



# SupplySide<sup>®</sup> Supplement Journal



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### We're the market: Personal connection and innovation in women's health

Industry experts, many of whom are women and scientists themselves, are driving innovation from the inside out, according to Senior Editorial Content Director **Cassie Smith**.

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### Getting personal with women's health supplement product development

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### Nourishing women's wellness

The supplement industry is ditching outdated approaches for targeted, science-backed solutions that empower women throughout the life cycle. **Penny Antonopoulos** highlights some top ingredients.

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**Devon Gholam** explores the pros and cons of hormone replacement therapy (HRT), and the natural alternatives that may help women achieve hormonal balance.

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### Women are taking more control of their health and wellness journeys

From early menstruation to menopause, **June Lin** explains how innovative nutrition – soy isoflavones, prebiotics and probiotics – can address sleep, stress and hormonal challenges.



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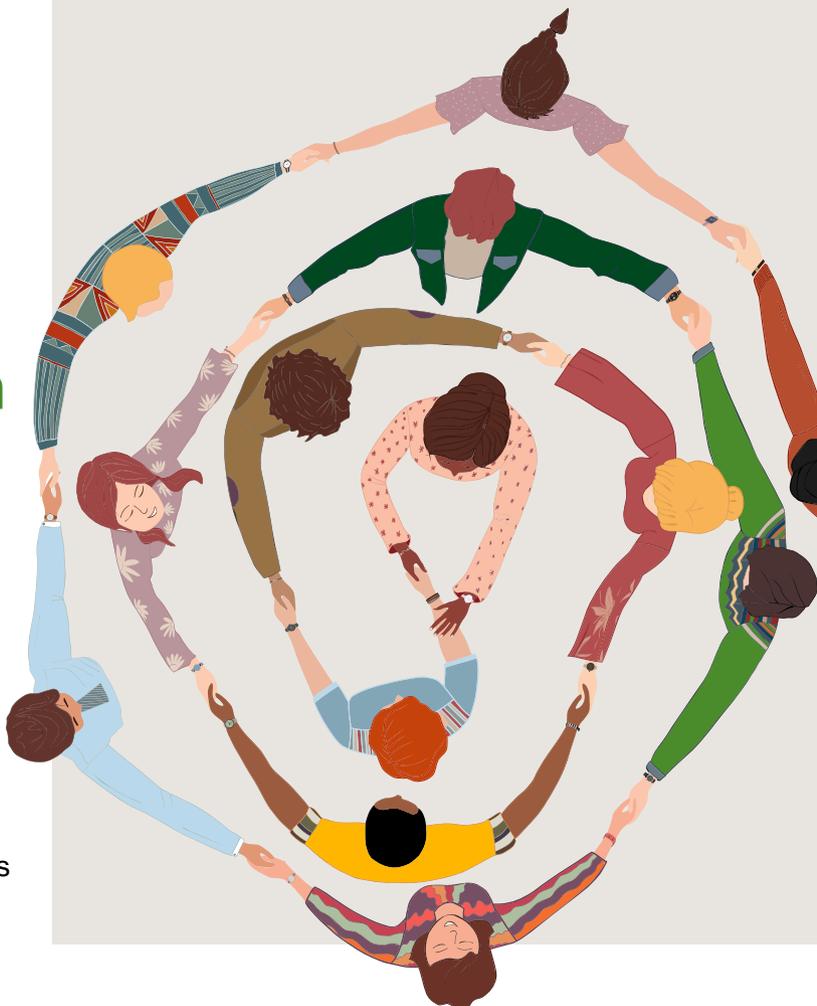
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## We're the market: Personal connection and innovation in women's health

**O**ver the last few years, I've moderated many SupplySide webinars and education sessions addressing women's health. What strikes me every time is how passionate the speakers are about the topic. This passion, in my humble opinion, comes from a personal connection to the category. Many people in this industry are a. women, b. of a certain age, and c. literal scientists. It's hard not to take clinical research findings, ingredient innovation and product formulation personally. We're not making products for "women" in some opaque, ideological way. We're making them for us. We are the market.

Being part of the audience we're formulating for makes for some frank and fun discussion. We've taken the conversation out of wine-induced, bestie's night confessions and brought it to a forum that can deliver actual help and support. Discussing real physical issues (e.g., "I feel fat, dumb, bloated, constantly annoyed, tired, etc.") onstage among experts helps create a community. This community has been instrumental in bringing more attention to women's health and bringing more understanding to women's unique needs. The growth in this category has been helped along from the inside out.

