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HEALTH FOR WOMEN

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There are plenty of reasons *to love being a woman*. Add a little 



www.femibion.co.uk

Agenda

- Why we have launched the Femibion range
- Physical and emotional stages of a woman's life
- The Femibion product range – Features and Benefits
- Selling Tips
- Test Your Knowledge
- Summary

Aims of this session

- To help you to understand the different physical, emotional and nutritional needs of women at each lifestage
- To understand the product ingredients and the USP versus the competition
- To enable you to deliver a Femibion training session to your customers
- To give you the confidence to sell Femibion to your customers
- Update on marketing support

What do our female customers want from a healthcare brand?

- A brand that understands women
 - An approach that supports the physical and emotional needs of each life stage
 - Customised and targeted solution that delivers what is required
 - Helps a woman feel in control and feel good about being a women
- Source: Morganland Consumer profile research 2008

Up to 55% of Women

...have their own issues
that they want to address



55%

24%

31%

Cosmetic needs e.g.
radiant skin, hair, nails

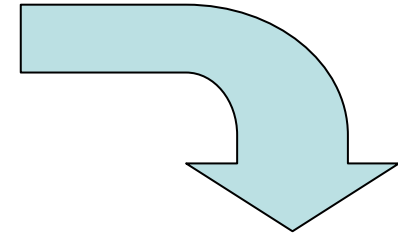
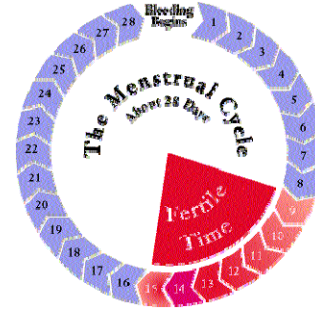
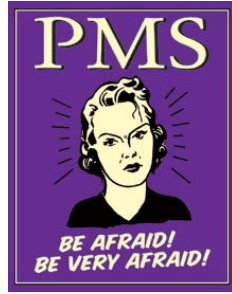
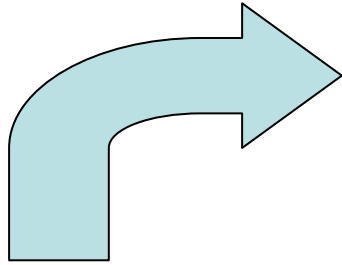
Female specific issues
e.g. PMT/ Pregnancy /
Menopause

Yet only 4% of VMS
purchase occasions are
Female related

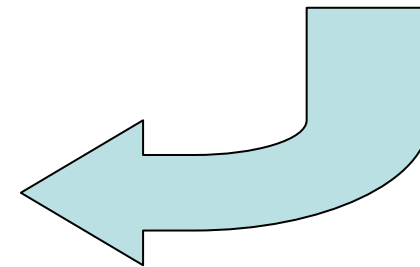
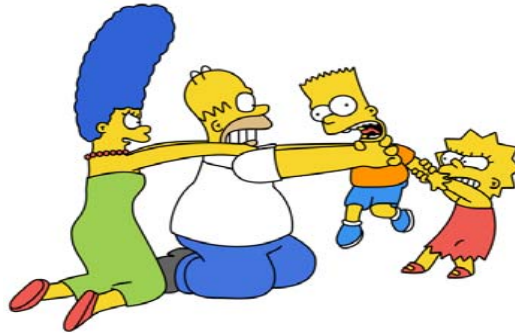
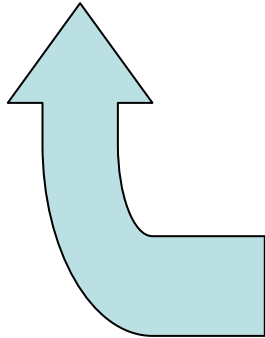
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Women's Life Stages

As women progress through life there are a number of significant stages to go through. Each stage brings with it its own emotional challenges, physical changes and nutritional needs.



Women's Life Stages



All women want to.....

- Look good
- Have radiant and healthy skin, hair and nails
- Be able to identify the nutritional daily requirements
- Know what vitamins and minerals can do to help maintain and support their health and wellbeing.

