

**Natural Products INSIDER** leads CPG brands from ideation through manufacturing, supporting the development of innovative, healthy and compliant products in the dietary supplement, functional food and beverage, and sports nutrition industries. **Natural Products INSIDER** helps companies understand the supply, formulation, science and regulatory considerations affecting the healthy and better-for-you CPG market. As an official content provider for SupplySide, **Natural Products INSIDER** connects ingredient buyers and suppliers with executives across the health and nutrition marketplace.

## About Us

### Website:

- Average page views per month: **220,722**
- Average unique visitors per month: **143,588**

### Newsletter:

- **31,000** subscribers
- Sent twice weekly on Tuesdays and Fridays

### Magazine:

- **13,100** circulation
- **4** issues per year



**Ideal for:** Ingredient suppliers and service providers looking to educate the market.

### CPG Brands Targeted Roles/Personas:

- R&D Formulators/Scientists
- Marketers
- Legal/Regulatory
- CEO/C-suite
- Ingredient Purchasing/Procurement
- Manufacturing Operations

### Supply Companies Targeted Roles/Personas:

- Sales
- Marketers
- R&D/Formulation/Science
- Legal/Regulatory
- CEO/C-suite

### Other Audiences Contract Manufacturers

- Ingredient Procurement
- R&D/Formulation/Science
- Sales



## In-person Events

**SupplySide**<sup>®</sup>  
**WEST**



**17,000+**  
**attendees**

**What:** The industry's gathering point where science & strategy intersect. 17,000+ health & nutrition industry professionals from the dietary supplement, food, beverage, sports nutrition and personal care industries.

**When:** October 27-30, 2020

**Where:** Mandalay Bay, Las Vegas

**Content opportunities at in-person events include a few of the following:**

- Workshop underwriting
- Breakfast and Lunch Briefs
- Exhibitor Presentation Theater
- SupplySide Central Stage
- FiNA Theater

**SupplySide**<sup>®</sup>  
**EAST**

**3,500+**  
**attendees**

**What:** The East Coast's premier event with 3,500+ nutrition, food and health & beauty professionals.

**When:** April 21 & 22, 2020

**Where:** Secaucus, NJ

 NATURAL PRODUCTS  
**INSIDER**<sup>®</sup>  
[naturalproductsinsider.com](https://naturalproductsinsider.com)

The official digital & print resource for executives, marketers, manufacturers and formulators in the dietary supplement, food, beverage, sports nutrition and animal nutrition industries.

## Food & Beverage **INSIDER**

[foodbeverageinsider.com](https://foodbeverageinsider.com)

**Food & Beverage INSIDER** leads CPG brands from ideation through manufacturing, supporting the development of clean label, natural and healthy food and beverage products.

## Digital Magazines

Digital Magazines deliver feature-style analysis, columns, and in-depth stories in an always on, always accessible format. Since each issue is thematic, our audience, your customers, finds exactly what they need exactly when they need it to help them along their specific decision-making process.

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Long-form underwritten reports that take an in-depth, editorial look at overarching themes and innovations helping to shape the ingredient and manufacturing worlds, with a focus on impact on key categories in the natural and organic products industry. Deep Dive Reports allow you to exclusively align with relevant third-party content.

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## Product Development Guide



Co-branded monthly content geared toward a formulator audience, featuring a quick category overview, and a sponsor Q&A and advertising section. These cover topics related to relevant conditions, ingredients and sourcing practices.

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The What's Hot at SupplySide digital programs are timed to gather and share information on critical events, product announcements and exhibitor news that attendees need to know in the final weeks going into the SupplySide East and SupplySide West live events.

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## White Papers

Many organizations have created valuable White Papers, but lack a marketing strategy to distribute and support them. What good is a White Paper if all the right people don't see it? Allow us to position your White Paper in front of our audience, apply performance marketing, and drive traffic to create engagement with your content.

[LEARN MORE](#)



An industry standard, Webinars allow you to define a market position, surround a market theme and educate large groups of industry professionals on a specific topic. Attendees often use Webinars to validate and confirm interest or action on a specific topic. **Natural Products INSIDER** delivers on-demand Webinars to best meet audience preference, allowing you to showcase your industry expertise to an interested, engaged audience.

