



# The Future of Holistic Health:

## Multifunctional Microbiome Support for Comprehensive Wellness

In today's fast-paced world, consumers are putting their health first and actively seeking comprehensive supplement solutions to bolster their wellbeing. Take advantage of this undeniable movement by elevating your product supplement line by incorporating pre-, pro-, and postbiotic solutions formulated by the ultimate partner in dietary supplements.

At ADM, we aim to address the growing need for all-in-one holistic health supplements. Our ingredient portfolio boasts cutting-edge pre-, pro-, and postbiotic ingredients that unlock the true potential of multifunctional supplements, catering to the evolving preferences of health-conscious consumers. It's time to give them what they genuinely crave- an all-encompassing and convenient approach to general and targeted health areas.

### Top reasons consumers take dietary supplements\*

**41%**

Overall Health

**31%**

Immune Health

**22%**

Vitamin Deficiency

**18%**

Gut Health

\*Data sourced from April 2023 NBJ Survey.

## The Challenge

# A Holistic Approach to Wellness

Thanks to increasing awareness of the role of the microbiome in overall wellness, consumers are actively seeking trusted sources of additional nutritional benefits and embracing a holistic approach to gut health. It has become clear that supplementing with general vitamins and minerals alone is not enough – brands need to offer products that support gut function for a more complete and balanced approach to overall wellness.

### METABOLIC HEALTH

Metabolic health has become a key priority for consumers in today's proactive health maintenance landscape, where nearly 2 billion adults are overweight (*World Health Organization*), and obesity rates continue to rise. Research indicates that a healthy gut microbiome can have a significant impact on visceral fat reduction, heart function and other aspects of metabolic health pathways, making it crucial for brands to provide consumer-centric, leveled-up, supplements that stand out from the competition and align with modern approaches to nutrition and whole health.

### SKIN HEALTH

As the largest organ in the human body, our skin has its own unique microbiome that regulates our health and serves as a barrier against pathogens. In addition, emerging research demonstrates the effects of the balance of gut bacteria on skin health, known as the gut-skin axis. Your brand can stand out in the market by enhancing your supplements with pre-, pro-, and post-biotic ingredients that help promote skin health and beauty from within. Consider pairing antioxidant vitamins with probiotics to form a comprehensive approach for consumers who want to promote skin health and maintain a vibrant, balanced complexion.

### WOMEN'S HEALTH

By 2030, the world population of menopausal and post-menopausal women is projected to reach 1.2 billion (*Maturitas*). The demand is high for products that support the various health changes that women experience throughout their journey; this includes digestive and skin changes, and increasing body fat. Step into this growing market by offering multifunctional solutions rooted in microbiome support for women at various life stages.



The team at ADM stands ready to help you overcome the challenges of developing enhanced supplement solutions incorporating pre-, pro-, and postbiotics that meet your consumers' health needs, with an eye for delivery format flexibility. Your brand requires a reliable partner for biotic solutions that not only bolsters formulation stability but also provides value and addresses these emerging health needs.

## Educate and delight consumers with targeted, holistic solutions

Imagine being able to provide the next generation of holistic, multifunctional dietary supplements to consumers searching for comprehensive support for their overall wellbeing. Become a trusted supplement brand with elevated offerings designed for eager consumers who value targeted lifestyle solutions tailored to their specific needs and preferences.

### Digestion



#### **BRIAN, 55, REAL ESTATE BROKER**

Brian has become more interested in gut bacteria and their essential role in his overall health, including supporting digestion and a healthy metabolism. Since his recent move from New Jersey to Florida, Brian's wellbeing has become a priority, and he is looking to live a happier, healthier lifestyle in his new beachfront home. Now, Brian is becoming more educated on probiotics, but he can't find the all-in-one supplement he's looking for.

*If you have consumers like Brian who are looking for a supplement that provides different benefits, consider exploring the latest in microbiome science. Combining the probiotic DE111® with BPL1® Postbiotic may bring a range of benefits to well-established multivitamins and minerals, complementing their effects and providing overarching whole health support.*

### Skin Health



#### **CHARLOTTE, 32, GLOBETROTTER**

Charlotte is always on the go, and all that travel wreaks havoc on her skin. From exposure to air conditioning, varying air moisture levels, and other environmental factors, Charlotte is always on the hunt for a supplement that helps her holistically maintain a healthy glow no matter where her travels take her.

