



# She-Economy

The Empowering and Currently Growing  
Global Female Wellness Market

In today's economic environment, women's products have become a key focus-with many women looking for the value that they can receive from each wellness purchase. Current market trends show that women will spend more on quality wellness products because they view them as wise investments. The preference to spend more on quality functional foods, dietary supplements, etc., is present due to the belief that preventive wellness actions will cost less in the long run when compared to medical bills that result from inattention to prevention.

According to the World Health Organization (WHO), in 2014, around 13.3% of women above the age of 18 years were found to be in a poor health condition. In order to better this scenario, various initiatives and programs were conducted by governments worldwide, as well as non-governmental bodies around the world, which subsequently led to higher awareness about women's health. This, in turn, created a highly conducive environment for the growth of the global women's health products market.



## WELLNESS MODULE 1

## It's All About Mood

It has been confirmed that 95% of women will experience a significant increase in negative emotions with the rise and fall of estrogen levels, and even relapse of mental illness. The three stages of imbalanced estrogen levels occur before menstruation, postpartum, and before and after menopause. During these times, women are more likely to be prone to depression and a plethora of other negative health symptoms. Additionally, women play more and more roles in modern society, placing the mental health of women at risk of facing various unprecedented challenges. Survey data has also found that fierce workplace competition and work pressure have brought many physical and mental health hazards to women, in addition to sleep problems. For modern female consumers, healthy food and supplements have become the focal point. The growing emotional health economy is gradually setting off a wave of capital, leveraging huge potential for a billion-level market.

## All-Natural Mood Stabilizer: EasyMind™

If we can understand the relationship between changes in estrogen levels and women's emotional disorders, it will provide a good theoretical basis for improving women's physical and mental health. In fact, the relationship between estrogen and women's mood swings have long attracted the attention of researchers. Today, Chenland has achieved research results.



Chenland's R&D team has found that our scientifically supported brand ingredient EasyMind™, developed using Chenland's patented technology, uses four traditional Asian herbs including *Bai Shao*, *Gardenia*, *Silk Tree*, and *Tree Peony*, has been verified to effectively relieve stress, anxiety and depression. EasyMind™ provides care for women's mood health throughout the day and sleep quality at night. EasyMind™ is also an ideal solution to protect the brain nerve and nourish brain cells.

According to a report released by the International Osteoporosis Foundation (IOF), 42% of women around the world over the age of 50 will have osteoporotic fractures due to lack of calcium and phosphate in their bodies by 2050.

"Although the sooner we prevent it, the better, but when a woman reaches menopause, it is already urgent. Menopause is a critical period for taking preventive measures against bone loss and muscle weakness that may lead to osteoporosis and fractures," said Dr. Bess Dawson-Hughes, Senior Scientist and Director of the Bone Metabolism Team at the HNRCA. The application field of postmenopausal osteoporosis accounts for the largest share of the global women's health products market.

## EuBone®: All-Natural Supporter of Hormonal Balance and Bone Health

EuBone® is a specially formulated botanical blend with three traditional Asian herbs: *Eucommia ulmoides*, *Drynaria fortunei* and *Cuscuta chinensis*. Unlike other bone treatment drugs, EuBone® is designed especially for women who are experiencing bone problems due to the menopause and post menopause. 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 show that its compound ingredients have a significant preventive effect on bone fractures. The product can also promote the absorption and utilization of calcium needed by the human body, known new calcium companion generation.



What health and wellness encompasses continues to grow as consumers gain more awareness of how factors big and small affect their quality of life. Wellness is a holistic pursuit for women, involving mind, body and spirit. Accordingly, women want products that speak to them at these points of connection. These guiding principles are what manufacturers and retailers can use to appeal to the female wellness consumer.

A variety of multi-health support brand ingredients developed by Chenland Nutritionals targets women not only meet the source safety and product effectiveness of modern female consumers, but also to help our cooperative partner to target more precise consumer groups, providing full range of service from ingredient deconstruction analysis to product supply.

### 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

**Breaking News!**

We invite you and your representative to attend SupplySide PHX on June 11 in Phoenix, USA. We look forward to seeing you there!



CHENLAND

www.chenland.com (949) 308-2270  
(949) 308-2276 info@chenland.com  
3 Park Plaza, Suite 0410 Irvine, CA 92614, USA



Enriching Quality of Life