

# Our Values Are In Our Name



Your Trusted Partner

Mood & Cognition Ingredients

**AIDP**  
Your Trusted Partner

customercare@aidp.com  
866-262-6699  
aidp.com



# Who We Are

We are a high performing team developing and promoting vetted ingredients that make people healthier and happier



# Mood & Mental Health Supplement Sales Rebound Post 2020

- >50% of adults have a form of cognitive impairment<sup>1</sup>
- Consumers interest in cognitive beverages supplements for cognitive health<sup>2,3</sup>:
  - Brain Supplements +24%
  - Mood/Sleep Supp. +16%
  - 22% took for emotional Well Being
- Over 21% of adults have troubles with sleep<sup>4</sup>

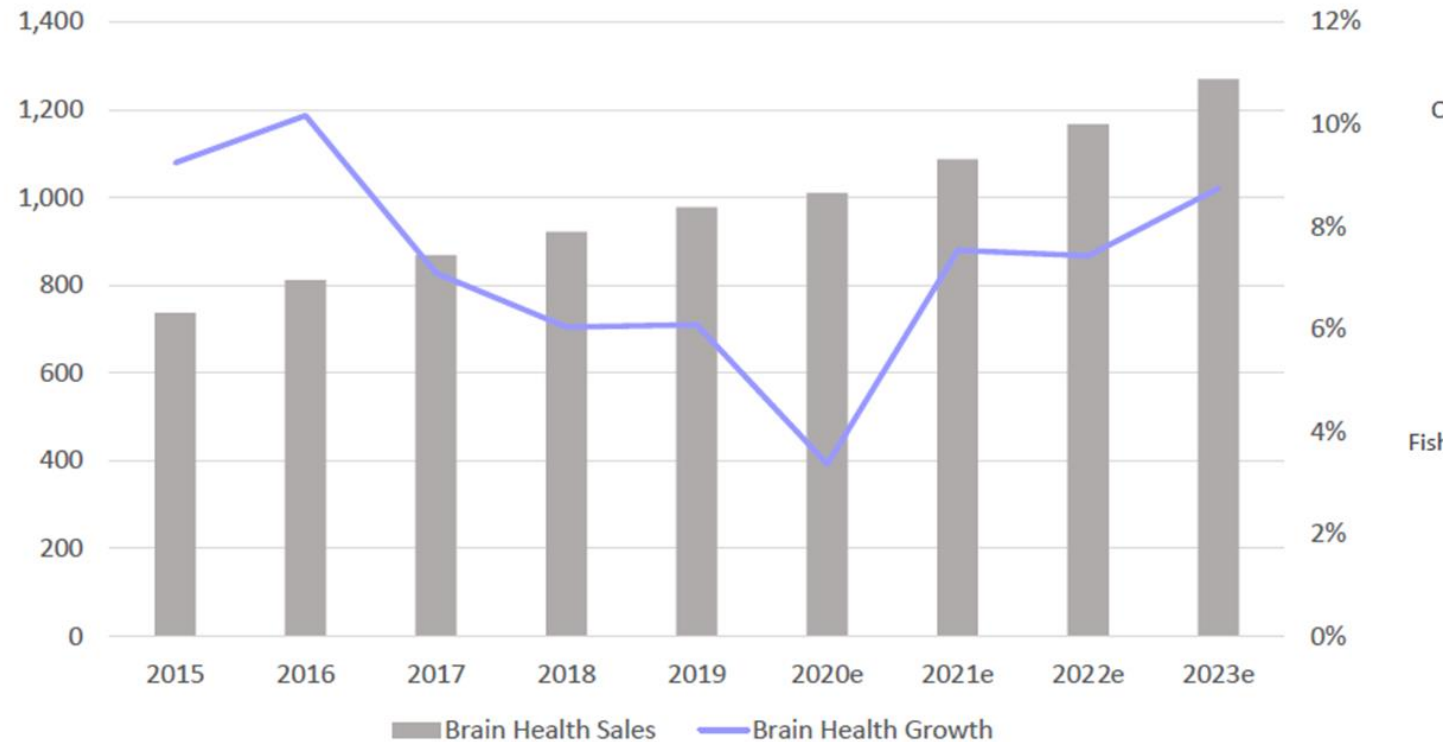
<sup>1</sup> American Psychological Association