Healthy balanced diet

- Nutrition plays a significant role at any stage of life
- Good nutrition should start with eating a healthy, well balanced diet
- Plenty of fresh fruit and vegetables (5 a day)
- Starchy foods such as bread, pasta and rice (preferably wholemeal)
- Protein rich food – eggs, meat and fish
- Milk and dairy products
- Small amount of foods high in fats, sugar and salt
- Drink up to 6-8 glasses of water a day

UK launch of the first women's Health & Wellbeing VMS brand

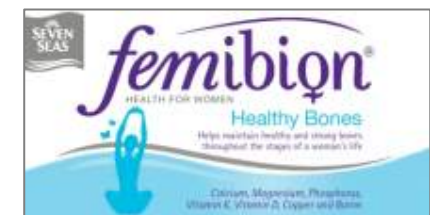
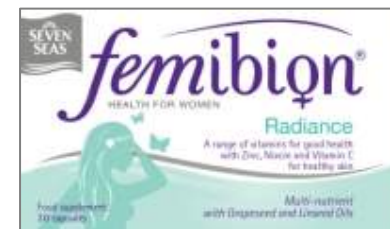
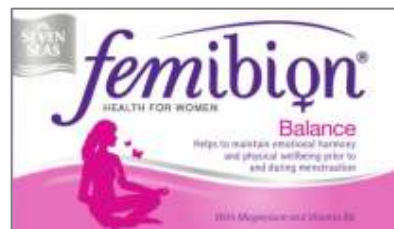
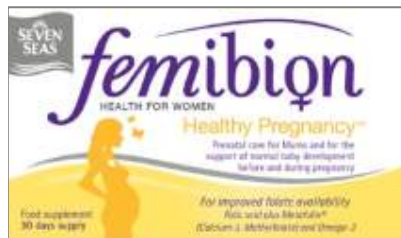
Pregnancy & Motherhood



Active Living



Menopause



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Femibion range

There is a product to support women every day and at every stage of their lives



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Pregnancy

Pregnancy is an exciting but often demanding time for women. Not only will mums-to-be be getting ready for their new arrival, but they will also be going through a number of emotional and physical changes.

Good Nutrition

Folic Acid
Supplements

Tiredness

Fruit &
Vegetables

Leg Cramps

Nausea

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Healthy Pregnancy

Department of Health Guidelines:

- All women of child-bearing age or planning to get pregnant should take a 400mcg folic acid supplement and eat folate rich diet
- You should be advising customers to start supplementing when they start trying for a baby through to the end of the first trimester (1–12 weeks)

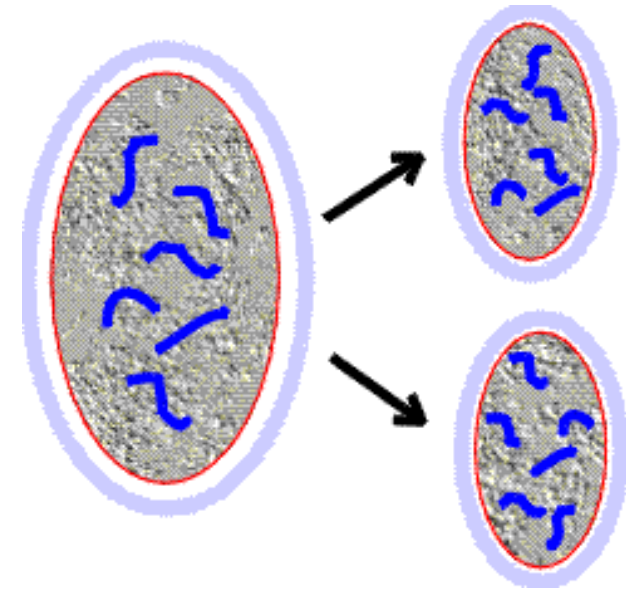


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Why do women need folic acid?

Needed for:

- Cell division and blood cell formation
- Development and growth of new life
- Folic acid reduces the risk of neural tube defects (NTDs) such as spina bifida in unborn babies.



Importance

Low dietary intakes / low levels of 'active' folate

- ↑ blood homocysteine levels (Linked to thrombosis and heart disease)
- ↑ risk of development of NTDs
- ↑ risk of low birth weight
- ↑ risk of miscarriage
- ↑ risk of pre-eclampsia
- ↑ risk of premature detachment of placenta
- ↑ risk of development of Down's syndrome

Folic Acid

- Is used in food supplements
 - Is sometimes used to fortify foods
- But*
- Not produced naturally by the body
 - Must be transformed into biologically active folate forms in the body



Folate / Folic Acid / Folacin – The History

- In the early 1930s Dr Lucy Wills, in India, observed that pregnant women with macrocytic anaemia responded to Marmite.