The articles you're about to enjoy are a great example of the interesting work coming out of our community. Ingredient innovation, for example, is always fascinating. Saffron (*Crocus sativus*) isn't traditionally thought of as a



mainstay in this category, yet it keeps cropping up as a good choice for sleep and mood support. And fenugreek (*Trigonella foenum-graecum*), which has some roots in women's health as a breastfeeding support supplement, could be promising for overall hormone balancing.

My viewpoint? Because our community of women's health experts includes a lot of women, I trust their suggestions, their research, their products and the growth of this category. And that is something the supplement industry needs more of.



**Cassie Smith**

SENIOR EDITORIAL CONTENT DIRECTOR



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## Taming the transition: A perimenopausal soliloquy

by Devon Gholam

**T**o HRT or not HRT? That is the question. Whether 'tis nobler in the mind to suffer the hot flashes and irritability of perimenopause, or to take supplements against a sea of symptoms.

It's not exactly what Hamlet said, but if Shakespeare had the misfortune of experiencing perimenopause like I have, I'm quite confident he would relate to these sentiments.

Hormone replacement therapy (HRT) has long been [controversial](#) and still remains a topic of [debate](#) for health practitioners and female patients. Research has [shown](#) transdermal administration of estrogen has a lower risk of blood clots while still providing relief from vasomotor symptoms like hot flashes and night sweats. But while HRT certainly helps with the unpleasant effects of perimenopause and menopause, it may also carry [risk](#) for breast cancer, cardiovascular disease and osteoporosis, although current research isn't crystal clear.

Estrogen decrease often is to blame for many of the unpleasant side effects of "the change of life." That's been the case for me – I'm currently on HRT and it's dramatically improved my quality of life. Phytoestrogens like isoflavones found in soy and red clover have

[click to go!](#)



long been [pitched](#) as an alternative to HRT. In fact, I wrote about red clover isoflavones in a previous [article](#). However, more [research](#) is warranted to better standardize isoflavone ingredients as well as their usage levels.

But what if we could take supplements that help *balance* our hormones instead of replacing them? What about women who might not be suitable candidates for HRT or would prefer not to take hormones – what solutions can they use to mitigate symptoms and get some relief from Mother Nature? The search is on to discover hormone-balancing ingredients that can benefit females, especially as women's health and perimenopause are beginning to get the attention they so rightly deserve.

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### Ashwagandha makes you go aaaahhhh...

Ashwagandha (*Withania somnifera*) is an adaptogenic ingredient long used in ayurvedic medicine and now widely formulated into supplements because of its [positive impact](#) on mental well-being. This one is a personal favorite – I started taking ashwagandha after perimenopausal symptoms became more apparent and it has noticeably decreased the additional anxiety and irritability I've experienced.

But it's not just for those mental health aspects – ashwagandha also helps with hormonal balance. An eight-week study on perimenopausal women investigating the impact of 600 mg KSM-66 ashwagandha (from Ixoreal Biomed) [showed](#) significant reductions in the menopause rating scale (MRS) and menopausal-specific quality of life (MENQoL) scores as compared to placebo. Additionally, a significant increase in estradiol levels occurred, accompanied by significant decreases in follicle stimulating hormone and luteinizing hormone levels.

### Shut down symptoms with shatavari

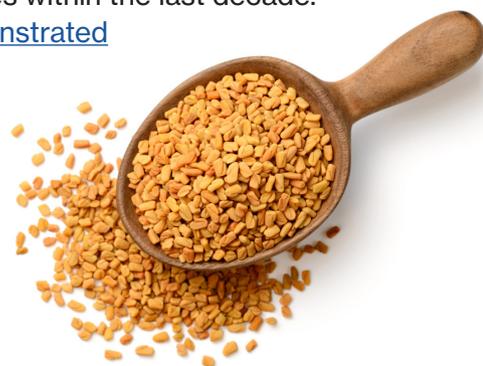
Ashwagandha is frequently referred to as the king of herbs or king of ayurveda – but every king needs a queen. Enter shatavari (*Asparagus racemosus*), another herbal powerhouse used widely in traditional medicine to [support](#) female hormonal balance.