*For consumers like Charlotte, the right supplement can take confidence to the next level. Consider exploring the latest research for supporting beauty from within through the gut-skin axis. Clinically supported probiotics plus antioxidant vitamins provide a skin-loving formulation as the perfect solution for a holistic approach to skin health.*

# Menopause



## MARJORIE, 52, ENTREPRENEUR

Marjorie is experiencing menopause, as well as significant changes in her skin type, sleep cycle, and visceral fat levels. As someone constantly looking for the latest and greatest ways to care for her lifestyle, Marjorie firmly believes in the power of vitamin supplementation for her day-to-day. She has learned about the importance of balancing good bacteria in the gut to support areas such as digestive and immune health and even her overall wellbeing. Marjorie is on the hunt for a holistic solution that combines her tried and true vitamins with the benefits of gut microbiome support.

*If you're looking to reach customers like Marjorie, formulating a product with "biotic" ingredients backed by targeted clinical research can help communicate the benefits these microbiome modulators bring to the table. With a blend of vitamins and pre-, pro-, and postbiotics, you can provide a complete solution for those looking to take their health routine to the next level.*

## Microbiome Solutions

# Pre-, Pro- and Postbiotics for holistic health support

ADM's expansive industry-leading portfolio features innovative, differentiated, and future-forward dietary supplement ingredients and solutions designed to help brands meet the emerging needs of wellness-seeking consumers.

At a root of wellness, our portfolio of microbiome solutions includes prebiotics, probiotics, postbiotics, and enzymes.



## ADM's portfolio of microbiome solutions

### DE111®

DE111® is a clinically studied strain of *Bacillus subtilis* and is the only probiotic clinically shown to germinate in the human small intestines, where digestion, nutrient uptake, and immune function reside. DE111® is stable under a range of temperatures, pH changes, and water activity.

#### DE111® MAY HELP SUPPORT:

- Microbiome diversity within the gut
- Digestive health
- Regularity
- Healthy immune function

### PreforPro®

Supplementing your diet with PreforPro® may support the beneficial effects of select probiotics for GI support. Unlike typical prebiotics, PreforPro® is effective with a small 15mg dose and goes to work quickly, within hours.\*\*

#### SUPPLEMENTING YOUR DIET WITH PREFORPRO® MAY:

- Supports the growth of select beneficial bacteria in the gut
- Supports a healthy GI Tract\*\*\*

### BPL1® Probiotic and Postbiotic

BPL1® (*Bifidobacterium lactis* CECT 8145) is ADM's proprietary, award-winning probiotic strain with clinically documented results in aspects related to metabolic health pathways. Its heat-treated counterpart also has clinically documented results to support this, making it an applicable solution for women's life stages such as menopause.

#### EMERGING EVIDENCE SUGGESTS THAT BPL1® MAY HELP SUPPORT:

- Metabolic health pathways
- Weight management in combination with diet and exercise (probiotic)
- A healthy waist circumference in combination with diet and exercise (postbiotic)

\*\*In-vitro data suggests.  
\*\*\*When used in combination with select b. lactic probiotic strains.

## ES1 Postbiotic

ES1 Postbiotic (*Bifidobacterium longum* CECT 7347) is ADM's exclusively licensed postbiotic with documented results in supporting digestive health.

### CLINICAL TRIAL SUGGESTS THAT SUPPLEMENTING YOUR DIET WITH ES1 POSTBIOTIC MAY SUPPORT:

- Digestive health
- Overall gut health
- Significant reduction of occasional diarrhea vs. placebo

## AD Formulation

The AD Formulation is ADM's proprietary probiotic blend of three beneficial strains (BPL1® + ES1 + BPL4) with clinically documented results in skin health.

