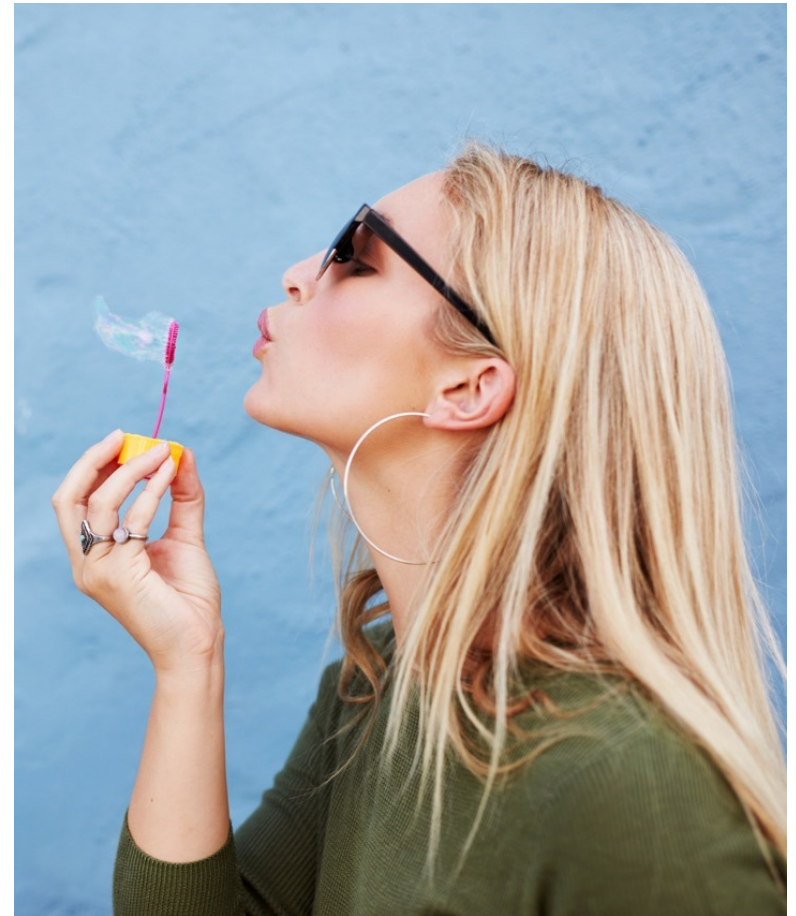
of consumers say they would try anything to improve their sleep and 44% say their life is stressful



# Impact of products on emotional and mental health

## Neurocosmetics

- ➡ opportunity to connect products with emotional and psychological benefits
- ➡ explore effects plant extracts have on neurotransmitters and hormones



# The 'CBD-hype'

CBD: Cannabidiol  
Phytocannabinoid obtained from  
*Cannabis sativa*.  
But non-psychoactive.



Plusses and minuses, CBD:

- + Probably potent health benefits - reducing stress, pain relief
- Expensive
- Regulatory situation not clear for many parts of the world
- Consumer acceptance?

# The Alternative – a CLR solution

THE ALTERNATIVE: *Annona cherimola*

- + A potent adaptogen for skin, with phytocannabinoid-like effect
- + Affordable
- + No regulatory issues
- + Consumer acceptance!



# The Alternative – a CLR solution

## AnnonaSense CLR

- Makes the skin less sensitive and more balanced
- Itch could perceivably be reduced
- Skin appearance becomes clearly better
- Perception of well-being and quality of life were improved



# What is an adaptogen?

Adaptogenic ingredients adjust to the needs of the user, helping to reduce stress and rebalance the body where needed.





# The adaptogenic approach

Ingestible adaptogens have been part of the Wellness trend for years in form of different herbs consumed in smoothies or teas.

Nowadays adaptogens also reached the skincare industry. Ingredients are integrated which assist the bodys natural defense:

- Handle stress
- Relieve stressed and rebalance skin
- Reduction of skin sensitivity

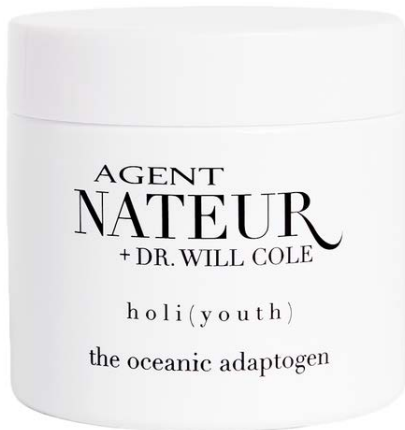


# Becoming a trend...

Mintel, Nov 2018:



*"Expect an explosion of adaptogenic brands over the next few years"*



# G-Beauty

The K-Beauty trend is in all minds, but now the G-Brand is swapping to Hollywood and also to Korea itself.

„Made in Germany“ brands stand for:

- strongly scientifically founded products
- reliable products with no harmful ingredients
- regulatory of the EU give trust in non harmful ingredients