Aspurūs (from Waleria Healthtech), a shatavari root extract standardized to 5% shatavarins (steroidal saponins), was recently [studied](#) for its impact on menopausal symptoms over eight weeks in women ages 40 to 65. Although no hormone levels were measured, 500 mg daily supplementation with Aspurūs led to significant reduction in multiple symptoms – hot flashes, night sweats, anxiety, etc. – as compared to placebo.

Xeya shatavari (from NXT-USA) also has been studied (publication pending) for its impact on ladies experiencing perimenopause. According to the company, Xeya is standardized to 15% shatavarins and reduces hot flashes, supports sleep and mood, and balances hormones at daily dosages of 50-100 mg.

### Flash less with fenugreek

Fenugreek (*Trigonella foenum-graecum*) has been the subject of several women's health clinical studies within the last decade. Additionally, it [demonstrated](#) to enhance total testosterone levels in males, showing promise for men and women alike in providing hormonal balance.



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What if we could take supplements that help **balance our hormones** instead of replacing them?



Libifem (from Gencor Pacific) is a standardized fenugreek seed extract with a minimum 50% saponin glycosides, evaluated for its hormonal impact on females. In a [study](#) of women ages 40 to 65, supplementation with 600 mg Libifem per day over 12 weeks significantly improved MENQoL scores and reduced hot flashes and night sweats as compared to placebo. Additionally, a [study](#) of healthy, menstruating ladies showed supplementation with 600 mg Libifem per day over eight weeks showed a significant increase in testosterone and estradiol, as well as sexual arousal and desire.

FenuSMART (from Akay Bioactives) is another standardized fenugreek seed husk extract shown to help with hormonal balance and alleviating menopausal symptoms. In a 90-day [study](#) evaluating the impact of

1,000 mg daily supplementation on women with moderate to severe postmenopausal symptoms, FenuSMART significantly increased estradiol and either reduced frequency of or completely eliminated hot flashes as compared to placebo. Similar results were observed in a [second study](#) evaluating a daily dosage of 500 mg FenuSMART over six weeks.

### Scoping out shilajit

The latest ingredient on the radar for hormonal balancing is [shilajit](#) (*Asphaltum punjabianum*), a rock layer exudate rich in fulvic and humic acids from mountainous regions in Asia, like the Himalayas. Shilajit has been utilized as an adaptogen in Eastern medical practice, and like fenugreek, has shown promise for hormonal balance in males by [boosting testosterone](#).



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### Hormonal ups and downs: Ingredients for every stage of menopause – video

This conversation from SupplySide Connect New Jersey covers essential ingredients for women that help smooth out the bumps along the life cycle.

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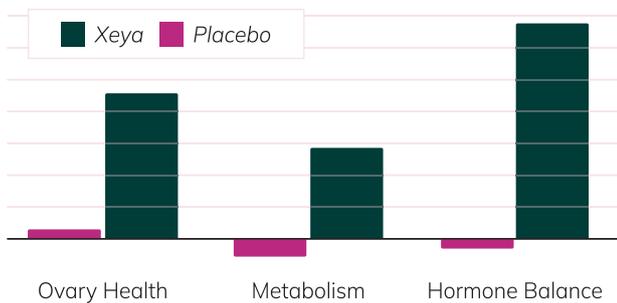
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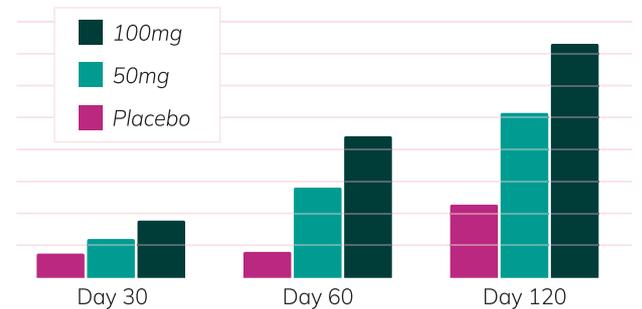
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## Formulators can craft **effective products** for **ladies** **around the world** as they transition through menopause.

PrimaVie shilajit extract (from Kerry Group) has been studied for its [impact](#) on bone mineral density in postmenopausal females, as bone loss is associated with lower estrogen levels. Postmenopausal women ages 45 to 65 with osteopenia (loss of bone density) were given 250 mg or 500 mg PrimaVie per day for 48 weeks. While bone mineral density continued to decrease for those receiving the placebo, PrimaVie supplementation showed to lessen the impact in a dose-dependent manner by slowing bone turnover.