<sup>2</sup> IRI 52 wk ending 8/11/19

<sup>3</sup> Sanders 2019

<sup>4</sup> National Institute of Mental Health

Cognitive Health Supplement Sales and Growth, 2015-2023e



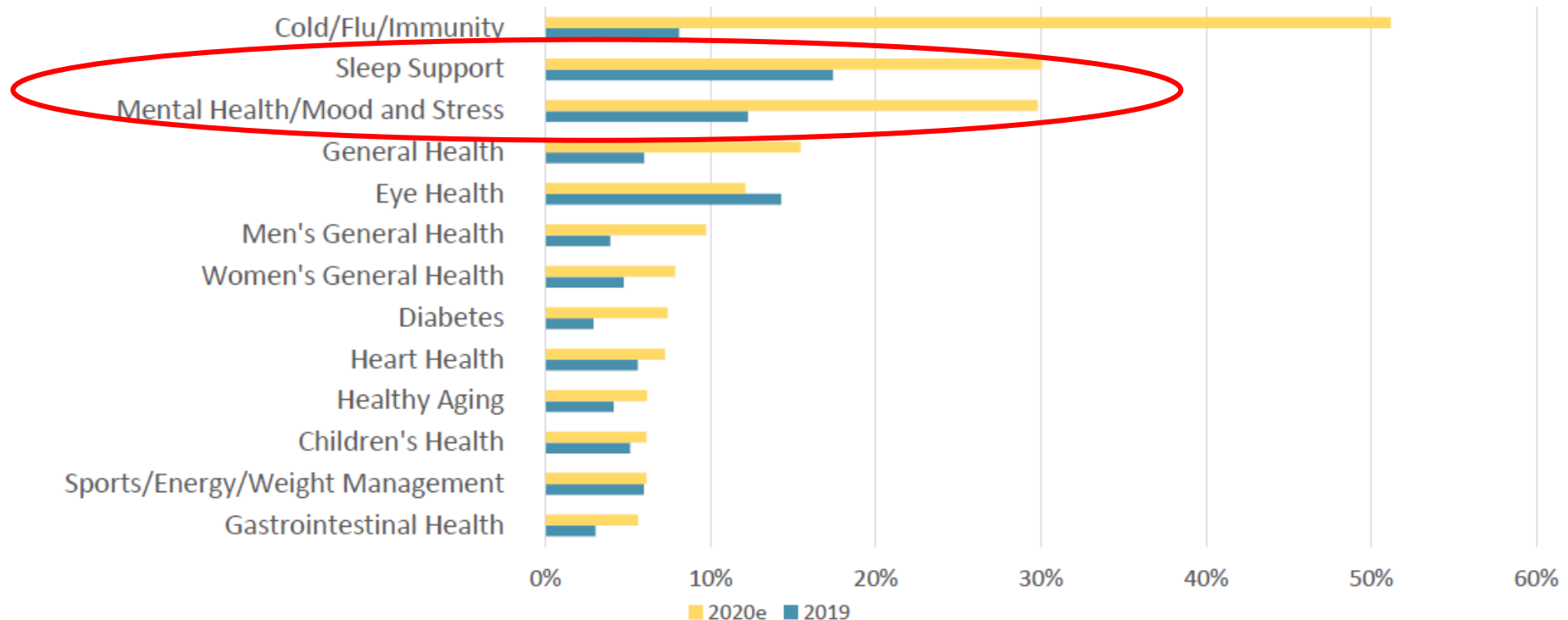
- Although NBJ pegged this category's growth at 10.2% in 2016, growth dropped by half in 2018 and 2019. However, driven by renewed interest in health thanks to the pandemic, the nation's aging population and increasing interest in gaming, brain support supplements should rebound.

Source: Nutrition Business Journal 2020 Condition Specific Report (\$ million, consumer sales)



# Dramatic Shift Will Favor Cognitive Supporting Products

Supplement Growth by Condition, 2019 & 2020e



Source: Nutrition Business Journal 2020 Business of Immunity Webinar (\$ million, consumer sales)



# AIDP GRAS Cognitive & Mood Ingredients



A patented compound of Magnesium that has been shown to effectively cross the blood-brain barrier, increase synaptic density and restore neuronal cells for improved cognition, focus and attention. Clinically studied – effective dose: 1.5-2 g. FDA GRAS

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Patented, standardized full-spectrum composition of Bacopa monnieri that supports learning and memory in adults and children. Clinically studied - effective dose: 300-450 mg adults; 225 mg children. FDA GRAS

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# The Essential Magnesium for Brain & Memory

A patented compound of Magnesium that has been shown to effectively cross the blood-brain barrier, increase synaptic density and restore neuronal cells.