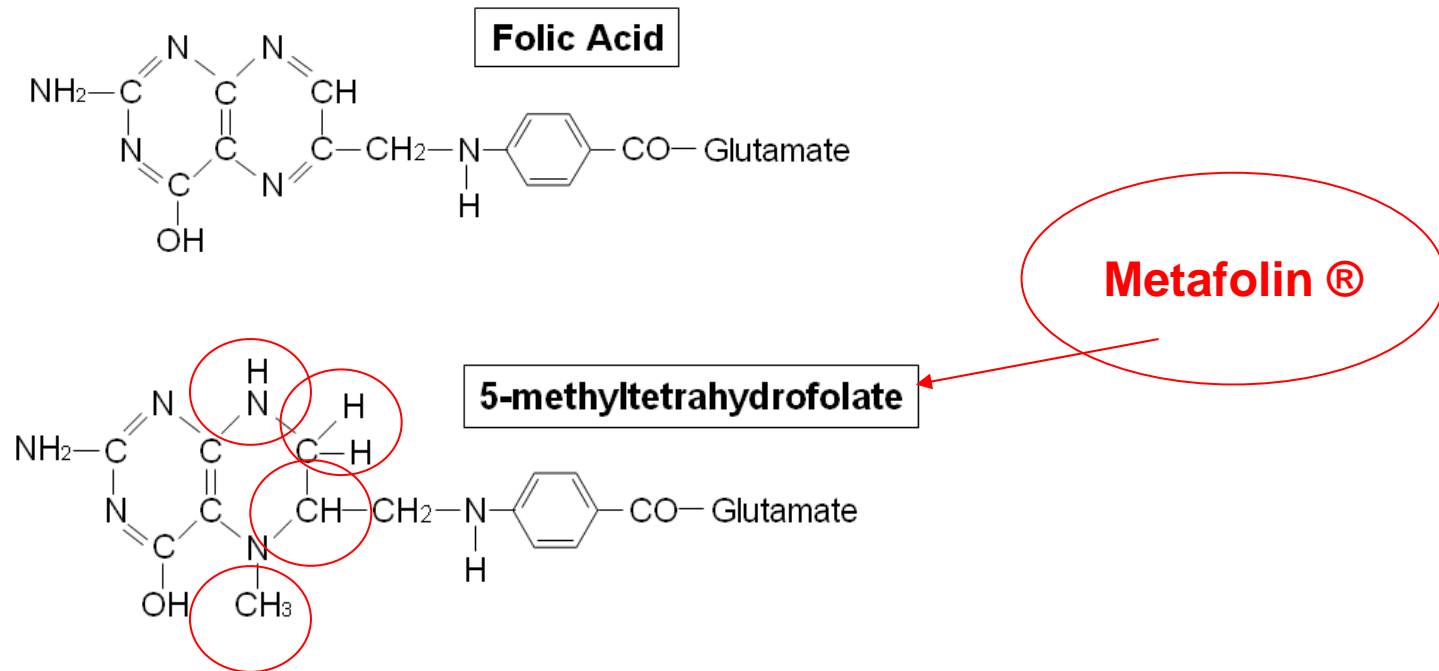
- A decade later, Mitchell and colleagues isolated the substance from spinach, alfalfa and yeast and coined the term 'folic acid' from *folium*, Latin for 'leaf'.



- In 1945 a large team of U.S. industrial chemists purified and identified / characterised the substance.

Folic Acid is a recognised vitamin

This is the Folic Acid science bit.....