While estrogen levels were not measured in the above study, the scientists suggested that shilajit combatted inflammation and oxidative stress, in addition to lessening bone loss, all of which occur with decreased estrogen levels.

No studies to date were found evaluating the impact of shilajit on hormone levels – hopefully this will be an area of research considered in the near future.



### **The future is female with fewer hot flashes**

As these ingredients show, numerous options are available to formulators for supporting hormonal balance in perimenopausal women. This is in addition to the plethora of ingredients that target symptom management. By combining solutions for relief with ingredients that get to the heart of the matter – hormones – formulators can craft effective products for ladies around the world as they transition through menopause.

That said, I would be remiss if I didn't remind that clinical research in this space still is lacking. We need more research for women, and by women, to bridge the data gap and gain knowledge to improve health outcomes for half the population. As you develop your next new ladies' health supplement or investigate ingredients that target females, I implore you to challenge the status quo and create a better future for this demographic, one step at a time. ■



[Devon Gholam, Ph.D.](#), is a thought leader in ingredients for functional food and supplements. She is VP of science and innovation at [Step Change Innovations](#), a sales and commercialization accelerator for science-backed, branded ingredients.



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## Getting personal with women's health supplement product development

As women are key health decision-makers for their families, formulators are urged to tailor products to them across life stages, incorporating ingredients like botanicals, omega-3s and probiotics.

by Chioma Ikonte and Adel Villalobos

**A**s nutrition industry professionals with backgrounds in nutritional and pharmaceutical science and biochemistry, we're passionate about providing innovative solutions for a variety of consumers through the brands we serve. For supplements targeting women's health in particular, it's also a personal passion.

This personal interest comes from our respective views – as a female R&D (research and development) specialist who directly understands and identifies with women's needs, and a male nutrition industry executive with female family members and a vested interest in helping support their varied health needs across all life stages.

According to [data](#) from Grand View Research, the global women's health and beauty supplement industry is expected to reach projected revenue of \$76.6 million by 2028. A compound annual growth rate (CAGR) of 4.7% is expected in the sector from 2022 to 2028.

For brands developing female-focused supplement products, it's notable that women are the traditional primary caregivers for their families. This includes making health care decisions and purchasing nutritional products not only for themselves, but to support the health needs of other family members. Brands should keep this influencer aspect in mind as they develop products and market to female health segments.

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### Women's health needs across key stages

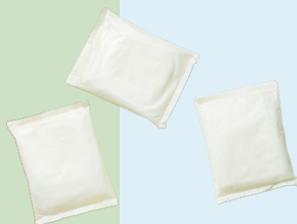
As women's health needs evolve from childhood to adulthood and into later age stages, it's important for brands to understand the various needs across a woman's life cycle. This can aid in targeting the appropriate product development and formulation strategies that best fit their target market segments.



## Representative women's health needs

### 10-24 years

- Natural menstrual support



### 25-41 years

- Reproductive health and fertility support
- Maintaining metabolic balance
- Prenatal care
- Perimenopausal/ menopausal balance



### 25-55+ overlap

- High-stress management
- Urinary tract infection (UTI) and vaginal health support
- Sexual intimacy



### 42-55 years

- Energy support
- Quality sleep and waking up refreshed

### 55+ years

- Bone loss defense
- Preventative health support
- Cognitive/memory health support



### All stages

- Daily supplementation to fill nutrient gaps
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- Skin, hair and nail health



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Omega-3 fatty acid supplementation has been noted for its **potential female reproductive health benefits**, including to the unborn child during pregnancy.

