

Sleeproot:

A high-potency, low-odor, clinically supported valerian ingredient for **better sleep quality and well-being**



Sleep Sells¹

\$600 million

What consumers spent on sleep supplements in 2017



\$1.26 billion

What they spent in 2022

WANTED



Nutraceuticals from natural ingredients for better ZZZs

55%

of the sleep category is dominated by one hormone-based ingredient

67%

of these consumers have concerns with the product

over 50%

of them are willing to switch to another ingredient²

The one hormone-based ingredient's share is shrinking as other ingredients, most notably combination herbs, resonate with consumers who aren't afraid to keep trying products until they find one that works.

- Nutrition Business Journal

Better mood = Better sleep³

\$801 million

Sales of mood and mental health supplements in 2018



\$1.3 billion

Sales in 2022

The driver behind all this growth comes in herbs.

- Nutrition Business Journal

Understanding Sleeproot



A low-dose, formulation flexible valerian extract for better sleep quality

What is valerian (*Valeriana officinalis*)?

- ✦ A perennial plant, native to parts of Europe and Asia
- ✦ Boasts a long history of use in ancient Greek, Roman and ayurvedic medicine
- ✦ Helps support healthy sleep and manage feelings of anxiety
 - The European Medicine Agency (EMA) recognizes the well-established uses of valerian for the "relief of mild nervous tension as well as sleep disorders"



Sleeproot valerian is:

- ✦ **Plant-based**
- ✦ **Non-hormonal**
- ✦ **Vegetarian, kosher and halal certified**
- ✦ **Low-dose, high-potency**
 - Just 200 mg per day has been clinically shown to support better sleep quality
 - Sleeproot contains 2% valerenic acid (many generic options contain 0.8% valerenic acid)
- ✦ **Clinically studied**
 - Clinically studied benefits of Sleeproot on some aspects of sleep have been observed as early as **three days after** supplementation
- ✦ **Extracted for today's consumer**
 - High doses of valerian traditionally associated with efficacy are notoriously malodorous, creating challenges during product handling and consumption. Using green solvents, Sleeproot's extraction process delivers effective doses of actives without the malodor commonly associated with valerian.
- ✦ **Easy to take**
 - Due to the lower dosage needed, Sleeproot is well suited for challenging delivery systems like gummies—previously not suitable for valerian products
 - Consumers spent \$5.48 billion on gummy supplements in 2018⁴
 - By 2022, they spent \$14.29 billion
 - Also appropriate for tablets and capsules



Science-Backed Sleep Support

A randomized double-blind placebo-controlled study⁵



WHO

72 healthy adults with sleep issues (ages 21 to 48)



WHAT

Outcomes related to sleep quality and occasional anxiety were measured



DURATION

Study duration was 56 days (8 weeks) with visits on day 1, 3, 14, 28 and 56



DOSE

200 mg/day Sleeproot, delivered as a capsule, one hour before bedtime

Key findings

- ✦ Sleeproot benefited sleep quality in the following ways:
 - **Reduced** sleep latency (time it takes to fall asleep)
 - **Increased** sleep duration
 - **Increased** sleep efficiency (hours spent asleep versus lying in bed)
 - **Decreased** daytime sleepiness (likely because of a better night's rest)
 - **Increased** feelings of waking up refreshed
- ✦ Sleeproot also benefited anxiety, lowering anxiety scores on day 14, 28 and 56.