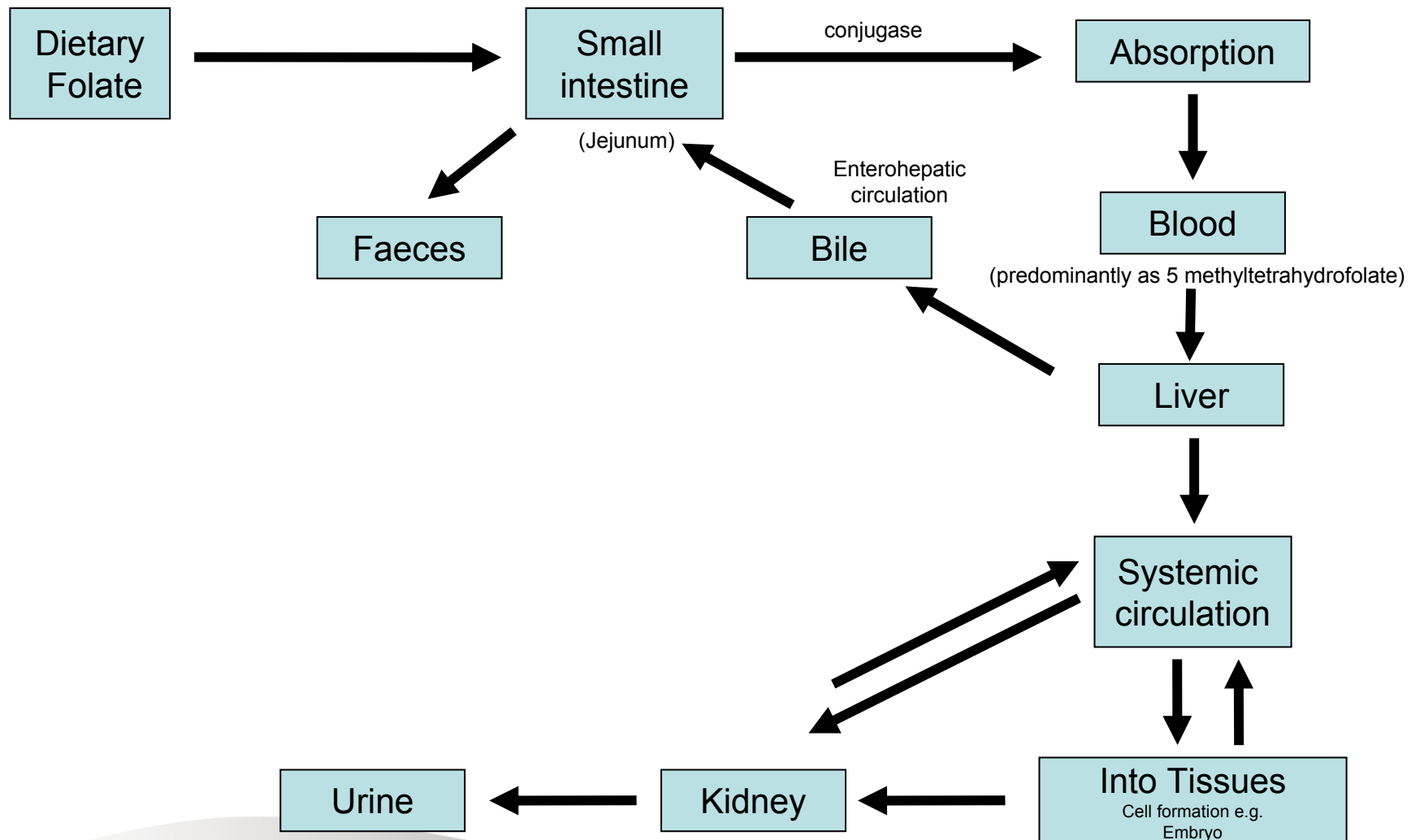


Metafolin ® is in the same state as it is in the blood

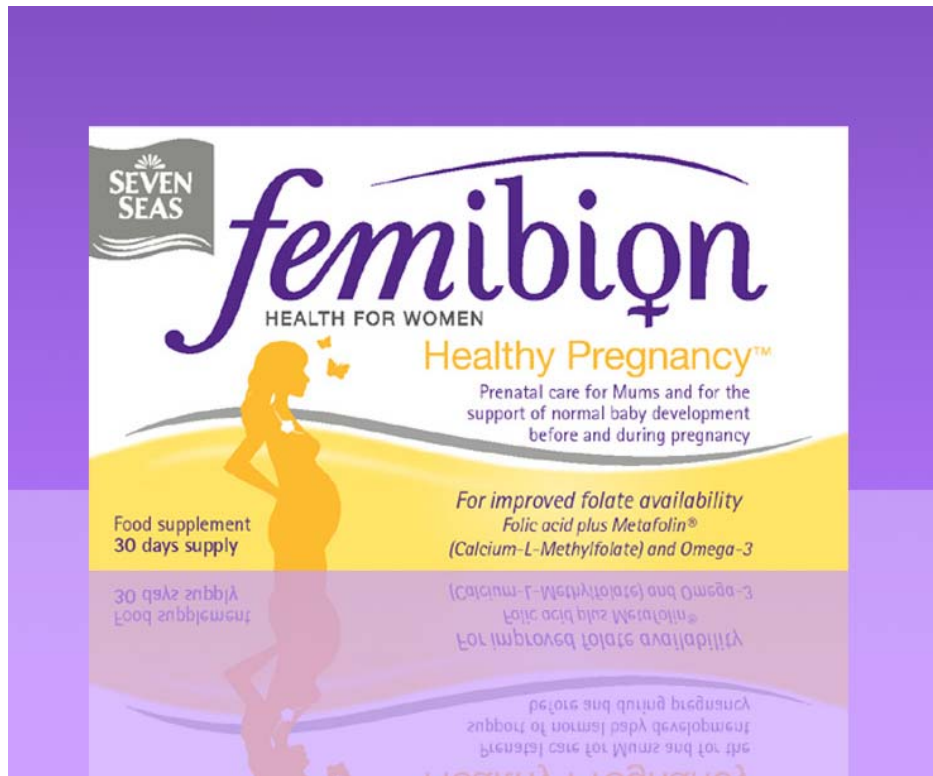
5-Methyltetrahydrofolate (Metafolin®)

- Normally the only form of folate in the human circulation
- Therefore, the only form presented to human cells

Absorption and transport of dietary folate



Pregnancy – Healthy Pregnancy



One Tablet

This supplement combines folic acid 200mcg with **Metafolin**® (calcium-L-methylfolate) 208mcg

Department of Health recommends 400mcg folic acid

B Vitamins, Vitamin E, C, Iodine and Biotin

One Capsule

Omega-3-DHA 200mg
Essential role in the normal development of the brain, nervous system and eyes

- for Women before and during pregnancy

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Benefits and key selling points of **Metafolin**®

Metafolin® is the form of folate which is the natural form found in some foods and the predominant form found in the blood.