Continued from page 13

### Ingredient ideation

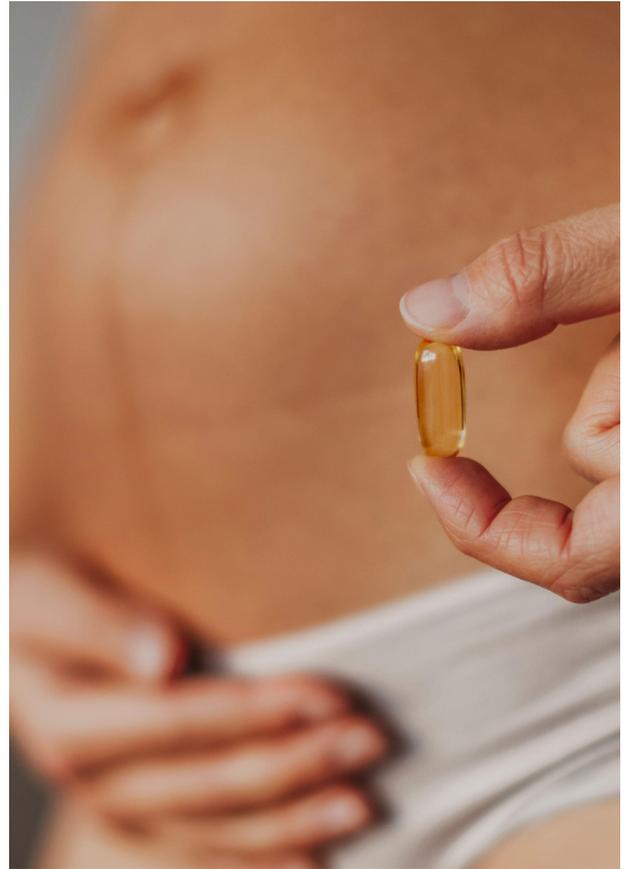
As brands in the women’s health supplement space focus in on the target age range of their proposed consumer audience – and the associated benefits they are wanting their products to support – some key science-backed ingredients should be considered in their formulation strategy:

#### Ashwagandha

Research findings suggest that ashwagandha (*Withania somnifera*) root extract is [an effective option](#) to relieve mild to moderate symptoms during perimenopause in women; it also has exhibited noteworthy anti-stress and anti-anxiety [benefits](#).

#### Berberine

This plant alkaloid is [shown](#) to aid in preventing and combatting metabolic syndrome related



conditions, including atherosclerosis, type 2 diabetes, obesity and insulin resistance, among others.

#### Omega-3s

Omega-3 fatty acid supplementation, including docosahexaenoic acid (DHA), has been noted for its potential female reproductive health [benefits](#), including to the unborn child during pregnancy.



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### 5 health concerns that manifest for postmenopausal women – article

David Foreman, the “Herbal Pharmacist,” shares 28 ingredients that target cardio, bone, weight, genitourinary and cognition support.

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**Saffron** may contribute to alleviation of mental distress and **positively influence** duration and quality of sleep.

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### Probiotics

Specific strains of probiotics – particularly the *Lactobacillus* species – [contribute](#) to vaginal health by promoting a balanced vaginal microbiome, which may help to prevent infections and maintain an acidic environment.

### Pea sprout extract

Research has [shown](#) that pea sprout (*Pisum sativum*) extract may be an effective means to safely promote hair growth and reduce hair loss in individuals experiencing excessive hair shedding.

### Rhapontic rhubarb

Clinical studies have reported the [efficacy](#) of rhapontic rhubarb extract (isolated from *Rheum rhaponticum*) for its benefits in helping with various menopausal issues like hot flashes, mental distress, anxiety and vaginal dryness.

### Saffron

Research has [indicated](#) that intake of the traditional herbal medicine *Crocus sativus* may contribute to alleviation of mental distress and positively influence duration and quality of sleep.

### Vitamin D, calcium and protein

Studies have shown that vitamin D, calcium and leucine-enriched whey protein supplementation can provide [support](#) for improved bone and musculoskeletal health in older adults.

### Best practices, elevating product development

Among the initial critical steps in the product development process is identification of the problem to be solved – asking questions about who the target consumer is, what benefits can be delivered, and what mechanisms the product might impact. Once these target factors have been identified, developers think about what science-backed ingredients will complement one another to help brands successfully deliver a more comprehensive and holistic solution.

