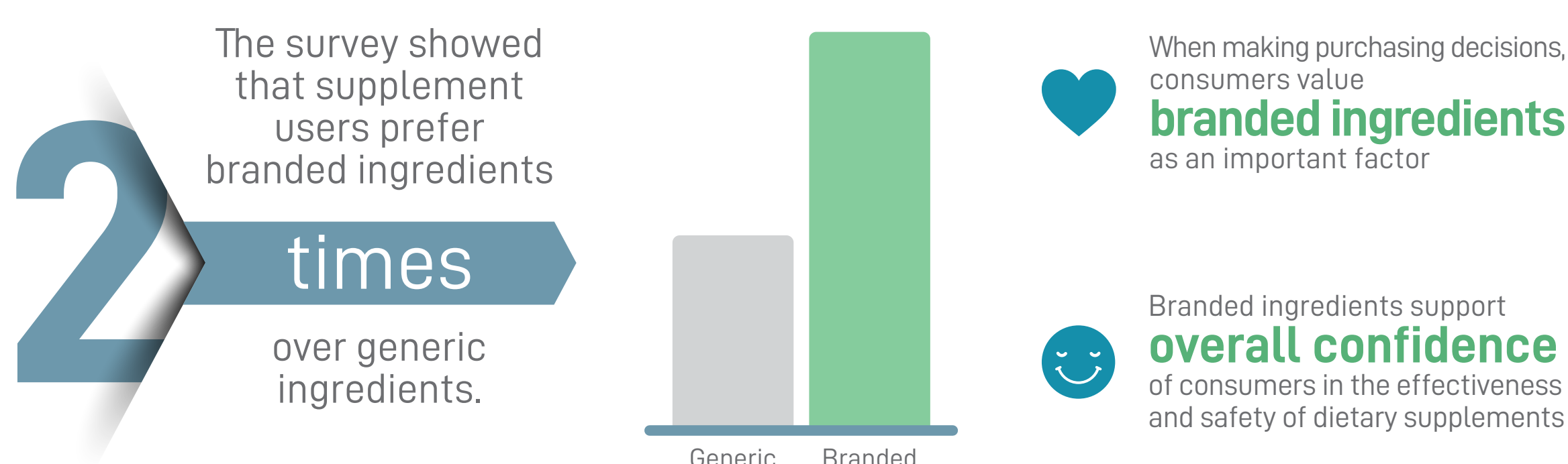


Research Shows Consumers Prefer Branded Ingredients

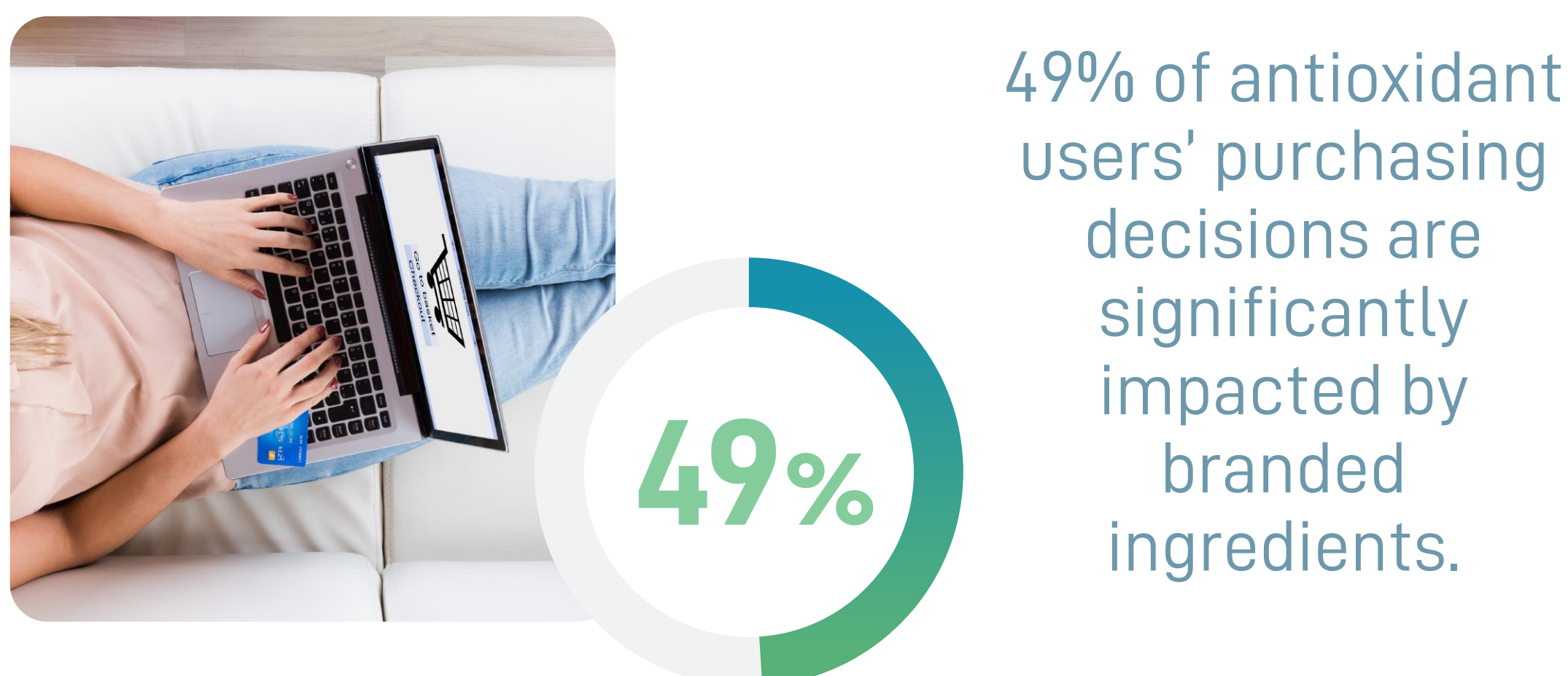
Key findings from a CRN survey of over 2,000 US adults*



