

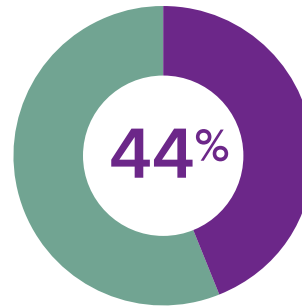
Consumer insights: Practitioner Channel purchasing and influence

Our recently updated proprietary market research, conducted with the Natural Marketing Institute (NMI)¹, questioned 2,000 U.S. consumers on their supplement use and preferences. Here we present a snapshot of the latest findings.

¹Natural Marketing Institute. Lonza SORD report, 2018.

Purchasing habits

Almost half of current dietary supplement users, who do not purchase supplements from healthcare providers, wish they could.



44%
wish their doctor would recommend more natural remedies

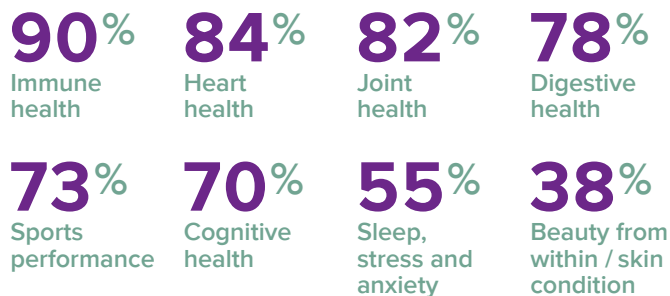


Practitioner opportunity

Almost all of supplement users (90%) look to doctors for supplement advice, however, only 5% of those same consumers are purchasing their vitamins and dietary supplements through the practitioner channel.

Consumer health concerns

Key health concerns* for consumers are:



*Dietary supplement users that are managing conditions.

Summary: The practitioner channel presents significant opportunities, with a growing consumer need for dietary supplement products that address key health concerns. Contact us to find out how to meet these needs with high quality, science backed supplement solutions.

Supplement usage

% of current dietary supplement users, attribute their increased usage over the past 5 years to the following:



Contact us at UC-II@lonza.com for more insights, or visit UC-II.com or capsugel.com

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 product information 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. Product information is intended for use by recipients experienced and knowledgeable in the field, who are capable of and responsible for independently determining the suitability of finished dosage forms for intended uses and to ensure their compliance with applicable law. Proper use of this information is the sole responsibility of the recipient. It may not be applicable, complete or suitable for the recipient's finished product or application; therefore republication of such information or related statements is prohibited. Information provided 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. No claims are made herein for any specific intermediate or end-use application. All trademarks belong to Lonza or its affiliates or to their respective third parties and are used here only for informational purposes. © 2019 Lonza.