For example, for a women's sleep supplement, the

development team should consider the range of associated health needs they can help address for their target consumer. A winning formulation strategy might offer a product that not only helps that consumer fall asleep, but

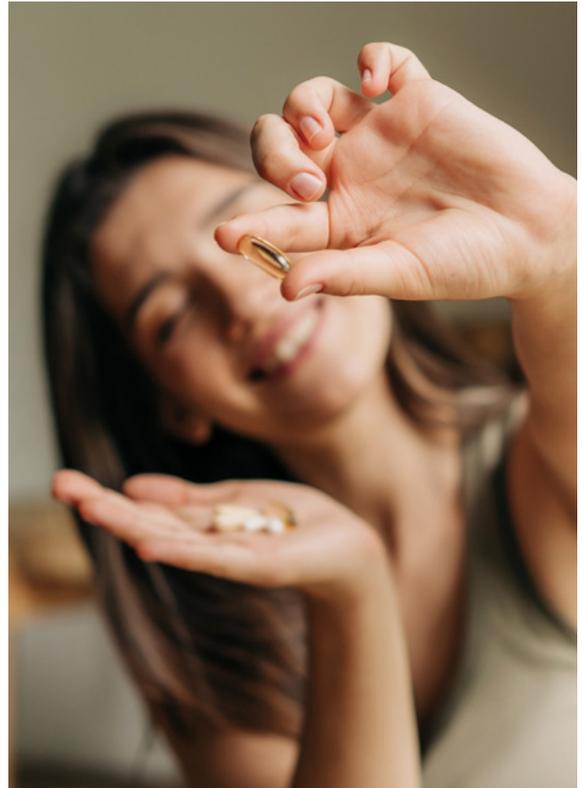


## Innovation

may also aid with shortening the time it takes to fall asleep (sleep latency), and the duration and quality of sleep to help the user wake feeling refreshed and energized.

End consumers are top of mind when manufacturing partners implement best practices – such as a “quality by design” approach – to both deliver innovative solutions and safe, high-quality products. Clear, instructive labels should also be used to enable informed decisions at the store shelf or online – helping the consumer understand this is not just a women’s health product, but a product tailored to specific female health needs at a particular life stage, for example.

If teams approach development with these mindsets, they can design products that address multiple mechanisms, using scientifically supported ingredients brought together into effective, holistic combination. Success can lead to brand loyalty and future repeat purchases. ■



Chioma Ikonte, Ph.D., is chief science officer (CSO) at Lief Labs. She has over 25 years of experience in nutritional supplements, including vitamins/minerals, prebiotics/probiotics, proteins, botanicals and food supplements across multidosage forms in multinational health care and consumer products industries.



Adel Villalobos is the CEO and founder of Lief Labs. He has a degree in biochemistry and an executive MBA from UCLA's Anderson School of Management and has studied artificial intelligence (AI) strategies at the Kellogg School of Management at Northwestern University. Villalobos has been in the industry for over 25 years and has extensive experience in manufacturing, product development, regulations and government advocacy.



### watch

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#### The trends, clinical studies and ingredients helping women thrive – video

The women’s health market is ripe with opportunity for brands and suppliers alike. That’s the takeaway from this must-watch SupplySide education session.



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# Women are **taking more control** of their health and wellness **journeys**

by June Lin

**In the United States, an estimated 89% of women want to be more proactive in managing their health.** This definitive stat from a [recent Mintel report](#) affirms that, overwhelmingly, women want to face their health hallmarks head on. They also want to be equipped with education about what is happening to them physiologically and understand potential impacts to their emotional and mental states. In fact, that same percentage, 89%, agreed better education on women's health is needed before, during and after major life stages.

From the beginning of menstruation to its ending in midlife, to pregnancies and general health and wellness along the way, each stage involves challenges and changes. Today those changes are better mitigated with both improved communication on the topics and new scientific breakthroughs.

## Wellness needs across life stages

Women of all ages can struggle with sleep and low energy levels. The severity, however, of other reported symptoms varied depending on what stage the respondent was in. The Mintel survey found that while 39% of menstruating women experienced mood swings, only 14% of postmenopausal women reported the



same. Additionally, 30% of perimenopausal and menopausal women noticed hormonal imbalances. While the numbers were similar when it comes to temperature irregularities, both perimenopausal and menopausal women reported feeling far more uncomfortable than their younger and older counterparts.

Overall, 14% of the women surveyed were in perimenopause or menopause, while 32% were postmenopausal. Women who were experiencing the journey through menopause listed their main concerns (after sleep and low energy) as losing mental sharpness (39%) and gaining weight (38%). Products and education that address those concerns are highly appreciated. Stress and hormonal changes during menopause may also significantly

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## More **35- to 44-year-olds** are currently pregnant compared to younger women.

affect women's well-being. Further, 34% of menopausal women had experienced changes in appetite over the past year due to stress. This heightened stress, combined with natural hormonal shifts, may lead to weight gain.

