

**KERRY**



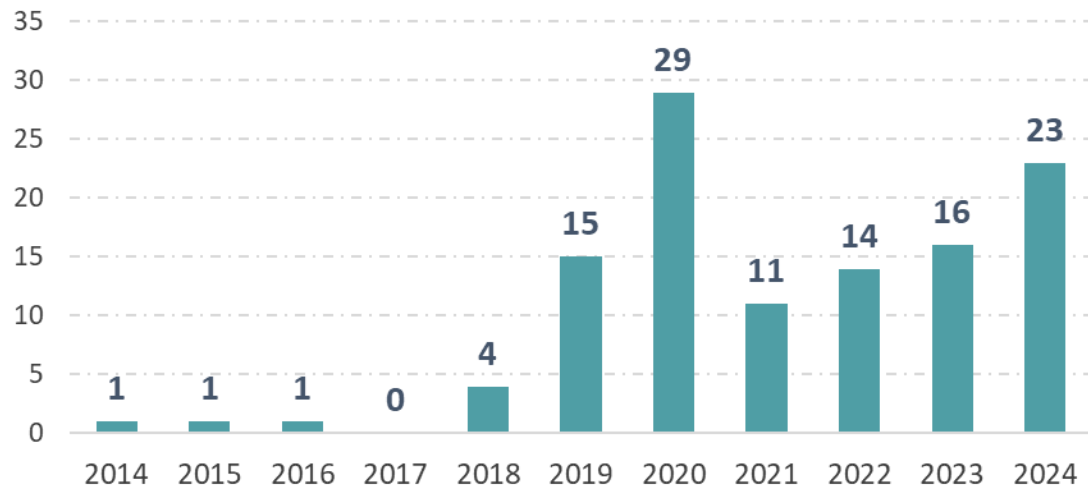
High-purified Shilajit ingredient clinical  
demonstrated to support

# **MEN'S HEALTH, VITALITY AND HEALTHY AGEING**



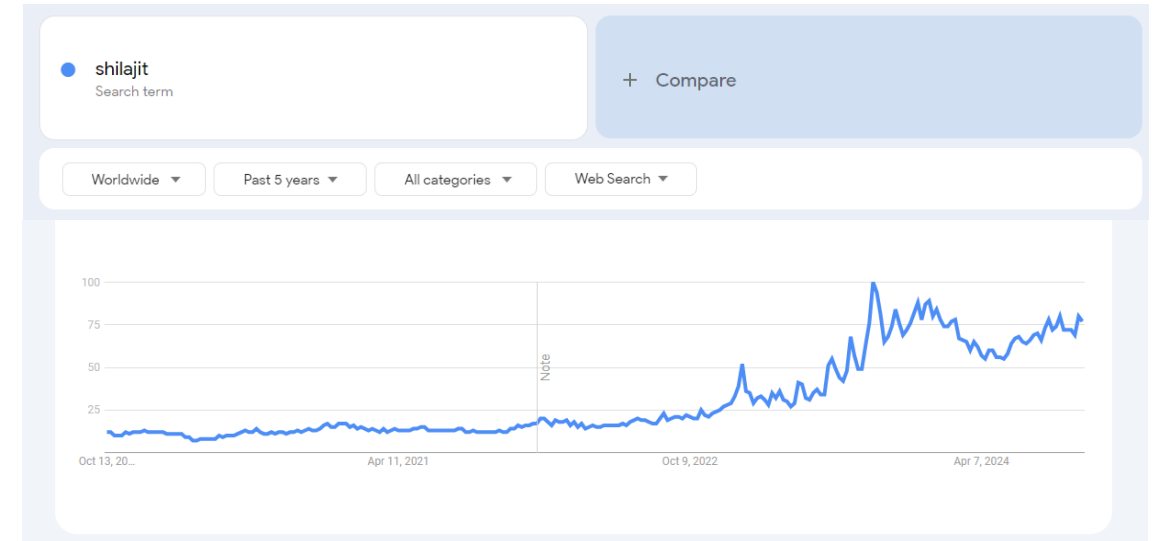
# The incredible growth of shilajit

Growth in Shilajit Product Launches, Europe(thru-1Q24)<sup>1</sup>



The yearly number of Shilajit supplement launches in Europe has increased **5 times** over the past six years.

Google Search Volume for “Shilajit,” Past 5 Years<sup>2</sup>



The weekly search number of Shilajit on google increased **7 times** over the past six years.



## The one-of-a-kind shilajit for men's health, vitality & healthy aging

- A standardized, highly purified aqueous extract of shilajit from the Himalayas and Altai mountains.
- Backed by 7 published human studies, including 5 gold standard RCTs – the most well-studied branded shilajit on the market.
- Secure supply, consistent quality production, and safe for everyday consumption (self-GRAS and compliant with CA Prop 65 allowable heavy metals limits).



Clinically substantiated dosing from 250-500mg per day



PrimaVie®, the clinically studied, standardized, and highly purified aqueous extract of shilajit, offers a range of science-backed benefits for vitality and healthy aging.

- Kosher & Halal
- Allergen -free
- Vegan
- Non-GMO Project Verified
- Self-affirmed GRAS



# KERRY

Growing consumer interest in shilajit”

## 7x

Increase in searches for shilajit from Q4 2019 – Q4 2024.<sup>1</sup>

## 5x

Number of Shilajit supplements launches in EU in the last 6 years.<sup>2</sup>



Source:

<sup>1</sup> Google Trends

<sup>2</sup> Innova Market Insights