- Faster Absorption
- Effective levels of folate rise more quickly in the blood
- By-passes the initial conversion steps
- Due to genetic problem up to 50% of women may not have adequate levels of the active form of folate
- Effective for all women whereas folic acid is not

Motherhood

Once a woman has had her baby there are new demands on her and her baby. Life becomes even busier and she has to adapt to new, often tiring routines, sleepless nights, busy days and recovering from the effects of birth can take their toll on a new mum.

A new mum will have different nutritional needs, particularly if she is breast feeding too. It is essential that she has the right nutrients to maintain energy levels and support their immune system.

Motherhood

Demands on mothers could include:

- Recovering from pregnancy
- Breast feeding
- New routines

Emotions could include:

- Tearfulness
- Depression
- Tiredness
- No time to relax

Motherhood

Other problems:

- Skipping meals
- Snacking when children eat
- Eating 'on the go'
- Neglecting themselves

Must advise customers to eat a healthy balanced diet but there may be a need for a supplement to maintain energy levels and support the immune system

Probiotics

Probiotics provide healthy bacteria directly to the digestive system. Probiotics are used to maintain the health of the digestive tract and the immune system.

By taking a probiotic supplement the levels of health promoting bacteria within the gut will be replenished, so improving digestion and supporting the immune system.

Motherhood – Energetic mum

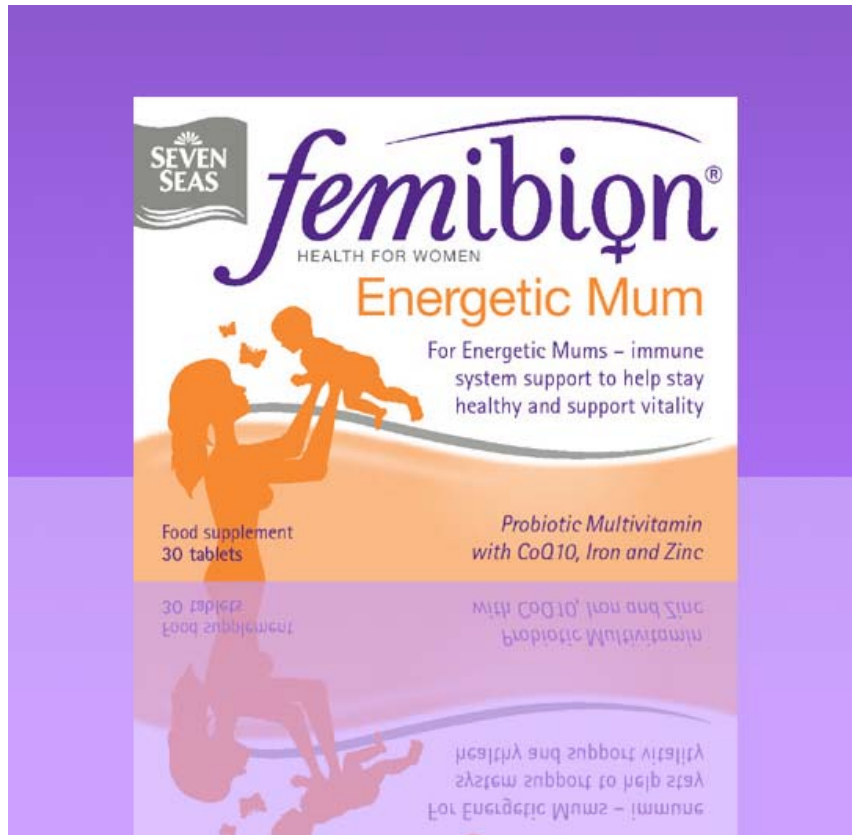


- 1st Multi-nutrient probiotic specifically formulated for mums
- For Immune system support
- Specially formulated for the first few years of motherhood
- Suitable for taking whilst breastfeeding

