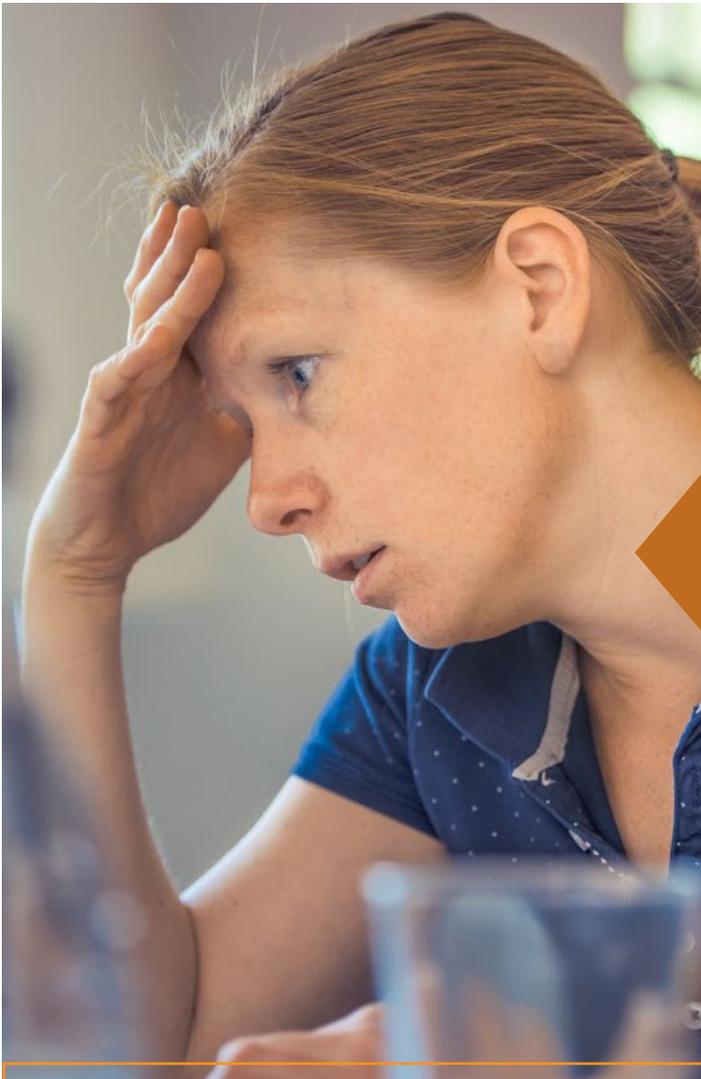


MENOPAUSE

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*

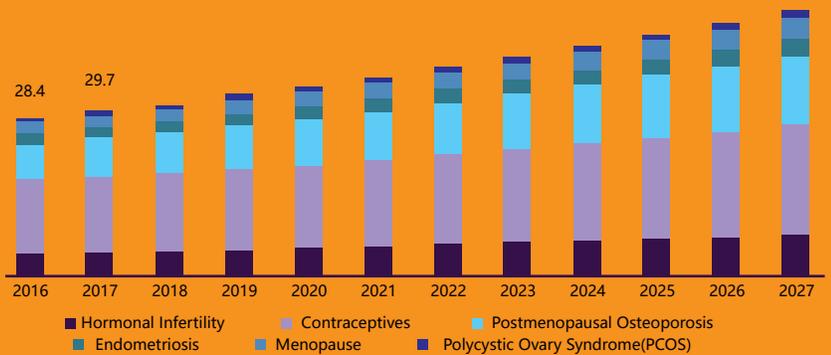


NOW MORE THAN EVER, WOMEN'S HEALTH IS OUR PRIORITY

1.

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®