More key findings from a recent CRN survey found:**

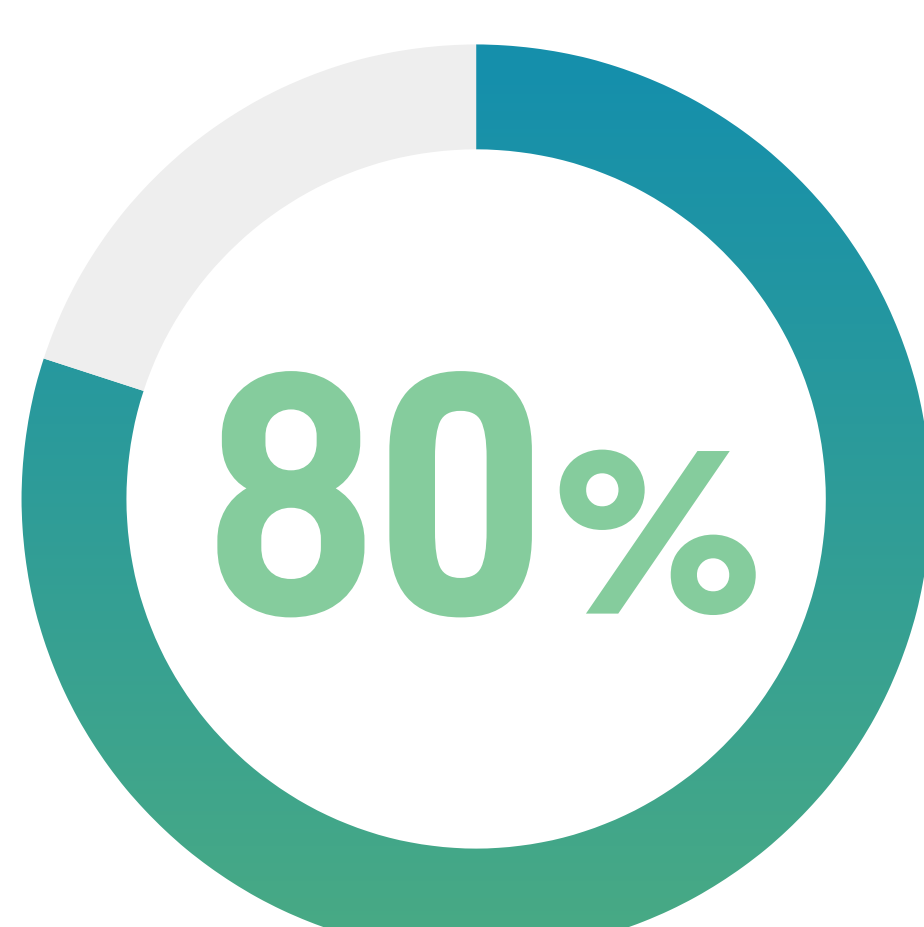
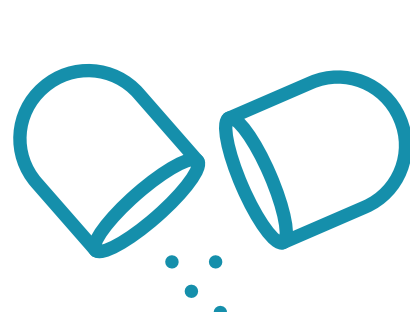


Key findings from an ITC Insights Survey of over 1,000 US supplement consumers***



When deciding which antioxidant supplements to purchase, **over 80 percent** of regular glutathione users reported that branded ingredient logos like Setria® Glutathione on the package significantly impact their decisions.

For immune health, immune supplement users make up around **80% of all supplement users in the US**



33% of postbiotics supplement users always look for branded ingredients, like Kyowa Hakko's branded **IMMUSE™** ingredient, when purchasing.



Brain supplement users were highly encouraged to take a supplement more frequently if the products featured branded ingredients like Cognizin® Citicoline

57% identified on the label and **53%** in marketing materials

www.kyowa-usa.com

*Ipsos/CRN 2020 Consumer Survey on Dietary Supplements
**Ipsos/CRN 2021 Consumer Survey on Dietary Supplements
***ITC Insights 2021 Consumer Supplements Survey