[LEARN MORE](#)

## Infographics

Ingredient marketers are tasked with communicating complex science, technologies and other market differentiators and need to deliver the information in an easy-to-digest and easy-to-remember format. Infographics offer a visually appealing and memorable summary for your customers. You create the Infographic and we will create engagement for you with our audience.

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### Setria<sup>®</sup> Glutathione: Creating Beauty from Within

**Background**  
As an antioxidant, glutathione protects cells from oxidative stress and DNA damage. It is the body's master antioxidant and is essential for skin health. The body's natural levels of glutathione decrease with age, leading to skin aging signs such as wrinkles, age spots, and loss of elasticity. Setria<sup>®</sup> Glutathione is a natural, plant-based source of glutathione that helps restore the body's natural levels of glutathione, supporting skin health and overall well-being.

**Study Design**  
A 12-week, randomized, double-blind, placebo-controlled study. The study was designed to evaluate the efficacy of Setria<sup>®</sup> Glutathione in improving skin health and overall well-being. The study included 100 participants who were randomized to either the Setria<sup>®</sup> Glutathione group or the placebo group. The study was conducted in a clinical setting and followed standard protocols for safety and efficacy.

**Outcomes**  
Supplementation with Setria<sup>®</sup> Glutathione significantly improved skin health and overall well-being. The study showed a 20% increase in skin elasticity, a 15% increase in skin hydration, and a 10% increase in skin brightness. Additionally, participants in the Setria<sup>®</sup> Glutathione group reported a 20% increase in energy and a 15% increase in overall well-being.

**Supplementation with Setria<sup>®</sup> Glutathione**  
Supports skin health and overall well-being. It is a natural, plant-based source of glutathione that helps restore the body's natural levels of glutathione, supporting skin health and overall well-being.

**Results**  
Consumers are increasingly looking to the supplement aisle to support "beauty from within." Supported by clinically tested benefits, Setria<sup>®</sup> Glutathione is a natural choice for promoting skin health and improved appearance.

### Flaxseed and Metabolic Response

#### Impact of Flaxseed on Risk of Coronary Heart Disease

**Theory:** Coronary heart disease (CHD) is the leading cause of death in the United States, accounting for 1 of 4 deaths in 2017. Omega-3 fatty acids, found in flaxseed, are known to reduce the risk of CHD. Flaxseed is a rich source of alpha-linolenic acid (ALA), an omega-3 fatty acid that is converted to EPA and DHA in the body. EPA and DHA are known to reduce the risk of CHD by lowering blood triglyceride levels, reducing blood pressure, and improving blood vessel function.

**Parameters:** Studies were conducted to evaluate the impact of flaxseed on the risk of CHD. The studies included 100 participants who were randomized to either the flaxseed group or the placebo group. The study was conducted in a clinical setting and followed standard protocols for safety and efficacy.

**Impact:** Flaxseed supplementation significantly reduced the risk of CHD. The study showed a 33% reduction in the risk of CHD, a 20% reduction in the risk of heart disease, and a 15% reduction in the risk of stroke. Additionally, participants in the flaxseed group reported a 10% increase in energy and a 15% increase in overall well-being.

### Centellin<sup>®</sup> CG With Gota Kola Aids Management of Foot Cracks

**Theory:** Centellin<sup>®</sup> CG is a natural, plant-based source of Centella asiatica, a herb that is known to improve skin health and overall well-being. Gota Kola is a natural, plant-based source of Gota Kola, a herb that is known to improve skin health and overall well-being. The combination of Centellin<sup>®</sup> CG and Gota Kola is known to improve skin health and overall well-being.

**Parameters:** Studies were conducted to evaluate the impact of Centellin<sup>®</sup> CG and Gota Kola on the management of foot cracks. The studies included 100 participants who were randomized to either the Centellin<sup>®</sup> CG and Gota Kola group or the placebo group. The study was conducted in a clinical setting and followed standard protocols for safety and efficacy.

**Impact:** Centellin<sup>®</sup> CG and Gota Kola significantly improved the management of foot cracks. The study showed a 33% reduction in the severity of foot cracks, a 20% reduction in the number of foot cracks, and a 15% reduction in the risk of foot cracks. Additionally, participants in the Centellin<sup>®</sup> CG and Gota Kola group reported a 10% increase in energy and a 15% increase in overall well-being.

### Responsibly sourced water-soluble eggshell membrane

A natural solution with multiple benefits

The sustainable sourcing imperative  
No longer a nice-to-have, necessary for brand success in today's global market!