- Essential immune system support for mums

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Motherhood – Energetic mum



- Vitamin B1 is used in the production of energy from food
- Vitamin B2 contributes to the release of energy from food
- Vitamin B6 contributes to a healthy immune system
- Vitamin B12 helps to make red blood cells, maintain a healthy nervous system and to release energy from food
- Vitamin E acts as an antioxidant
- Iron helps to make red blood cells
- Zinc is needed for a healthy immune system
- COQ10 is present in all cells where it plays a role in the production of energy
- Probiotic cultures contribute to the body's immune defences

- Essential immune system support for mums

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Benefits and key selling points of Femibion Energetic Mum

- Immunity – Probiotic cultures are used to maintain the health of the digestive tract and immune system.
- Specially formulated product to meet the needs of all mums
- 100% of the RDA Vitamins and Minerals
- B vitamins to release the energy from food
- Iron for healthy blood

Maintaining Balance

A women's monthly cycle takes approximately one month to complete with menstruation (a women's period) occurring at the end of the cycle.

Leading up to menstruation many women suffer from a condition know as Premenstrual Syndrome (PMS) or tension (PMT).

The monthly cycle is controlled by the sex hormones – Oestrogen, Progesterone, Follicle stimulating hormone and Lutenising hormone. The rise and fall of these hormones is thought to be the biggest contributing factor to PMS.

Active Living - Balance

90% of women get advance warning of their forthcoming menstrual period. Some of the most common symptoms are:

Psychological

- Irritability
- Feeling bad / temper
- Mood swings
- Feeling upset
- Tiredness
- Difficulties in concentrating

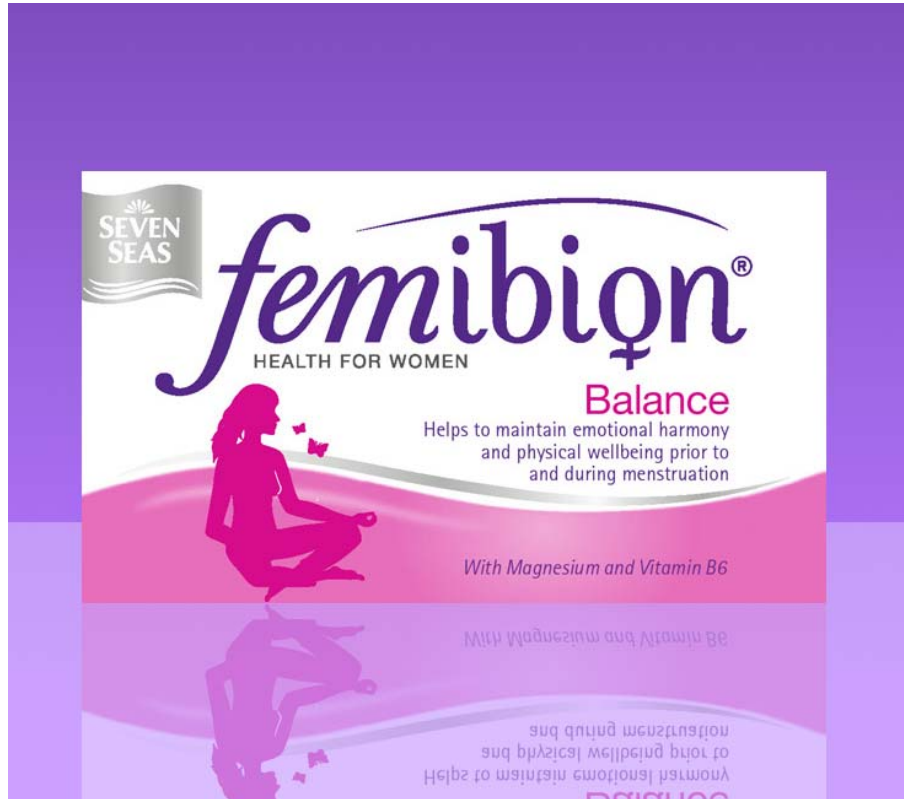
Physical

- Changes to hair or skin
- Fluid retention and feeling bloated
- Abdominal bloating
- Weight gain

Low Levels of vitamins and minerals may also make symptoms worse. Taking supplements and vitamins may be helpful in easing symptoms.

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Active Living – Balance



- Multi-nutrient
- Iron – can be lowered by loss of blood during period
- Vitamin B6 – helps to maintain immune system as well as help with the symptoms of PMS
- Magnesium – nerve and muscle function therefore may help to ease cramps

- Helps to support Women's wellbeing throughout the monthly cycle

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Benefits and key selling points of Femibion Balance

- Comprehensive multivitamin
- Balanced formulation
- May help to relieve the symptoms of PMS
- Can be taken with EPO
- Iron to compensate for blood loss
- Magnesium for nerve and muscle function therefore may help to ease cramps

Boosting Radiance

All women want to look and feel good and many women will spend time and money on beauty products such as moisturisers, serums, night creams, lotions and potions but many forget that the key to looking and feeling good starts with good nutrition.

