

Concern about stress and anxiety levels are common across the globe—**57%** of consumers say that they suffer from **feelings of stress**.¹

In modern life, consumers look to cram as **many activities** into the day as possible. They are **struggling more and more to relax and unwind**, which can directly impact sleep health, and health in general. Too much stress is linked to all kind of health issues, such as **diabetes, inflammation, depression, obesity, and a weakened immune system**.^{2,3}



However, the stigma that once surrounded mental health is fading fast:

47% have become more conscious about their mental well-being in the last two years¹

64% of consumers say that mental well-being is **their top health concern** in 2021⁵

As a result, there is a huge demand for products to support stress and anxiety:

64% of global consumers say that they are interested in products that alleviate stress¹

+30% CAGR in supplement launches with *calm* and *stress* claims from 2018 - 2020⁶



Consumers recognise that health is a holistic proposition, and that body, mind and gut are all interrelated—one affects the other:



Stress, Anxiety and the Gut-Brain Axis

There is a clear two-way relationship between the gut and the brain, and nourishing the gut microbiota can have a positive impact on the brain.⁸

Specifically, the composition and activity of the various bacteria residing in the gut influence how, and how well, the gut-brain axis functions.

As the microbiota can, through the gut-brain axis, impact the brain, behaviour and mental well-being, a healthy composition and activity is really important.

Research show that prebiotics⁹, specifically galacto-oligosaccharides (GOS), stimulate the growth of beneficial bacteria like *Bifidobacteria*.¹⁰ *Bifidobacteria*, like some other microbiota members, are thought to be able to signal to the brain (via the gut-brain axis) resulting in the induction of specific neurotransmitters that are linked to the reduction of stress and anxiety symptoms.¹¹

The Biotis™ Brain Health Approach to Mental Well-Being

Biotis™ Brain Health offers nutritional solutions that help support mental well-being in a natural way.

In a new intervention study¹², researchers found that the daily consumption of Biotis™ GOS relieved (self-reported) anxiety and positively affected overall well-being.

- The study shows:
- Intake of Biotis™ GOS increased the abundance of beneficial *Bifidobacteria* in the gut microbiome.
 - Decreased self-reported anxiety levels, which may support mental health and well-being.

Interested in helping adults improve their mental well-being? Learn more about our Biotis™ solutions for stress and anxiety: www.biotis.com/brain-health

1. FMCG Gurus, 2021
2. NSF, Sleepfoundation.org, 2020
3. NHS, 2018
4. Innova Consumer Survey 2020
5. Euromonitor, 2021
6. Innova Market Insights, 2020
7. Innova Nutrition and Health Survey, 2020
8. Foster et. al., 2017
9. Gibson et. al., 2017
10. Walton et. al., 2012
11. Cryan et. Al., 2019
12. Johnstone et. al, 2021

This information is intended for B2B professionals only. Potential consumer benefits are not to be considered as health claims. They should be considered as potential leads that might be developed into health claims complying with the local legal requirements. The information contained herein is, to the best of our knowledge, correct. The data outlined and the statements are intended only as a source of information. No warranties, expressed or implied, are made. On the basis of this information it is suggested that you evaluate the product on a laboratory scale prior to use in a finished product. The information contained herein should not be construed as permission for violation of patent right.