33% of consumers globally (33%) now choose to buy from brands they believe are doing social or environmental good.

66% of global consumers say they're willing to pay more for sustainable brands.

What is eggshell membrane... and how is it sustainably sourced?

Manufacturers are required to have a good commercial application or a verified, "green" product.

Waste reduction and reclaiming waste material = carbon footprint reduction

Reduce Re-use Recycle Energy recovery Disposal

Energy recovery... Eggshells are processed to produce protein and other valuable ingredients for use in supplements, personal care and pet products.

What beneficial nutrients are naturally found in eggshell membrane?

This redefined eggshell membrane contains valuable health-supporting constituents that support skin and joint health:

- Chondroitin sulfate
- Glucosamine
- Collagen
- Elastin

How processes eggshell membrane into a water-soluble ingredient for use in supplements, personal care and pet products.

Patent processed, this water-soluble ingredient is manufactured using agricultural-grade eggshells. It is produced using a sustainable, low-impact, and low-waste process.

The end result is a specialty formulated ingredients to meet market demand.

bioviva bioviva bioviva bioviva

### Palm Fruit Bioactive complex

A new nutraceutical with potent biologic activity

What is Palm Fruit Bioactive complex (PFB-C)?

- A natural, plant-based source of bioactive compounds
- Contains a unique combination of bioactive compounds
- Has been shown to support heart and overall health

Clinical Data in: Brain, Heart, and Healthy Aging

HEALTHY AGING: PFB-C has been shown to support healthy aging and overall well-being. The study included 100 participants who were randomized to either the PFB-C group or the placebo group. The study was conducted in a clinical setting and followed standard protocols for safety and efficacy.

HEART HEALTH: PFB-C has been shown to support heart health and overall well-being. The study included 100 participants who were randomized to either the PFB-C group or the placebo group. The study was conducted in a clinical setting and followed standard protocols for safety and efficacy.

Brain + Heart = Healthy Aging Supplement categories on the rise!

\$4.4 Billion (United States)

PFB-C provides healthy aging support

A fully sustainable and traceable supply chain

Patented, Protectable, Innovative!

Palm Fruit Bioactive complex has a unique chemical structure that is known to support skin and joint health.

Chemical Structure of Unique Polyphenols

How to Market: PFB-C can be marketed as a natural, plant-based source of bioactive compounds that support skin and joint health.

Patented, Protectable, Innovative!

Phenolaeis

### Algae Sourced Astaxanthin

#### Cognitive Health: Top of Mind

THE AGING BRAIN

28% of Americans aged 65+ in 2018: 52 million (25% of the population)

23% of Americans aged 65+ in 2030: 65 million (25% of the population)

The World Health Organization views healthy aging means being able to:

- Meet basic needs
- Learn, grow and make decisions
- Form social
- Build and maintain relationships
- Contribute to society

These all depend on a healthy mind.

A rising problem

24% of men and 30% of women age 65 or older have severe memory impairment. The population is expected to grow from 8 million in 2014 to 20 million by 2050.

THE BRAIN VULNERABLE TO CELL DAMAGE

- Reactive Oxygen Species (ROS) and free radicals damage cells via oxidation
- Each cell in the human body can form 20 billion ROS daily & is attacked subsequently
- The brain is uniquely vulnerable to these attacks by ROS
- As an age, antioxidant defenses grow weaker, further compromising the brain's defenses against free radicals
- Leading to diminished quality of life

COGNITIVE SUPPORT THROUGH ASTAXANTHIN SUPPLEMENTATION

- An important tool in cognitive health: More than a Quarter of Americans Ages 50 to 75 are regularly taking supplements for brain health
- Global brain health supplements market expected to reach \$5.8 billion by 2025/26, CAGR

Why astaxanthin?