As far as the youngest generations are concerned, first menstrual periods are arriving earlier than ever. This trend has been seen for decades, with the current average age of the first period now 11.9 years old. Menstrual cycles are also more irregular than they used to be. Only 56% of young women born between 2000 and 2005 reported cycle regularity within two years, compared to 76.3% of women born in the 1950s. Early and irregular cycles have been linked to health conditions and fertility issues.

When it comes to pregnancy, Mintel said nearly half of U.S. women between the ages of 25 and 34 are trying to become pregnant, are pregnant or have recently had a child. However, more 35- to 44-year-olds are currently pregnant compared to younger women –

possibly an indication that some women may be choosing to delay or extend motherhood, perhaps even necessitating enhanced fertility support.

### Nutritional opportunities and innovative solutions

As for nutrition, prenatal vitamins are significantly important for those planning to be or who currently are pregnant. Whole and ancient grains, plant proteins and botanicals, or anything considered “closer to nature” are sought after as well in this cohort.

For women progressing through the stages of menopause, plant estrogens like soy isoflavones may [reduce](#) the number and frequency of hot flashes and may help [maintain](#) healthy bones. Prebiotic dietary fiber [has been shown](#) to be particularly beneficial for women wanting to address weight gain during menopause, as it may delay hunger and stimulate appetite-regulating hormones like



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## watch

### The hottest supplement trends in 2024 – video

The supplement sectors best positioned for future success are included in this must-watch.

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01 CaFi increased bowel movement and softened stool within 2 weeks

02 CaFi worked faster vs. Senna with no reported harsh side effects

03 CaFi group significantly decreased straining during defecation compared to Senna



## Women of all ages can struggle with sleep and low energy levels.

GLP-1 (glucagon-like peptide-1). Other biotics such as DE111 (*Bacillus subtilis*), a spore-forming probiotic, [have been shown](#) to support a decrease in body fat percentage when examined in a study with female collegiate athletes.

Ongoing research on the microbiome has identified connections between supporting the gut and other aspects of well-being, including those directly related to women's health. For example, the *Lactobacillus gasseri* CP2305 postbiotic has demonstrated clinically it [may support](#) positive changes in physiological and



June Lin is VP of global innovation marketing at ADM.

emotional parameters in women experiencing menopause, and [may](#) reduce stress/anxiety, support positive moods, improve vaginal discharge, improve skin appearance and reduce occasional constipation in healthy young women experiencing premenstrual symptoms. Supplementing one's diet with *L. gasseri* CP2305 may also support [stress](#), [mood](#) and [sleep](#) – three of the highest-rated concerns among women of all ages.

Of further interest are the top factors cited by Mintel that also contribute to product selection in the women's health space. Among them: Women increasingly want products that are recommended by a health care practitioner, are easy to incorporate into an existing routine, are from a reputable and trustworthy brand, and have scientifically proven effectiveness.

As such, vast opportunity exists for resilient, science-backed ingredients to expand new product development into functional snacks or on-trend, convenient dietary supplements like gummies. Additionally, collaborating with a supplier that has extensive technical expertise can help brands in their efforts to introduce innovative options designed to support women's lifelong health. ■





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**Making a case for algal omega-3 supplementation, exploring its potential to sharpen the mind and transform health routines.**

by Penny Antonopoulos

**W**omen's health is receiving more attention than ever before – and rightly so. A demographic historically overlooked by the health and wellness industry, women are now calling for their unique needs to be met, at every life stage.

The dietary supplement market is responding by moving away from “shrink it and pink it” products, and instead, diversifying to address various health concerns in this consumer cohort – from digestion, mental wellness, energy levels and heart health to reproductive health, pregnancy care, menopause and beyond.



While nearly every potential health benefit falls under the umbrella of women's wellness, some are more pressing and warrant special attention. Here, we reveal three key focus areas, along with strategies and innovations to help brands effectively address them.