Good nutrition can help to keep skin healthy and radiant by providing it with the essential vitamins and minerals needed to help boost that youthful glow.

Active Living - Radiance

Looking good starts with providing the body with the correct balance of nutrients



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Factors affecting the skin

- Pollution
- Smoking
- Stress
- Alcohol
- UV damage



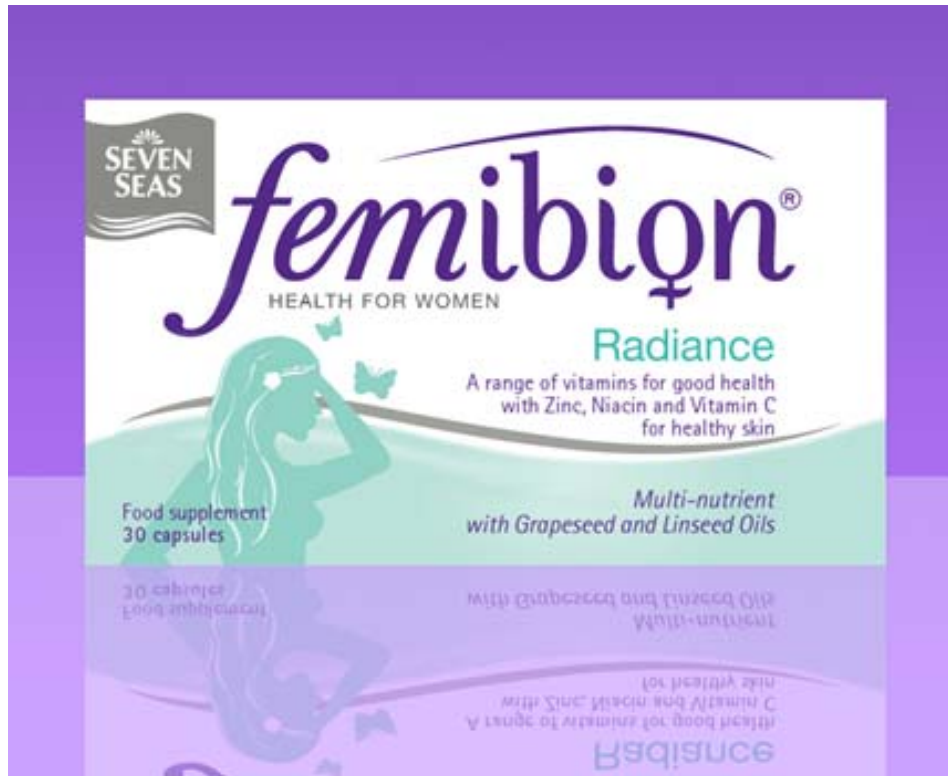
These factors produce free radicals which attack the skin in a process known as oxidation.

Advice to customers

Our defence system deteriorates with age causing the signs of ageing and loss of skin radiance.

- Limit exposure to the damaging external factors e.g. stop smoking, use face products with a high SPF
- The importance of a balanced healthy diet
- Taking a supplement to provide essential vitamins and minerals that help to repair and protect cells and maintain the health of the skin, boosting radiance of the skin.

Active Living – Radiance



- Unique multi nutrient combination containing a range of vitamins for good health and skin with
- Zinc – helps to make new cells and enzymes
- Niacin – produces energy
- Vitamin C – required for growth and repair of tissue and skin
- Taking care of yourself by investing in inner health and good nutrition is important

- All Women want to look and feel good !