- Powerful antioxidant
- Neutralizes harmful ROS without generating pro-oxidant
- More powerful than vitamins C, Co-Q10, vitamin E, beta-carotene, lutein and lycopene
- Able to cross the blood-brain and blood-retina barrier

Supported by scientific evidence:

- Decreases proinflammatory cytokines
- Improves memory and cognitive function
- Improves cognitive, attention, memory and information processing
- Protects against cognitive impairment in mice

SOURCING QUALITY ASTAXANTHIN FOR COGNITIVE HEALTH

Extracting from algae for high levels of astaxanthin

Cultivating indoors using pure recycled water

Sustainably sourced using pure recycled water

Backed by rigorous testing and adherence to international quality standards

algaviva

Visit Algaviva.com to learn about our award-winning Icelandic Astaxanthin

## Inside the Bottle

### INSIDE THE BOTTLE

#### Inside the Bottle: Understanding Supplements Today

Now in its fourth year, Inside the Bottle unites ingredient suppliers and finished product manufacturers to explore the most pressing issues facing the supplement industry today. Through this initiative, Informa Health & Nutrition and its partners develop a comprehensive communication strategy to disseminate info on the latest science, quality measures and innovations. Our 2020 programming will support a transparent, high-quality industry, while also telling the unique stories of our partners to highlight the industry's best practices and most relevant players.

[LEARN MORE](#)



**Natural Products INSIDER**, SupplySide and its Hemp Collective partners are committed to having informed conversations, providing trusted information and cultivating connection with meaningful stories. Through this dynamic, education-based initiative, **Natural Products INSIDER**, SupplySide and its partner brands will deliver a year of rich content, engaging in-person experiences and meaningful data and insights geared toward understanding the ins and outs of the space and conducting business responsibly and collaboratively.

[LEARN MORE](#)

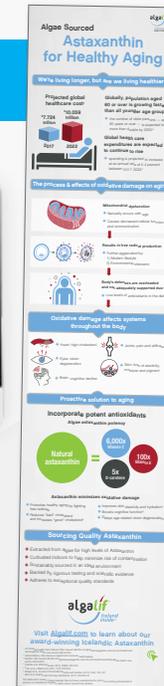
## Custom Content

### Custom Content Marketing

Based on your company's unique education, marketing and communication needs, we'll develop an integrated program that features expert information and beautiful design. Custom programs can include infographics, videos, eGuides, short downloads and print inserts/advertorial pages. Content may be co-branded with **Natural Products INSIDER** or New Hope Network (*when the content is solely focused on education and thought leadership*) or client-only branded (*when used for ingredient or brand promotion*). Programs often contain a mix of assets and programs include email marketing and lead generation.

Contact your account manager for more information on a custom content marketing opportunity that's right for you.

[LEARN MORE](#)



### SupplySide Stories Podcast

This new podcast series gives exemplary companies the opportunity to share what goes on behind the scenes—from digging into exciting SupplySide initiatives and launches to getting an insider's look at leading-edge science and sustainability efforts. **Natural Products INSIDER's** content marketing team will conduct interviews with key thought leaders, taking a journalistic look at what's to come at SupplySide—and what it means for the future of healthy supply chains.

[LEARN MORE](#)

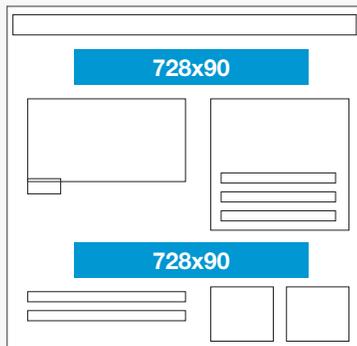
## Digital Advertising

### Website Advertising

**naturalproductsinsider.com** provides an ideal display platform to communicate with product manufacturers about the most innovative ingredients and formulation solutions.

#### Leaderboard

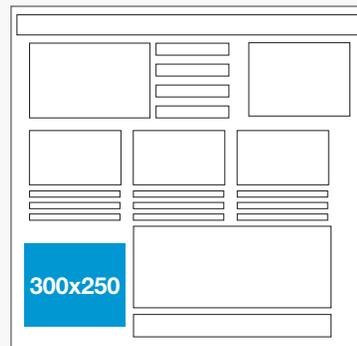
Highly visible units at top and middle of page



- Positioned at the top and middle of **Natural Products INSIDER** website.
- Ad hyperlinks to preferred URL
- Monthly Program

#### Left Rectangle

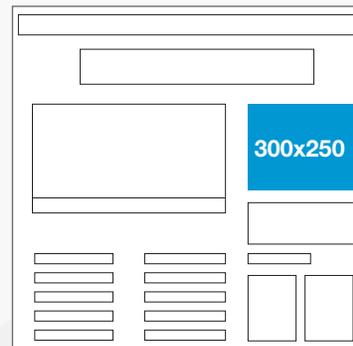
Placed on the left-hand side of **Natural Products INSIDER** page



- Ad hyperlinks to preferred URL.
- Monthly Program.

