

Mental & Emotional Well-Being

Consumers are actively caring about their mental well-being

There's a rising awareness around emotional wellness and its impact on both mental and physical health. Consumer attitudes related to mental health are expected to continue to drive the need for innovation to improve mood, happiness and reduce stress.



- Pursuit of happiness
- Mental load (work, family...)
- Stress impact of daily life
- Tiredness and problems of sleeping

Consumers will be placing emphasis on their emotional wellness.

Global consumers say they have taken action to improve their physical well-being.²



Consumers saying that they have taken action to improve their mental and emotional well-being.²



Consumers want to improve their mental well-being.³



MOOD ON!

The move toward holistic health is creating new opportunities for functional products to balance emotional well-being and support mental health. Nexira offers a dedicated premium ingredient in this category: Serenzo™.

To address market expectations, Nexira has conducted a new trial to strengthen its proofs on mental and emotional well-being.

Sweet orange essential oil micro-encapsulated with acacia gum

All-natural and organic

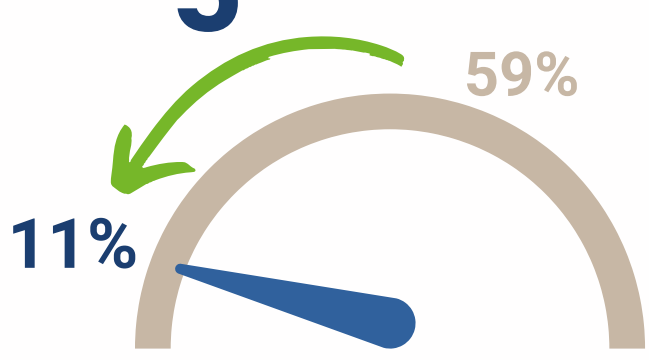


+ Proven reduction of stress manifestations
measured in a former observational study.



+ Significant improvement of mental overload

decreased by **5**



In the Serenzo group, the proportion of people **feeling often overwhelmed** has been **reduced by a factor of 5** (from 59% to 11%).

+ Perceived improvement of emotional well-being

Consumers have reported a **significant boost of mood and emotional well-being** after 4 weeks of consumption.



One of the most substantiated natural solution for Mood & Mental Well-being



easy-to-use in a wide array of supplement formats

Ready to formulate with Serenzo™?

Request SAMPLES



1. <https://www.nutritioninsight.com/key-trends.html> - Mental Health
2. Innova Market Insights
3. FMCG Gurus

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