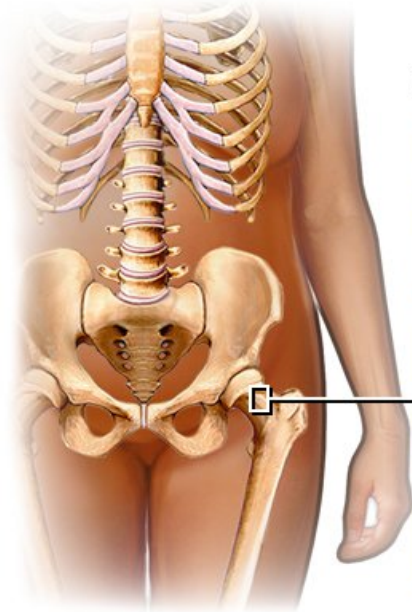
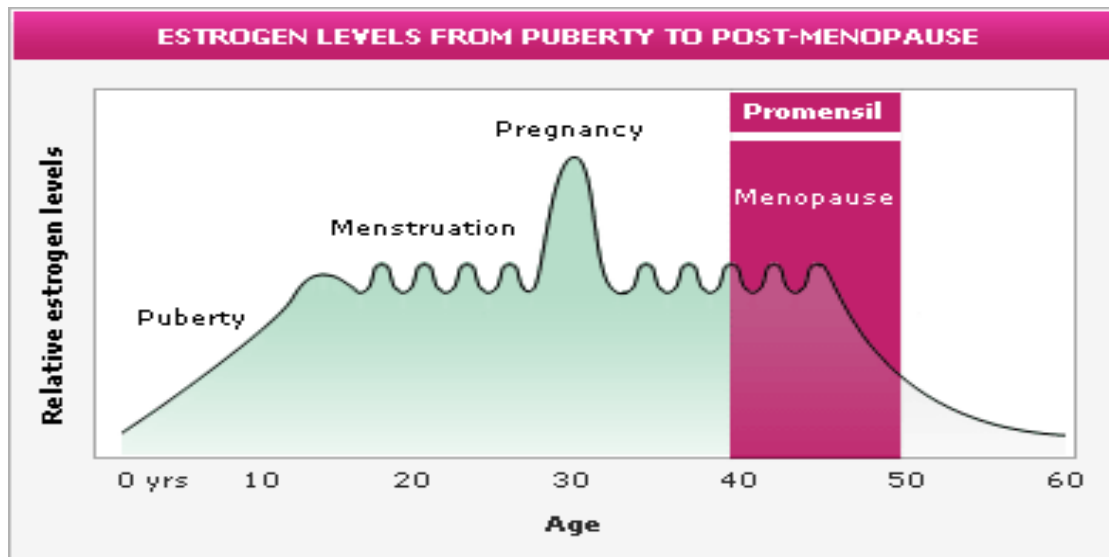
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Benefits and key selling points of Femibion Radiance

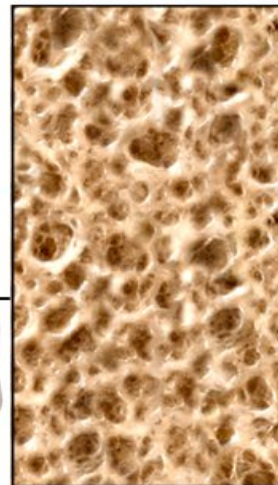
- Accessible price point for women to encourage trial and repeat purchase
- A special formula for healthy skin/complexion.
- Promotes skin renewal
- Contains essential skin nutrients including Grapeseed and Linseed oil.

Promoting Healthy Bones

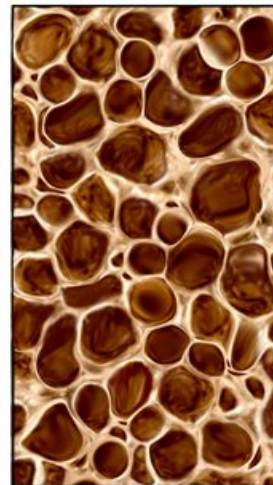
- Menopause signals the end of menstruation.
- In the UK the average age of menopause is 52.
- Results in reduced levels of oestrogens.
- Symptoms can include: hot flushes, depression, vaginal dryness.
- Increased risk of osteoporosis.



Normal bone matrix



Osteoporosis



Younger reproductive system



Older reproductive system



© ADAM, Inc.

Promoting Healthy Bones

- Osteoporosis affects bones causing them to become brittle and weak.
- Bone is a living tissue
- Constantly repairing itself using minerals such as calcium and phosphorus
- Oestrogen controls amount of minerals deposited in the bones
- Menopause causes reduction in these levels and affects strength of the bones

Healthy bones



**To help maintain
healthy and strong
bones**

- As women approach the menopause, oestrogen levels drop which means it is particularly important for them to look after their bones
- Contains a balance of:
 - Calcium – helps to build and maintain strong healthy bones
 - Vitamin D – aids absorption of calcium
- make use of minerals such as calcium, copper and magnesium from the food we eat
- Magnesium – involved in bone health
- Phosphorus – needed for healthy bone structure
- Copper – contributes to structure of bones
- Boron – is thought to help the body use the minerals to make bone

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Benefits and key selling points of Femibion Healthy Bones

- Most complete bone formula
- 800mg calcium
- Vitamin K to help bone formation
- Magnesium and Phosphorus needed for healthy bone structure
- Boron – helps the body to use the minerals that make bone

NPA Accredited Training



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Summary

Femibion range is dedicated to the changing needs of a women through pregnancy, motherhood, menstruation and menopause.

Femibion helps women care for their health and live life to the full.



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