

SLEEP
RESPIRATORY TRACT
IMMUNITY



Post-pandemic : Adapting to the

“ **NEW NORMAL** ”
IN CONSUMER HEALTHCARE

INTRODUCTION

In modern society the fast-paced, high-pressure, irregular work and rest have caused the number of sub-healthy people to increase day by day. In addition, the outbreak of the epidemic has made more people aware of the importance of physical health, and the changing healthcare system adopting to a “new normal.” Nowadays, the concept of the health industry is no longer limited to the traditional health field of medical supplies, has also spread to the scope healthcare of the broader industrial chain.

According to a survey conducted on Consumer Health Needs in the Post-pandemic Period, mood, gastrointestinal, and joint health have become the three biggest health concerns of global consumers during the COVID-19 period.

An online survey basic on sleep quality, empathy, and mood during the isolation of the COVID-19 Pandemic in the Canadian Population shows that compared to males, female participants reported lower quality of sleep, lower sleep efficiency, along with greater symptoms of insomnia, anxiety, depression, and trauma. When a good night's sleep becomes a luxury, many consumers are willing to pay for a good sleep. In the past three years, consumption of online sleep products has grown by more than 10% annually on average.^[1]



EasyMind™ is a specially formulated botanical blend with four traditional Asian herbs: *Bai Shao*, *Gardenia*, *Silk Tree* and *Tree Peony*. It is developed through the scientific formulation of Chenland's patented technology and is targeted to boost women's emotional health. Its natural ingredients can effectively relieve anxiety, stress, and repair brain neurons while improving the quality of sleep.

GASTROINTESTINAL HEALTH

Gastrointestinal health is not a topic that many focus over. However, with the soaring interest in overall health needs during the pandemic, gastrointestinal health has become increasingly popular. According to the Fortune Business Insight, digestive health products witnessed a positive demand across all regions amid the pandemic. Based on the analysis, the market is projected to grow from USD 42.19 billion in 2020 to USD 71.95 billion in 2027 at a CAGR of 7.9% during the 2020-2027 period^[2]. Breaking into the existing gastrointestinal health market structure and developing formulations for gastric health has become a rising topic in the industry.



Unlike other curcumin-products, CuminUP60® provides high curcumin absorption rates and increased solubility due to Chenland's Patented CGSF technology. With a curcumin content greater than 60%, CuminUP60® redefines innovation by providing multi-health benefits all while increasing bioavailability packed into a powerful, low daily dose. Studies have shown that CuminUP60® has a positive protective effect on the intestines. It can promote gastric mucosal secretion, prevent and slow down gastric ulcers, and provide a positive effect on gastrointestinal health.

According to the Research and Markets' bone and joint health supplements market report, affected by the COVID-19 Pandemic, the joint health market is expected to grow at a compound annual growth rate of 5.8% during 2020-2027.^[3] Many people think that exercise is the culprit for joint damage, so during the epidemic, the reduction of long-term home exercise and the protection of joints has become a necessity. However, if a person doesn't exercise for a long-time joint easily deteriorate and can lead to osteoarthritis. These reasons and more have become the main reason for the increasing joint market in the post-pandemic period.

JOINT HEALTH



JointAlive® is a specially formulated botanical blend with three traditional Asian herbs: *Epimedium brevicornum* Maxim, *Discoreanipponica* Makino and *Salvia miltiorrhiza* Bunge. Chenland's clinical research shows JointAlive® can effectively solve joint health issues especially for middle-aged and elderly individuals. It can also reduce swelling, stiffness and other joint related health problems. JointAlive®'s rigorous scientific studies have found that it has the capability to enhance immunity and the anti-inflammatory response. Long-term use also has varying degrees of health benefits to the cardiovascular, cerebrovascular, reproductive system and bone health. Effective even at a small dosage and now newly recognized as an NDI by the FDA, JointAlive® can solve multiple joint health problems naturally, safely, and efficiently.

In today's society, due to the undifferentiated health market an emphasis is placed to meet the individual and differentiated needs of consumers. The problem shifts to finding a direction to meet all of those needs.

The best answer is to focus on tailoring the best nutrition plan for the general population, and achieve a more precise and customized nutrition health solution. Chenland believes that in the near future, we will bring revolutionary changes to global human health management. Our goal is to establish a set of multi-form natural ingredient health solutions for all age groups, to focus on more precise health needs.

[1] Guadagni, V., Umilta', A., &Iaria, G. (2020, September 22). Sleep quality, empathy, and mood during the Isolation period of the Covid-19 pandemic in the CANADIAN Population: Females and women suffered the most., from <https://www.frontiersin.org/articles/10.3389/fgwh.2020.585938/full>

[2] Digestive health market Size, share & COVID-19 impact analysis, by Ingredient Type (PROBIOTICS, PREBIOTICS, Digestive Enzymes/food enzymes, and others), by product Type (FUNCTIONAL foods & Beverages, vitamins & dietary supplements, and others), by distribution CHANNEL (SUPERMARKETS/HYPERMARKETS, HOSPITAL Pharmacies, online pharmacies, and others), and Regional Forecast, 2020-2027. (n.d.), from <https://www.fortunebusinessinsights.com/digestive-health-market-104750>

[3] Ltd, R. (n.d.). Bone and joint health Supplements market - growth, trends and Forecast (2020 - 2025). From <https://www.researchandmarkets.com/reports/4617270/-bone-and-joint-health-supplements-market>

Upcoming Trade Shows

SupplySide PHX

June 11, 2021 Phoenix, USA
Booth #41D50

Hi Health ingredients China
健康天然源

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

CPhI south east asia
P-mec | Inno | ICSE LAB | FDF

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

SupplySide EAST

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

Natural Products EXPO EAST

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



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Enriching Quality of Life

Chenland Nutritionals, Inc. is a leading supplier of natural branded ingredients. Our global headquarter is in Irvine, California. We select only globally certified GAP herbs and marine organisms to ensure our ingredients promote safety, quality, and sustainability. We specialize in TCM-based brand ingredients scientifically backed through in-vitro and in-vivo testing, alongside preclinical and clinical trials. We are committed to providing our customers with innovative solutions to health problems and meeting the world's growing natural nutritional needs.