NUTRACEUTICALS, COSMECEUTICALS AND BEYOND...

CARK MAUNSELL
elements of
organic
chemistry.
NUTRACEUTICALS, COSMECEUTICALS AND BEYOND...

CARK MAUNSELL
Oats through time

Oatmeal, now found on almost every gentleman's breakfast table, was a few years ago used exclusively by the Scotch and in his hearty portunity against the land food. Our Scotch man, 'who in Scotland land?'

"We have Scotch meals and oatmeal," said one of the professors, saying: "The bairn who eats the most porridge, will get the most meat after it." But the bairn who gained the prize always found himself too full to enjoy the meat.

It is mentioned in a most charming book, "The Life and Letters of Lord Macaulay," that Carlyle catching a sight of Macaulay's face in repose, remarked, "Well, any one can see that you are an honest, good sort of a fellow made out of oatmeal."

If oatmeal can 'make' such men as Walter Scott, Dr. Chalmers and Macaulay, we may well heap high the porridge dish, and bribe our children to eat of it. We do know, that it is far better for the blood and brain than cake, confections, and the score of delicacies on which many pale little pets are fed by their foolishly fond mothers.

Because oats contain more organic phosphorous — the main brain constituent — than any other grain. Also more lecithin — the builder of nerves. Four fifths of all college students come from oatmeal homes. Nine-tenths now eat oatmeal. In one university, 48 out of 50 of the leading professors regularly eat oatmeal.
...THE TRINITY

COSMETICS

NUTRI-COSMETICS

FOOD

NUTRACEUTICALS

PHARMACEUTICALS
The Global Oat Trend 2010 - present

- Rolled Oats
- Oats
- Oat Fibre
- Oat Bran
- Whole Oats
- Jumbo Oats
- Oat Extract
- Oat Malt Extract
- Oat Malt
- Oat Semolina

Number of Variants

Europe, North America, Asia Pacific, Latin America, Middle East & Africa
Category Launches - Oats (Global)
Category Launches - Oats (UK)
Key consumer messages (food)

- Natural
- Reduced fat
- High protein
- GMO free
- Gluten free
- Organic
- Vegan
- Low/no/reduced cholesterol
- No added sugar
Nutraceuticals

Products that range from isolated nutrients, dietary supplements and herbal products, specific diets and processed foods such as cereals, soups and beverages.
The rise of high beta glucan products in the UK
Beta Glucan products for sale in the UK

- Muelsi with Yogurt
- Barley Flour Biscuits with Added BG
- M&S Super Juice
- MOMA! Strawberry & Banana Bircher Muesli
European Food Claims - Oat Products

- Wholegrain
- Organic
- No Additives/Preservatives
- Vegetarian
- High/Added Fibre
- Ethical - Environmental
- Low/No/Reduced Salt
- Low/No/Reduced Allergens
- Vitamin/Mineral Fortified
- Low/No/Reduced Fat
**Oats in the Global Drinks Market**

![Graph showing the growth of oat-based drinks in various categories from 2005 to 2015.](image)

- **Malt & Other Hot Beverages**
- **Meal Replacements & Other Drinks**
- **Beverage Mixes**
- **Nectars**
- **Tea**
- **Beer**
- **Fruit/Flavoured Still Drinks**
- **Juice**
- **Vodka**
- **Energy Drinks**

The graph illustrates the trend of oats being incorporated into various drink categories over the years, highlighting its growing importance in the global drinks market.
Probiotic Oat Drink, USA

Organic Oat Drink, Brazil

High Fibre Cereal Drink, Taiwan
Banana and Oat dog cookies, India

Adult Cat Food, USA

Chicken and Oat dog treats, USA
OATS IN THE GLOBAL HEALTH AND HYGIENE MARKET

![Graph showing the growth of various health and hygiene products from 2005 to 2015. The graph includes various categories such as Vitamins & Dietary Supplements, Wipes, Skin Conditions, Digestive & Detoxifying Treatments, Feminine Hygiene Products, Sleep Aids, Contraception & Sexual Health, Decongestive, Cough, Cold & Flu Relief, Other Healthcare, and Toothpaste.]
Digestive Tablets, France

Muscle Building Dietary Powder Mix, Costa Rica

Baby Wet Wipes, Mexico
FORECAST OF BEAUTY & PERSONAL CARE EXPENDITURES IN 2015 AND EXPECTED GROWTH FOR 2016, BY REGION, IN MILLION US$
Key consumer messages (cosmetics)

- Natural
- Moisturising
- For sensitive skin
- Paraben free
- Ethical - Animal
SKIN CARE

Body lotion, USA

Hydrating baby cream, China

Redness relief primer, UK
Pharmaceuticals

- Use in Latex Glove Industry

- Use in Eczema and Skin Condition Treatments
The Cosmetics Sales Cycle

0 - 6 Months
- Marketing Brief
- OC Sales Contact
- Customer Brief
- Formulator
- Sample Request

0 - 2 Years
- Positive Marketing Brief
- Pilot Commissioned
- Regulatory
- Challenge, Test and Stability
- Pass?

0 - 1 Year
- Purchase Order
- Launch Date Proposed
- Marketing - Packaging Design and Strategy
- Market Launch
- Success?
Avena Strigosa – the latest trend?
The Trinity

Cosmetics

Pharmaceuticals

Food

Nutri-cosmetics

Nutraceuticals

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