- Rapid response time
- Unique mode of action
- Clinically proven for memory, attention and mood.
- In clinical study, reduced “brain age” by 9 years
- Very high consumer acceptance
- High reorder rate
- FDA GRAS
- Non-GMO
- Odorless, colorless, water-soluble
- Health Canada Product License for Cognition
- Suitable for multiple delivery applications
- Patent protected & actively policed
- AIDP is exclusive distributor
- **1.5-2 g dose**



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# BacoMind<sup>TM</sup>



## Clinically Researched Brain Health Solution for Cognitive Wellness

- Supports learning and memory in adults and children
- Nootropic activity
- 10 scientific publications and contribution to Pharmacopoeia Bodies
- Patented, standardized full-spectrum composition
- 9 different bioactives
- Derived from *Bacopa monnieri*
- Seed to shelf sustainability
- Contamination free material
- Certified organic Bacopa
- FDA GRAS
- Non-GMO
- Kosher and Halal
- Adults: 300 to 450 mg daily dose
- Children: 225mg daily dose



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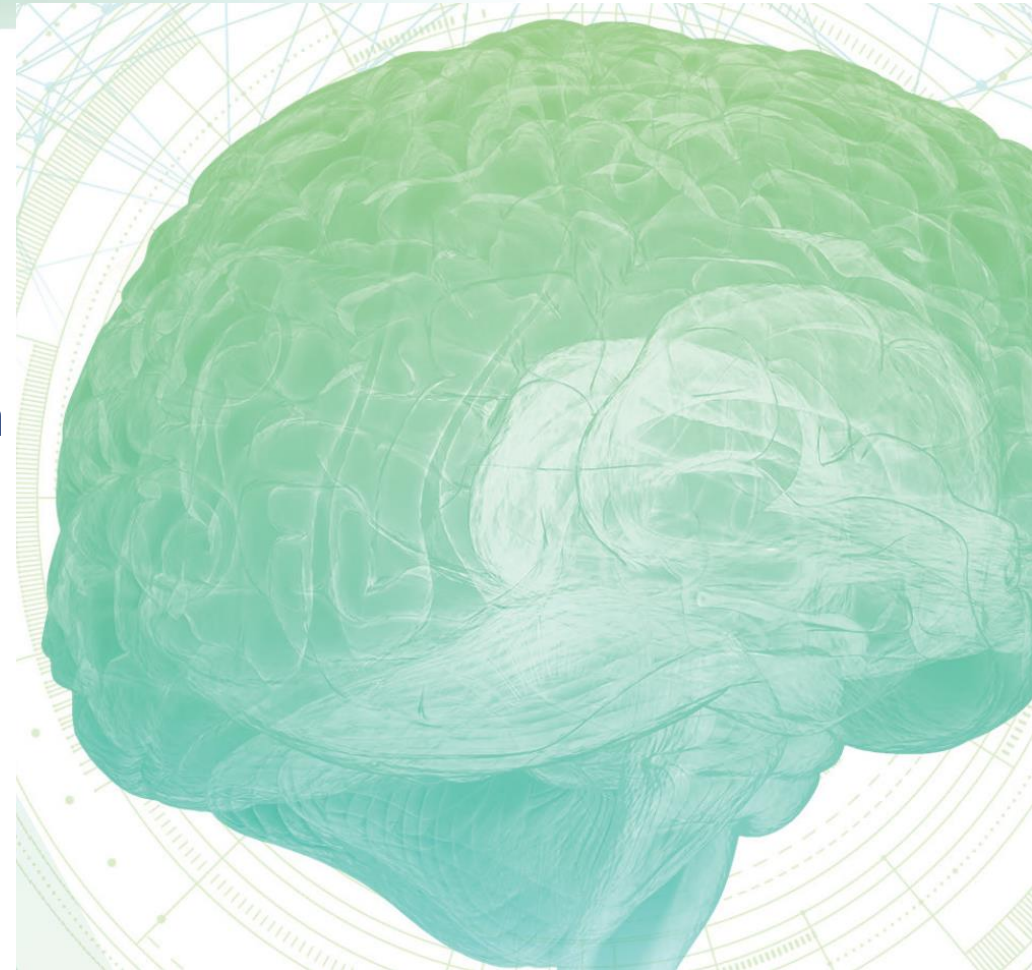
# Signature Mood & Cognition Ingredients

## Mood

- B-complex vitamins
- Magnesium
- Zinc & Copper
- Vitamin C
- Iron
- Calcium
- DHA
- Turmeric
- Acetyl-L-carnitine

## Stress

- 5-HTP
- Ashwagandha
- L-theanine
- GABA





# Key Ingredient Segments

- ❑ Nootropics/Cognitive Health
- ❑ Digestive Health
  - ❑ Emphasis on Prebiotics and Symbiotics
- ❑ Collagen
- ❑ Plant Proteins
- ❑ Ayurvedics and Botanicals
  - ❑ Including Hemp
- ❑ Clean Label for Functional Foods
- ❑ Vitamin and Mineral Supplementation
- ❑ Robust Commodities