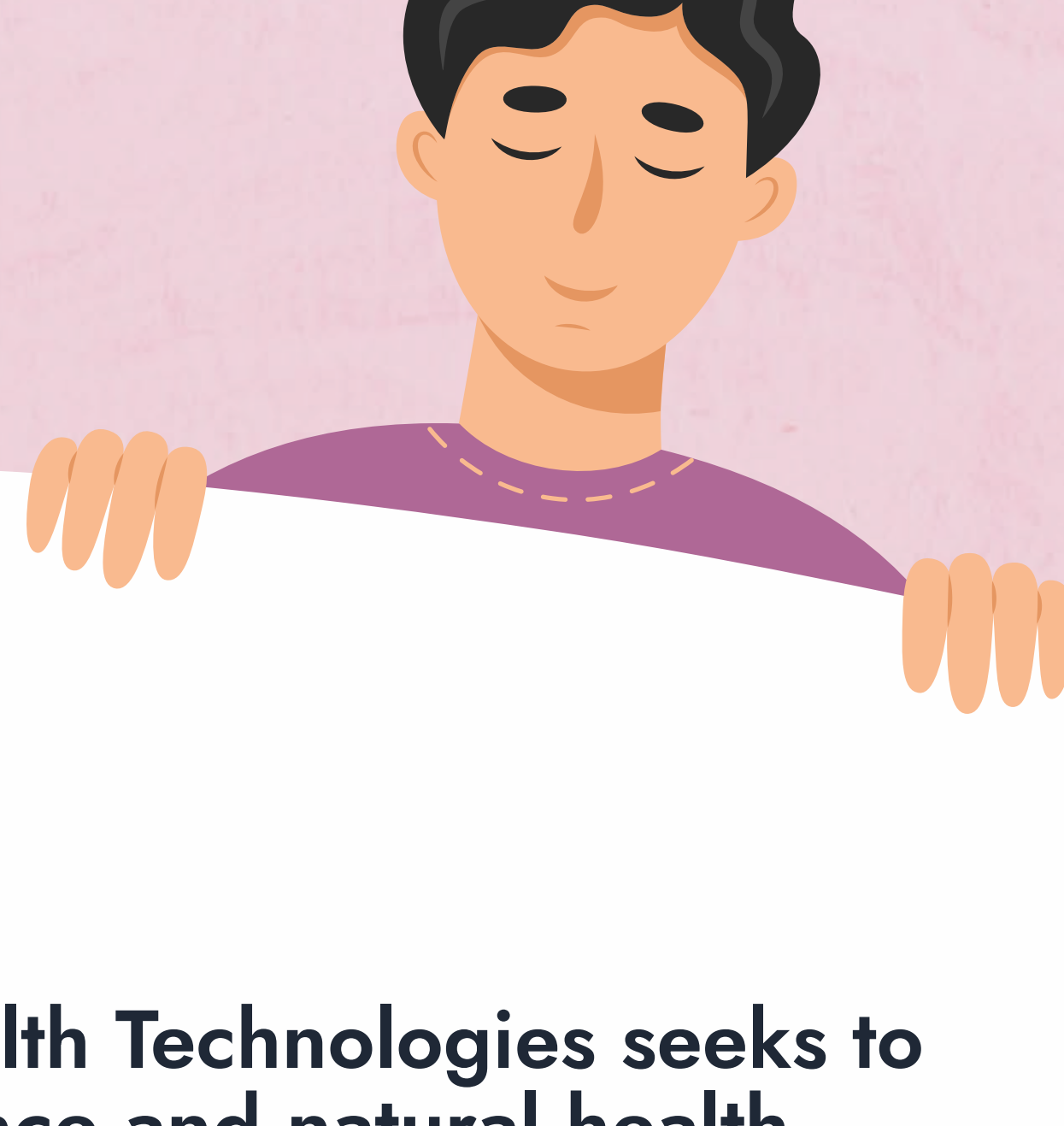
Better sleep quality + feeling calm = **better overall well-being**

In the lab

On the label

✦ Some examples of validated structure/function claims include:

- "Sleeproot supplementation for occasional sleeplessness helps you fall asleep more quickly"
- "Sleeproot helps you wake up feeling more refreshed"
- "Sleeproot, a low-dose, standardized and differentiated valerian extract for occasional sleeplessness, helps promote several aspects of sleep quality:
 - Supports a feeling of waking up refreshed
 - Less time to fall asleep
 - Increase in sleep duration
 - Increase in sleep efficiency
 - Reduces daytime sleepiness



About OmniActive

Established in 2005, OmniActive Health Technologies seeks to improve lives through innovative science and natural health solutions. OmniActive's product portfolio consists of scientifically validated, IP-protected, branded specialty actives and an extensive portfolio of natural botanical ingredients for global customers in the dietary supplement and functional food and beverage markets. The company has offices in Bridgewater, New Jersey and Mumbai, India.



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