### SUPPLEMENTING YOUR DIET WITH OUR AD FORMULATION MAY HELP SUPPORT:

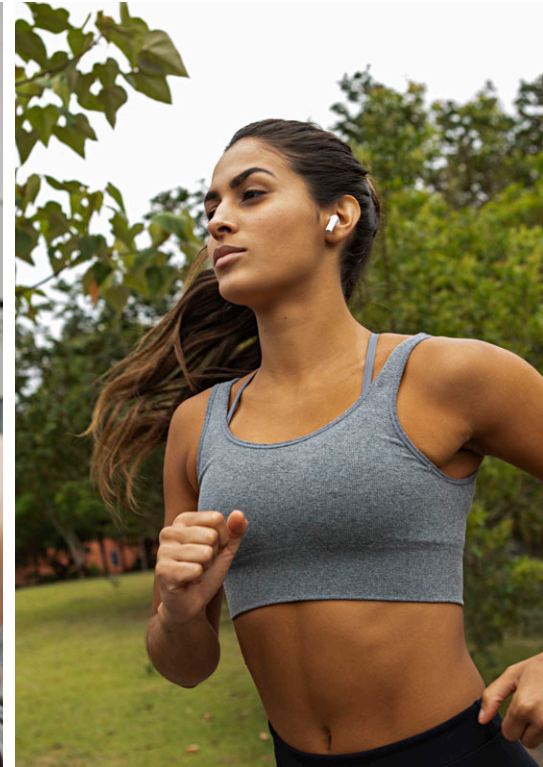
- Relief for dry, itchy skin
- Improved skin health
- Clear & healthy skin
- Skin vitality

## Active Lifestyle Formulation

The Active Lifestyle Formulation is ADM's proprietary probiotic blend (BPL4+ES1+BPL15) with clinically documented results in reducing measures related to oxidative stress in healthy people practicing prolonged, intense exercise.

### SUPPLEMENTING YOUR DIET WITH ACTIVE LIFESTYLE FORMULA MAY SUPPORT:

- Positively affects post-exercise levels of oxidative stress



## Why ADM

# Expertise for any formulation challenge

**ADM is the ideal partner to ideate, formulate, and manufacture your dietary supplement product, with the formulation expertise and quality manufacturing standards you can count on.**

Our dietary supplement product development experts share a depth of formulation and regulatory expertise—in custom formulations as well as turnkey formula solutions—to address in-demand consumer health needs.

ADM is at the forefront of the dietary supplements market, with a keen insight into the evolving consumer trends and customer needs of today and tomorrow.

We create consumer-preferred, science-backed products to help take your brand to the next level—and succeed in the business of health and wellness.

## The ADM Edge



Consumer insights



Product innovation



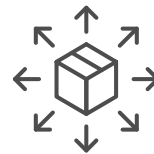
Product quality and stability



Taste and flavor experiences



Dietary supplement manufacturing



Speed to market



**Find out more at**  
**[adm.com/dietarysupplements](http://adm.com/dietarysupplements)**

This communication is intended for North American B2B use and no statements are meant to be perceived as approved by regulatory authorities. Local regulations must be reviewed to confirm permissibility of ingredients and claims for each food and dietary supplement category.

DE111® and PreforPro® are trademarks of Deerland Probiotics & Enzymes, Inc. BPL1® is a trademark of ADM Biopolis.

ARCHERDANIELSMIDLANDCOMPANYDISCLAIMSANYANDALLWARRANTIES, WHETHER EXPRESS OR IMPLIED, AND SPECIFICALLY DISCLAIMS THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. OUR RESPONSIBILITY FOR ANY CLAIM IS LIMITED TO THE PURCHASE PRICE OF MATERIAL PURCHASED FROM US. CUSTOMERS ARE RESPONSIBLE FOR OBTAINING ANY LICENSES OR OTHER RIGHTS THAT MAY BE NECESSARY TO MAKE, USE, OR SELL PRODUCTS CONTAINING OUR INGREDIENTS. ANY CLAIMS MADE BY CUSTOMERS REGARDING INGREDIENT TRAITS MUST BE BASED ON THE SCIENTIFIC STANDARD AND REGULATORY/LEGISLATIVE REQUIREMENTS OF THE COUNTRY IN WHICH THE FINAL PRODUCTS ARE OFFERED FOR SALE.