

DIETARY SUPPLEMENTS ARE BECOMING VITAL NECESSITY CLOSER LOOK AT INVESTMENT OPPORTUNITIES AND MARKET TRENDS

Thanks to all those who are working with the objective to make this world "Herbal world" and working towards a healthy and better life.

In general all of us are deeply sympathetic towards ill or disabled people. And many of us would consider a privilege to have health-oriented motives in our business. However, every business is also based on pragmatic interest and possible benefits, not only on the principles of humanity. Therefore it would be interesting to see market forecast for the "health" industry.

MARKET FORECAST

At present time, in terms of geography, the global nutraceuticals market is divided among

- Germany (28%)
- Asia (19%)
- Japan (17%)
- France (13%)
- Rest of Europe (12%)
- North America (11%)

Two-thirds of consumers "very/somewhat concerned" about their health, 8 in 10 taking action to manage their weight, almost 40% of world's population turning age 65 in the next 2 decades, and a growing number of mothers concerned about preventing their children from developing diseases later in life (now their №3 concern!). **Opportunities for marketers of dietary supplements have never been greater!**

Worldwide demand for nutraceuticals is forecast to advance 5.8% annually to \$15.5 billion in 2010. In this year, these compounds will serve a projected \$197 billion global market for nutritional preparations and natural medicines. Due to clinical and scientific evidence of health benefits and safety, the best worldwide growth opportunities for nutraceutical ingredients will emerge in soy isoflavone proteins; the functional food and beverage additives lutein, lycopene, omega-3 fatty acids, probiotics and sterol esters; the essential minerals calcium and magnesium; the herbal extracts garlic and green tea; and the non-herbal extracts chondroitin, glucosamine and coenzyme Q10.

Potential growth in different countries is following:

- USA 51%
- Canada 54%
- Japan 44%
- Europe 50%

Herbal industry growing in the developed regions and competition is driven by factors like price, safety, efficacy, packaging. Today's era people are more conscious about their health and rate "8" point to herbal products on the scale of 10 because herbal products have proven to be effective and safe.

FACTORS BEHIND FORECAST

Worldwide market of health food supplements shows steady growth for over a decade, in spite of economical slowdowns. Contributing factors are:

- Worsening nutrient quality of agro-products (COMPLETE ® RESEARCH, № 2010-01)
- People will always depend on food supplements in their diet because the human body is not able to produce many of nutrients or it cannot produce them in adequate amounts (COMPLETE ® RESEARCH, № 2010-01)
- Growing elderly population worldwide (COMPLETE ® RESEARCH, № 2010-03)
- Urbanization and migration of world's population to industrial areas with steadily worsening ecological situation (COMPLETE ® RESEARCH, № 2010-02)
- Rising household income allowing more people to get access to health-oriented products
- Growing concerns about toxicity of chemicals (COMPLETE ® RESEARCH, № 2010-02)
- Growing popularity of healthy lifestyle due to growing publicity in worldwide media about benefits of food supplements and growing participation of leading companies in production of more natural and healthy food, especially with health food supplements (carotenoids, vitamins, peptides, anti-oxidants, enzymes)

All above **irreversible** factors will keep on **driving up** the consumption of food supplements for decades to come.

WORKING WITH COMPLETE-PHARMA

- Our production process is strictly follows GMP regulations for food industry, providing no space for contamination or toxins.
- Only FDA-approved ingredients used, they received from reliable suppliers around the world (USA, Germany, India, Thailand, and others).
- Only STANDARDIZED extracts used. Standardization is a complex spray drying method, during which dry extract powder received from a liquid by rapid drying. Standardized extract has GUARANTEED quality and highest healing potential.
- Our AUTOMATED production leads to COMPETITIVE prices.
- THAI ORIGIN of goods is highly appreciated around the world
- We support MAXIMUM BENEFITS FOR DEALERS policy
- We provide dealers and customers with full and constant SUPPORT regarding health benefits of our formulations. We also provide useful data in COMPLETE-NEWS and COMPLETE-RESEARCH format.

About authors

COMPLETE-PHARMA is FINNISH-THAI factory of food supplements. We are involved in research, development and production of modern nutraceuticals which provide health and medical benefits. We carefully study the latest achievements in related fields and apply up-to-date knowledge to all our formulations.

Each and every ingredient we use is clinically approved for its efficacy and safety. Receiving high-quality standardized ingredients from reliable suppliers in US, Germany, India, Malaysia, Thailand, China and other parts of the world, enables us to produce high-potency products with maximum health effect.

By combining together knowledge of ancient European, Thai, Chinese and Indian medicines with modern knowledge of nutrients, we position COMPLETE-PHARMA among the most unique producers in the world.

Here, in COMPLETE-PHARMA, we believe that word "health" is a part of our life, not just a word of self-promotion. We do our business with honesty and believe in responsibility towards our customers who need our assistance and help. We do not over-state our products and rely on modern scientific approach, remembering the words of Hippocrates "Let your food be your medicine, and your medicine be your food".