### 1. Mastering maternal health

Preterm birth rates are rising worldwide. Globally, [1 in 10 babies](#) are born too soon (before 37 weeks of pregnancy), according to the World Health Organization. That has led to greater research into preventive measures, though. Evidence

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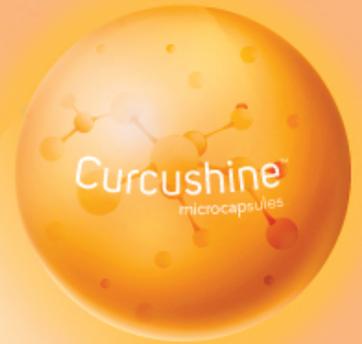
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Women taking omega-3 supplements had an **11% lower rate of preterm birth** (before 37 weeks) and a **42% reduction in early preterm birth** (before 34 weeks) compared to those not taking omega-3s.

has highlighted the pivotal role of omega-3 fatty acids – namely docosahexaenoic acid (DHA) – in [supporting maternal health](#) and reducing the risk of preterm birth. A large-scale [Cochrane review](#) analyzing data from almost 20,000 women globally revealed that women receiving omega-3 supplementation experienced an 11% reduction in the incidence of preterm birth (before 37 weeks) and a remarkable 42% decrease in early preterm birth (before 34 weeks) compared to those not supplementing omega-3s.

In light of recent findings, a group of experts suggested that current recommendations of around 200 mg/day omega-3s are not enough, especially for women with low intakes early in pregnancy. The guidance from an expert panel discussion [published in 2024](#) recommended at least 350-450 mg/day omega-3s in pregnant women (with at least 100-200 mg coming from DHA) and between 600-1,000 mg/day

in women with low omega-3 status at the beginning of their pregnancy. Yet uptake of omega-3s during this crucial time remains low.

This is due to several factors – including lack of awareness of the benefits, as well as dietary, taste and dosage barriers. Newly developed algal-sourced DHA solutions may help address these hurdles by enabling the delivery of omega-3 fatty acid in smaller capsules free from potential contaminants like mercury, a concern particularly crucial for pregnant women. This offers a convenient and effective means of enhancing maternal health, while improving the likelihood of full-term pregnancies.

## 2. Managing menopause

Beyond pregnancy, menopause poses its own set of challenges. With a range of over 30 possible symptoms, including hot flashes, joint pain, brain fog, bloating and anxiety, the

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Innovative solutions are emerging that offer relief from hot flashes without the need for hormonal intervention.

menopausal transition can profoundly affect a woman's quality of life. It doesn't need to be this way.

Take hot flashes as an example. These episodes can influence sleep, cause physical discomfort, hinder daily activities and contribute to emotional distress – and for many women, they cannot be ignored.

Fortunately, innovative solutions are emerging that offer relief from hot flashes without the need for hormonal intervention. [Hormone-free isoflavones](#), for example, may mimic estrogenic effects to reduce the frequency and duration of hot flashes. But that's not all. [In combination with](#) vitamin D, [calcium](#), vitamin K and omega-3 fatty acids, isoflavone-based solutions can also promote long-term bone health and provide more comprehensive support during this challenging period.

### 3. Crafting cardiovascular solutions from the heart

Of all the health concerns, cardiovascular disease (CVD) remains a significant threat to women [of all ages](#), contributing to 1 in 3 deaths in this population every year – more than all cancers combined. Omega-3 fatty acids are a cornerstone for heart health, yet consumption levels overall fall below recommended levels, just as they do in pregnant women.

In fact, an estimated [80% of the world's population](#) may not consume the daily recommended intake of omega-3s. Multiple factors shed light on the discrepancy, but one key contributor in the wider population may be limited availability of plant-based options.

#### At-hand solutions

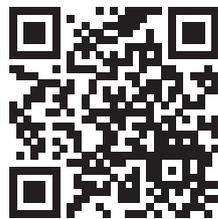
Algal-based omega-3 products are stepping up to address this gap. By integrating omega-3 rich supplements featuring algal-sourced ingredients into their daily routines, women can proactively help safeguard their heart health and overall well-being while also protecting the planet.



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## Inspiration for the next frontier of **cutting-edge products** in the women's health landscape has already arrived.

High demand exists for science-backed nutritional solutions for women's wellness surrounding stress, low energy, protein deficiency, focus, bloating and gastric distress. Combining essential vitamins, clinically substantiated biotics, phytonutrients and nutritional ingredients in formats that appeal and perform, the inspiration for the next frontier of cutting-edge products in the women's health landscape has already arrived. ■



[Penny Antonopoulos](#) is senior director of marketing and business development – health, nutrition & care – North America, for [firmenich-dsm](#). She applies global and regional trends and market insights to produce strategic business-to-business initiatives and implements go-to-market plans for the nutrition, wellness and beauty markets.

  
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