



WHEN YOU KNOW IFF, YOU KNOW PROBIOTICS



WHAT'S THE BUZZ IN BIOTICS?

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...with our mid-year roundup on all things women's health!

Dig into fresh media articles, webinars, and more to gain insights on topics spanning menopause, skin health, vaginal and bladder health, and learn from some of the industry's leading experts!

Women's lives made better through IFF

What could \$8.72B, 70%, and 6.8% mean for you and your consumers? Read on to learn about some game-changing ways to stand out in women's health.

[LEARN MORE](#)



DID YOU KNOW...

Women's general health as a supplement category is 60% larger than men's general health, and it's growing substantially faster.

For eye-opening data and scientific and nutrition expertise, look no further than IFF's gurus, Tim Lawlor and Lori Lathrop Stern, PhD in this wildly popular and in-demand webinar!

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IFF EXPERTS IN THE MEDIA

Global Health Category Leader, Maider Gutierrez for Natural Products Insider

What women want: New solutions for perimenopausal and menopausal symptoms – product development guide

In this new era where women's wellness is a priority, supplement formulators and brand owners are learning how to meet the specific needs of women with safe and effective natural solutions. This [product development guide](#)

	provides insights into the changing landscape of women's health conversations.
Global Product Innovation Marketing Manager, Vanessa Azevedo for NutraIngredients	<p>IFF launches solutions for menopause and modern healthy agers</p> <p>Learn more about the ways in which to support consumers in the menopause arena, including: stats/key insights on the menopause market, ingredients/products/concepts showcased at Vitafoods, IFF Health's Healthy Aging campaign: Free to age, your way, and the pronounced momentum shift toward a proactive, preventive approach to healthy aging.</p>



Women's Mood and mental health: A major opportunity for dietary supplement brands

Learn more about the top health concerns driving women's supplement purchases

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Explore the beauty-from-within opportunity in dietary supplements

Find out why it's important to develop supplements tailored specifically for women's needs

[LEARN MORE](#)

NEW IN HEALTH FLICKS

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

- Dive into the world of the microbiome with Netflix's Hack Your Health: The Secrets of Your Gut
- Netflix's That Sugar Film not only uncovers the world's addiction to sugar, but also the packaging and labeling that accompany them – some findings will surprise you.
- Netflix's Cooked, a four-part documentary that takes us right back to our roots of what healthy eating should be.