

MENOPAUSE

HORMONE CHANGES AND OSTEOPOROSIS:

What's the Connection ?

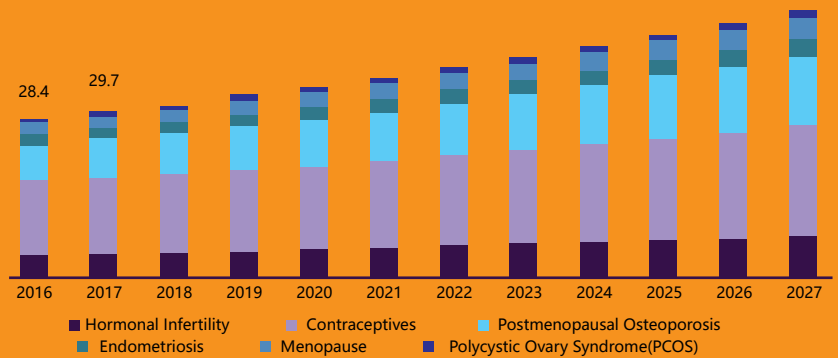
1. *Woman health matters , now more than ever*
2. *Why are post-menopausal women at risk for osteoporosis?*
3. *Beyond innovation, scientific evidences follow*



1. NOW MORE THAN EVER, WOMEN'S HEALTH IS OUR PRIORITY

The global women's health market size was valued at around \$32 billion USD in 2019 and is projected to increase at a CAGR of 4.9% over the forecast period. According to the International Osteoporosis Foundation (IOF), the global incidence of osteoporosis among females is expected to increase by 240% in women in 2050^[1]. Women have a higher risk of incidence with diseases such as osteoporosis, osteoarthritis, anemia, menstrual health-related disorders, depression, and obesity. With the increasing incidence in women's health, an expected increase in nutrition support in the market is expected in upcoming years.

Global women's health market size, by application, 2016 -2027(USD Billion)



Source: grandviewresearch.com

2. WHY ARE POST-MENOPAUSAL WOMEN AT RISK FOR OSTEOPOROSIS?

Women are more likely to suffer from Osteoporosis during menopause due to an increase in specific hormones, especially estrogen in women. Simply put, estrogen can effectively protect women's bone health. However, when women enter menopause, estrogen levels drop drastically. According to research by the National Osteoporosis Foundation (NOF), in some cases, a decrease in estrogen can lead to bone loss. ^[2] Another reason for the higher risk of osteoporosis in postmenopausal women is the inability to obtain enough minerals to help the body maintain bone health. Once there is not enough calcium in daily life to supplement and store, the body will use the calcium stored in the bones, which makes bones extremely fragile and prone to fracture risk.

Approximately half of our bone mass is accumulated during adolescence



Bone tissue loss generally begins around the age of 40



Without action, mobility and independence may decrease as a senior

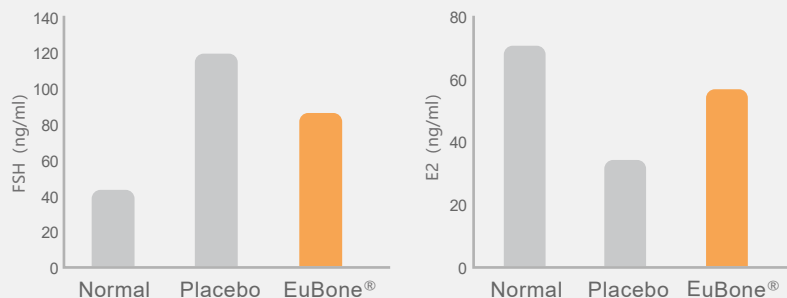


"Osteoporosis is a serious disease affecting millions of people in this country," said Leo Schargorodski, executive director of the National Osteoporosis Foundation. "The foundation welcomes new treatment options, that give patients a choice when it comes to taking their osteoporosis therapy." In the face of women who are prone to Osteoporosis, it is not difficult to imagine that this kind of rising demand will continue to promote the global dietary nutrition market in the future.

The effectiveness of EuBone® has a huge milestone in the prevention and treatment of postmenopausal Osteoporosis. Chenland uses all-natural plant-based formulas to break the blueprint of traditional dietary bone supplements with innovation. EuBone®

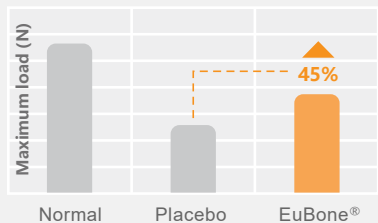
outshines from other bone treatment drugs, as a number of studies have confirmed that EuBone® can effectively regulate female estrogen while achieving multiple health benefits of enhancing bone density and bone strength. The research results of the product also prove that its compound ingredients have a significant preventive effect on fractures and have satisfactory effectiveness.

3. SCIENTIFIC ADVANCEMENTS PAVE THE WAY TO INNOVATION

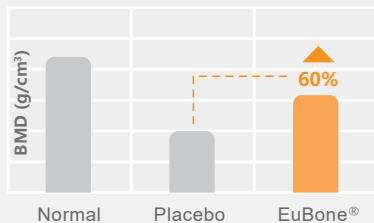


Hormone imbalance is likely to occur in post-pregnancy and menopausal women. Increasing FSH and lowering E2 caused the bone mass losing, bone density and strength reduced. Our in vivo test results show that taking EuBone® can significantly balance the level of E2 and FSH in serum, increase BMD and bone strength.

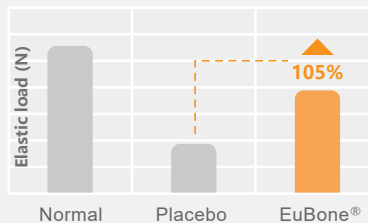
EuBone® increases bone strength (N)



EuBone® increases BMD (g/cm³)



EuBone® increases bone elasticity (N)



As can be seen from the above data, EuBone® can significantly improve the bone microstructure of osteoporotic model rats, increase bone density, bone strength, bone elasticity and reduce the risk of fracture.

Due to the current and potential growth of the female health market, in order to protect the health of menopausal and postmenopausal women, Chenland has successively launched EuBone® which regulates estrogen to support bone health, EasyMind™ which can effectively help sleep, relieve mental stress and tension, and a variety of functional brand ingredients. In order to illuminate the quality of life and health index of modern women around the world, Chenland will continue to work to innovate and combine TCM with modern technology, and creating high-quality products to ensure the well-being of customers for years to come.

[1]Osteoporosis.foundation. 2021. Epidemiology | International Osteoporosis Foundation. [online] Available at: <<https://www.osteoporosis.foundation/health-professionals/fragility-fractures/epidemiology>>.

[2] National Osteoporosis Foundation. 2021. What Women Need to Know - National Osteoporosis Foundation. [online] Available at: <<https://www.nof.org/preventing-fractures/general-facts/what-women-need-to-know/>>.

Upcoming Trade Shows



June 23-25, 2021 Shanghai, China
Booth #41D50



Aug 04-06, 2021 Bangkok, Thailand
Booth #W01



Aug 24-25, 2021 Secaucus, NJ, USA
Booth #146



Sept 23-25, 2021 Philadelphia, USA
Booth #3805+3807



Sep 27-30, 2021 Singapore
Booth #G51



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