



WHEN YOU KNOW IFF, YOU KNOW PROBIOTICS



WHAT'S THE BUZZ IN BIOTICS?

Welcome!

Welcome to the new HOWARU® newsletter where we discuss all things probiotics – from formulation, and the regulatory landscape, to manufacturing, strain selection, packaging, and everything in between! We'll cover some industry "hot topics," share insights to fuel your journey (whether you're just getting off the ground or are a seasoned brand), and throw in some fun facts along the way.

Whether you're led to us through our new [HOWARU® microsite](#)—a uniquely designed platform that's "home" to all things probiotics—or another channel, we're thrilled to connect, learn with you, and pave a path toward success.

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Health Category Spotlight

STAY IN THE KNOW

We've tapped into one of IFF's most valued resources: **Global Health Category Leader, Maider Gutierrez**, to cast a light on some of the less talked about – but important -- aspects of **Women's Health!**

Women are the primary target consumer for brands, and for good reason -- because women are most likely to be the pivotal decision-makers and purchasers when it comes to their family's health and wellbeing. While women have oftentimes been known to put their family's health and general needs ahead of their own, the tides are shifting, and women are becoming not only more aware of the importance of preventive and holistic methods of care, but also taking the action steps needed to feel a difference.

At IFF, when we think of Women's Health, Menopause and Skin Health are two standout categories where, research shows, women want efficacious solutions. But it doesn't stop there. We've done a deeper dive into some other prominent, though less talked about aspects of women's health impacting up to 50% of women worldwide: vaginal and urinary health.

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What Does Your Road to Success Look Like?

The road might be curved, linear, or a mix of detours – either way, learn about some of the checkpoints to note along the way!

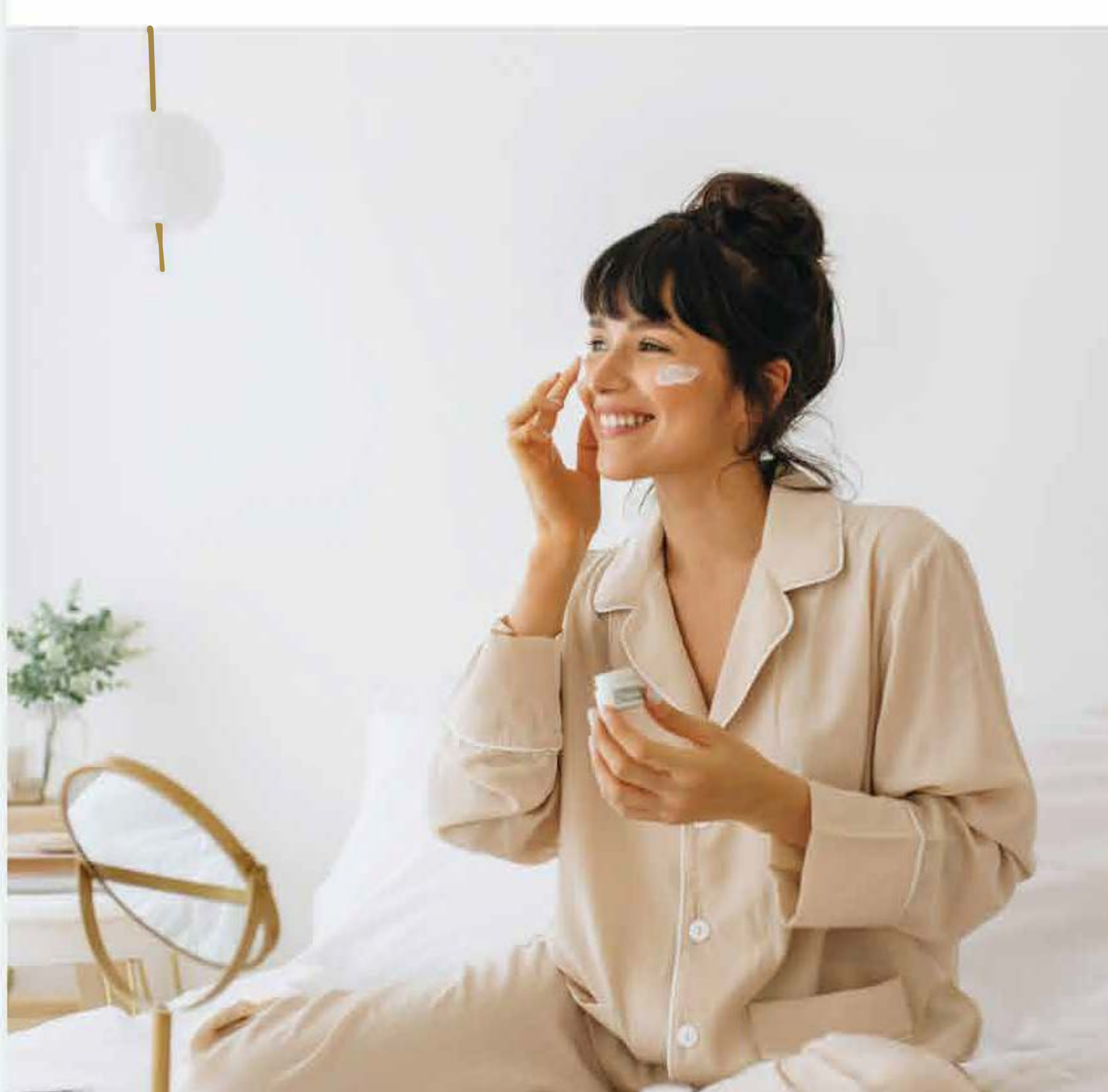
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DID YOU KNOW...

Women's Health companies raised 9.3% more capital in 2023 than in 2022, pointing to strong growth in the sector for 2024, and what Forbes calls, the "standout year for Women's Health."

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UPCOMING EVENTS

Natural Products Expo West 2024

March 12-16

Anaheim Convention Center

[Expo West](#) is on the way, and we're looking forward to hearing from you when it comes to all things Women's Health (though we've got you covered everywhere!)

[SET UP MEETING](#)



New in Health Flicks

Things We're Watching – or plan to watch (for fun)

- We're partial to all things probiotics and botanicals, but we're also fans of holistic health – Netflix's *What the Health* casts a light on the food industry and significance of nutrition
- Netflix's *Rotten* takes a dive into America's food supply and demand challenges – do you really know where your food comes from?
- Netflix's *[Un]Well* – health trends have an allure, but could some be more helpful or harmful?

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