#### Right Rectangle

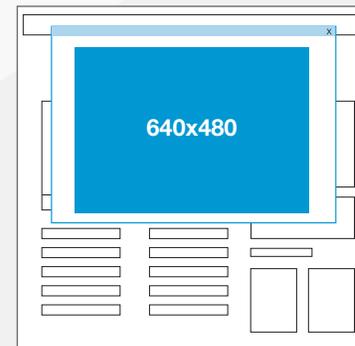
Placed on the right-hand side of **Natural Products INSIDER** page



- Ad hyperlinks to preferred URL.
- Monthly Program.

#### Welcome Ad/Prestitial

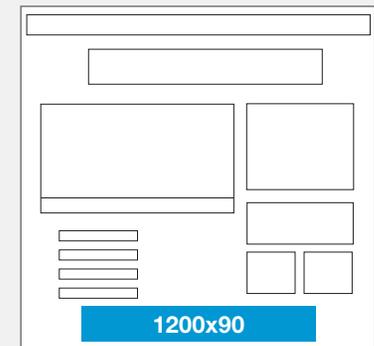
Loads on first visit, "Sponsored Introduction" is displayed with a countdown



- One position available per week.
- Runs 7 consecutive days (Monday through Sunday).
- Ad appears when viewer arrives for their first visit each day on the **Natural Products INSIDER** site, will redirect after 15 seconds.
- Ad hyperlinks to preferred URL.

#### Floor Ad

In a stationary position at the bottom of the **Natural Products INSIDER** page



- One position available per week.
- Runs for seven (7) consecutive days (Monday through Sunday).
- Ad hyperlinks to preferred URL.

#### Sponsored Content

- Two positions available per month.
- Native infeed headline placement with link to native advertorial article or advertiser's site.
- Monthly program.



## E-newsletters

### E-newsletters

**E-newsletters** are a great way to reach an engaged audience hungry for new information on supplements, raw ingredients and cutting edge products. Whether your goal is to educate subscribers about your brand or position your ingredients as being pivotal within the industry, e-newsletters provide the perfect platform to reach your marketing goals.

**31,000+**  
subscribers

**Delivered**  
every Tuesday and Friday

**21.69%**  
Average Open Rate

**2.98%**  
Average Click-through Rate

### E-Newsletter Leaderboard (670x90 or 468x60)

- One position available each Tuesday and Friday.
- Sent weekly on Tuesdays and Fridays to subscriber base of approximately 31k.
- Ad runs immediately below the first article headline and hyperlinks to preferred URL.

### E-Newsletter Rectangles (180x150)

- Two positions available each Tuesday and Friday.
- Sent weekly on Tuesdays and Fridays to subscriber base of approximately 31k.
- Ad runs in the middle of content scroll and hyperlinks to preferred URL.

[LEARN MORE](#)

## Deep Dive Reports

### FEBRUARY

#### Biotechnology

Biotechnology is a complicated issue in food and supplement supply chains. Consumers demand natural, but biotechnology can help address sustainability, safety and other supply chain concerns. This deep dive will explore how biotechnology has changed the supply chain, regulations surrounding this technology, and how brands can communicate biotech messages to consumers.

### JUNE

#### Inflammation

Inflammation has good and bad effects on muscles, recovery and performance. It's not a disease, but natural product claims can turn into drug claims if brands aren't careful. This deep dive will cover inflammation's mechanisms of action, ingredient research, product timing and dosing, and ways brands can ensure they are staying on the right side of marketing.

### SEPTEMBER

#### Open Topic\*

*Collaborate with our team to identify a topic to cover in a deep dive format.*



### JANUARY

Hemp

### FEBRUARY

Sports nutrition: Energy & recovery

### MARCH

Digestive health:  
Probiotics, prebiotics & enzymes

### APRIL

Antioxidants

### MAY

Sports nutrition: Muscle  
building and performance

### JUNE

Stress & cognitive health

### AUGUST

Nutricosmetics

### SEPTEMBER

Joint health

### OCTOBER

Healthy weight support  
Contract manufacturing  
for supplements

### NOVEMBER

Nutrition for women:  
Life stages

### DECEMBER

Healthy aging

## Digital Magazines

### JANUARY

#### Sports nutrition: Muscle building

Exploring natural ingredients, such as protein/amino acids and testosterone boosters, that fuel muscle building. We'll cover these ingredients' mechanisms of action, recent study results and formulation concerns.

