



Market trends

Mental well-being supplements as well as foods and beverages are witnessing an average annual growth of 62% worldwide.¹

Good life

For years a fit and strong body was a symbol for success and health. Today, mental well-being is as important as physical health and part of our individual lifelong self-optimization project.

Lift – Focus – Power

Consumers are looking for nutritional support that refreshes their mind to have the power and creativity to live the moment even through busy days.

Soul boost – Ease – Reset

Consumers are looking for nutritional support that balances nervous tension and provides a calm and good mood.

Relax – Sleep – Recovery

More and more people are looking for natural support to relax and sleep, as they are aware that deep relaxing sleep and mental & physical recovery are closely related.

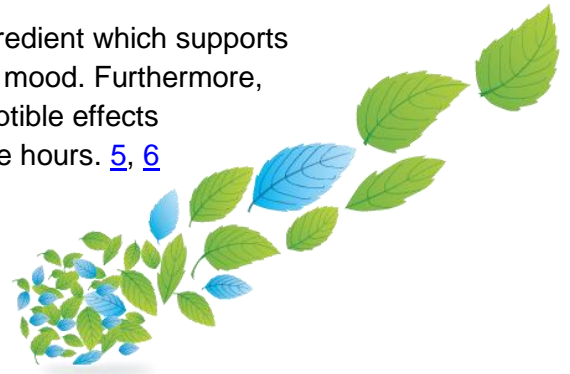
Megatrend - mental well-being

- WHO defines mental health as a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to her or his community. ² Unfortunately, never so many people were concerned about their mental health than today.
- Stress, loneliness, and burnout are rising. Mental decline is a “horror scenario” for our generation. Consumers increasingly follow a holistic approach to take care of body & soul. Natural supplements, meditation apps, digital trackers and or even sleep-enhancing gravity blankets are on high demand. ³
- Based on GWI market data, the global brain-boosting nutraceuticals/ botanicals market provides good financial return for products targeting cognitive function, memory, energy, and sleep. ⁴

Bluenesse®

Bluenesse® is a scientifically proven, natural, mental health ingredient which supports focus, alertness, and cognition, while providing a calm and good mood. Furthermore, it helps to balance the stress hormone cortisol. It provides perceptible effects within one hour after intake, which are still measurable after three hours. [5](#), [6](#)

Bluenesse® balances the concentration of neurotransmitters and the activity of receptors in the nervous system, supporting mental health throughout the day. The effective dosage of Bluenesse® is 300 mg per serving.



Healthy mind & fresh focus

Bluenesse® to work productively, fruitfully and be satisfied

Bluenesse® significantly improves cognitive performance, particularly focus, alertness, memory by improving the efficiency of neuronal communication. It activates Muscarinic receptors, which are responsible for the efficient flow of information between neurological cells.*

Good mood & mindfulness

Bluenesse® to ease your mind, be creative and happy

Bluenesse® significantly reduces anxiety and improves mood by controlling neuronal communication and avoiding information overflow. It enhances levels of Dopamine for motivation and good mood and GABA to be calm and balanced.*



Healthy sleep & recovery

Bluenesse® for a rejuvenating sleep

Bluenesse® provides optimal relaxation and the mental focus to fall asleep. Furthermore, it significantly balances stress-induced cortisol levels, enabling the cardio-vascular system to relax, and supporting healthy metabolism.*

These statements have not been evaluated by FDA and EFSA. The product is not intended to diagnose, treat or cure any disease.