



# Organic meets joint health: capturing consumer trends in supplements



70% of dietary supplement shoppers are **likely to take a joint health supplement**, while 3 out of 5 want that solution to be organic.<sup>1</sup>



75% of organic shoppers say **joint health is a top concern**.<sup>1</sup>

**Both organic and joint health consumers share similar lifestyle attributes:**<sup>2,3</sup>

45–64 years old with no kids at home

Upper income, \$100 K+

Post-graduate school

## Clean label is a top priority



49% of shoppers rate **organic as important** when buying supplements—a base growing by 66%.<sup>1</sup>



84% of organic supplement users say that **non-GMO is important** to them when buying supplements.<sup>1</sup>



## Small and mighty will win the market



55% of supplement users **want their dietary supplements to be easy to swallow**, creating a high demand for a small, once-a-day dose in the organic joint health market.<sup>1</sup>



82% of supplement users would be **interested in taking a joint health supplement** if it was proven to be effective.<sup>1</sup>

### Joint health and organic: a synergy ripe for supplement innovation

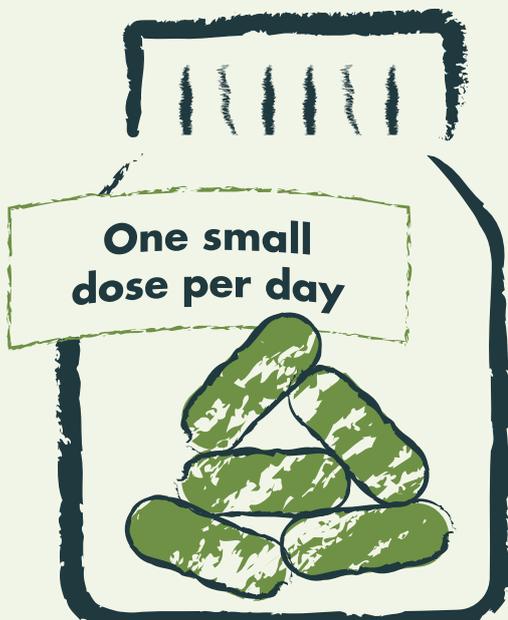
Organic not only converges with consumers' biggest health priorities, like mobility, but it also aligns closely with other value-driven product trends like clean label and Non-GMO Project Verification—a trend steadily climbing at an average rate of 9% per year.<sup>4</sup>

Despite the importance of joint health for so many in overall wellness, and for organic shoppers in particular, very few organically-sourced, clinically-studied joint health products are available. Products that do exist come with challenges:

- Requiring daily large doses
- Difficulty in swallowing due to the size of the supplement
- High frequency of dosage, which ultimately decreases compliance and purchase of supplement

Your next organic, non-GMO product is right at your fingertips

Clinically proven UC-II® undenatured type II collagen is now available for the organic joint health market



UC-II® Non-GMO Made with Organic Collagen helps you differentiate your product in the organic category. It can be used in dietary supplements, as well as in food and beverage applications.

## Why UC-II® undenatured collagen?



### 1 small pill

The benefits of UC-II® undenatured collagen can be delivered in one, small **40 mg, once-a-day dose**, allowing you to differentiate in the market with not only convenience in dosing, but also organic labeling, increasing consumer compliance.



### 3 clinical studies

UC-II® undenatured collagen is clinically shown to **improve joint comfort, flexibility and mobility**.<sup>5,6,7</sup> Strong clinical research supports product efficacy.



### Unique mechanism of action

Signals the immune system to clean up old joint tissue to **enable the body to generate new cartilage**.

## Made with organic collagen



UC-II® Non-GMO Made with Organic Collagen\* helps **product formulators reach 95% organic material in the finished product** to comply with organic regulations and secure use of a USDA organic logo.

## Non-GMO Project Verified



Verification by the Non-GMO Project ensures the validity of the Non-GMO claim and offers the highest level of transparency in GMOs in the market.



## For more information

Please call **800-845-6973**, email [solutions@lonza.com](mailto:solutions@lonza.com) or contact your Lonza Capsules & Health Ingredients sales representative.

\* Certified as made with organic collagen through the USDA National Organic Program.

### References

1. 2018 NMI SORD Data
2. Nielsen. All Joints Demographics. Latest 52 weeks, ending January 26, 2020.
3. Nielsen. Organic Refrigerated Food and Beverage Demographics. Latest 52 weeks, ending January 26, 2020.
4. Non-GMO Project, Verification Guide, 2020.
5. Lugo JP, et al. Nutr J. 2016;15:14.
6. Lugo JP, et al. J Int Soc Sports Nutr. 2013;10:48.
7. Crowley DC, et al. J Med Sci. 2009;6:312.
8. NBJ. Condition Specific Report. 2019 and Lonza customer UC-II® order data.

**Review and follow all product safety instructions.** The statements made in these materials have not been evaluated by the U.S. Food and Drug Administration or any other regulatory authority. Lonza's products are not intended for use to diagnose, treat, cure or prevent any disease. All information in this presentation corresponds to Lonza's knowledge on the subject at the date of publication, but Lonza makes no warranty as to its accuracy or completeness and Lonza assumes no obligation to update it. All information in this presentation is intended for use by recipients experienced and knowledgeable in the field, who are capable of and responsible for independently determining the suitability and to ensure their compliance with applicable law. Proper use of this information is the sole responsibility of the recipient. Republication of this information or related statements is prohibited. Information provided in this presentation by Lonza is not intended and should not be construed as a license to operate under or a recommendation to infringe any patent or other intellectual property right. All trademarks belong to Lonza or its affiliates or to their respective third parties and are used here only for informational purposes. Copyrighted material has been produced with permissions or under license, all other materials © 2021 Lonza.