### FEBRUARY

#### Hemp, CBD and cannabinoids

The hemp market is expanding beyond CBD to other cannabinoids. This digital magazine will cover the regulations, standards and science behind the supplements, topicals and functional foods for formulators to better understand this developing market.

### MARCH

#### Healthy aging personal care

Healthy aging starts inside, but consumers are still interested in topicals and other products that help them look healthy on the outside at every stage of aging. We'll cover the ingredients, formulations and product development trends in the healthy aging personal care category.

### APRIL

#### Digestive health

Healthy digestion means full nutrient absorption, better health and positive gut-brain connection, but more pressing for many is avoiding bloat and uncomfortable situations. This magazine will discuss ingredients that boost digestion such as fiber/prebiotics, probiotics and enzymes.

### MAY

#### Packaging

The packages that hold natural products often lag in integrity compared to the healthy, sustainable goods inside. This digital magazine will examine sustainable packaging options, technological advancements and ways brands can improve their packaging initiatives.

#### Sports nutrition: Innovation

Innovation drives the sports nutrition market. This digital magazine will explore science as a platform for ideation, including new ingredients, novel technologies, and how brands can formulate for the next-generation athlete and active consumer.

### JUNE

#### CBD in functional foods

CBD-infused sweet treats, waters, seltzers, gummies, popcorn and more are marketed as helping ease stress and promote sleep, but the cannabinoid's flavor must be masked, and consumers demand efficacious products. We'll cover formulation and product trends.

### JULY

#### Sports nutrition: Protein

Protein is a gateway for many active people to become sports nutrition consumers with plenty of animal- and plant-based options. This digital magazine will uncover protein innovations, including new ingredients, formulation hurdles and trending products.

### AUGUST

#### Curcumin

Curcumin/turmeric has solid research backing its inflammation, joint health, immune health, heart health and cognitive health benefits, but it faces bioavailability challenges. This digital magazine will explore studies, formulation and trending products in the curcumin space.

### SEPTEMBER

#### Cognitive Healthy Aging

Cognitive health is a concern as we age, and research is growing on ingredients that help brains develop, improve and maintain. This digital magazine will investigate the ingredients that address mental acuity and stress, as well as trending product types.

### OCTOBER

#### Probiotics

Probiotics and their beneficial effects have spawned an entire “-biotic” industry with synbiotics, postbiotics, psychobiotics and more. This digital magazine will explore how this category is maturing, new scientific developments and formulation considerations.

### NOVEMBER

#### Sports nutrition: Female athletes

The lack of research in women for products marketed to women offers an opportunity for brands. This digital magazine will offer insight into reaching female sports nutrition consumers with the right research, formulations and product offerings.

#### Sleep and stress support

Stress and sleep go together as consumers look to natural products to reduce stress and improve sleep. This digital magazine will look at ingredients that support sleep and stress management, and provide insight on formulations to support these consumer concerns.

### DECEMBER

#### Joint Health

Consumers of all types are looking to joint health products to ensure flexibility and quality of life—from younger athletes to well into the senior years. This digital magazine will explore research behind joint health ingredients and innovations in product development.



## Print

### SPRING

Bonus distribution: SupplySide East issue, Vitafoods Europe

- Organic supplements
- Contract manufacturing: Best practices Q&A
- Sports nutrition: Energy
- Functional food: CBD
- Personalized nutrition
- Keto products

### SUMMER

Bonus distribution: IFT Expo, Expo East, Vitafoods Asia

- Upcycling
- Contract manufacturing: Delivery forms
- Sports nutrition: Sweeteners and flavor masking in sports products
- Functional food: Bars
- Inflammation
- Botanical sustainable sourcing and biodiversity

### FALL

Bonus distribution: SupplySide West issue

- 2020 Election
- Contract manufacturing: Supply chain transparency
- Sports nutrition: e-sports
- Functional food: RTD beverages
- Premixes
- Lab transparency

### WINTER

Bonus Distribution: Food ingredients Europe

- CBD sourcing
- Contract manufacturing: Processing aids and equipment
- Sports nutrition: Recovery
- Functional food: Confectionery
- Digestive health
- Diversity in the industry

