



shroom boom!

**functional
fungi for
digestion**

PreneXus Health®



Functional Fungi for Digestion

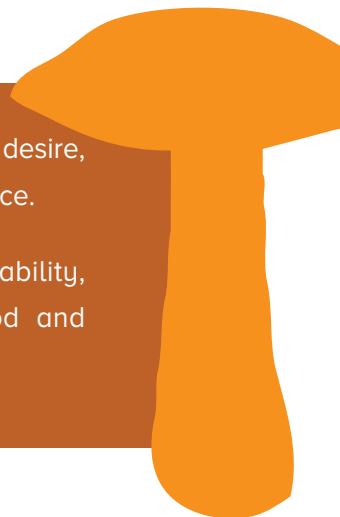
The magic of mushrooms goes way beyond salads and stir fries these days. These fungi, revered for centuries in Asia for their unique healing properties, are quickly taking root in the West to create a robust new health category—medicinal mushrooms.

As science reveals their vast health benefits, from digestion to immunity, consumer awareness and demand for mushrooms with medicinal qualities is exploding. While the interest in functional fungi surged during the pandemic's self-care boom, the trend was already ramping up pre-Covid thanks to wildly popular products like mushroom coffee, smoothies and supplements.

**INTEREST IN
FUNCTIONAL
FUNGI SURGED
DURING THE
PANDEMIC'S
SELF-CARE BOOM**

Experts point to consumer familiarity with mushrooms combined with a growing desire, especially among Millennials, to use food as medicine for its quick consumer acceptance.

Ease of use, diverse delivery forms and a strong safety profile add to their desirability, spurring manufacturers to launch a growing number of supplements and food and beverage products.



Where There's Mushrooms There's Money

Fungi supplements performed so well in 2020 that of the 20 ingredients in the natural channel that saw sales growth that year, 20% were mushrooms, according to the American Botanical Council Herbal Supplement Sales Market overview, 2020.¹

The future for the young category looks even brighter. Medicinal mushrooms market share is expected to grow by \$4.55 billion from 2020 to 2025, and the market's growth momentum will accelerate at a CAGR of 9.15%.²

Like most nascent health trends, the functional fungi sector is experiencing most of its early growth in the natural channel. As product launches and consumer demand rise, savvy manufacturers in mass and direct-to-consumer will bring more fungi products to market.

9.5%
PREDICTED CAGR



ONE VAST AREA YET TAPPED IN THE
MEDICINAL MUSHROOM MARKET IS
GUT HEALTH.

Digestive Health Meets Mushrooms

\$8.95B

GLOBAL PREBIOTICS MARKET SIZE

As more becomes known about the gut microbiome and the link between beneficial bacteria and wellness, people will actively seek out functional products and ingredients that address digestive health, according to FMCG Gurus Top 10 Trends for 2022.

What started out as a probiotic yogurt and dairy segment 15 years ago, gut health continues to evolve and includes not just probiotics, but the rapidly expanding prebiotic category as well.

The global prebiotics market size was valued at \$8.95 billion in 2020 and is projected to grow at a CAGR of 7% during the forecast period till 2030 indicating that there is significant demand for innovative, convenient food, beverage, and dietary supplement SKUs with digestive health advantages.⁴

PREBIOTICS ARE COMPOUNDS THAT FEED BACTERIA IN THE GUT WHICH STIMULATES BACTERIAL GROWTH AND OTHER BENEFICIAL METABOLITES FOR A HEALTHY GUT.

Often formulated for immunity or energy benefits, medicinal mushrooms have yet to penetrate the explosive digestion market, leaving the playing field open for brands of all types to formulate for function in this burgeoning market.

A unique mushroom prebiotic ingredient, MyceliaGI®, gives manufactures an easy way to add mushrooms AND digestive health claims to their products.

TWO TRENDS = SUPER TREND



Meet The Next Generation Mushroom Prebiotic



MyceliaGI is a clean-label, shelf-stable, proprietary mushroom ingredient that can easily be incorporated into a variety of supplement, foods, and beverage applications. MyceliaGI is effective at low doses—500 mgs to 1.5 grams and is well tolerated by users. It has been shown to increase the production of short-chain fatty acids by the friendly bacteria in your gut.



LOW INCLUSION AT 0.5-1.5 GRAMS

WELL TOLERATED VS. MARKET LEADERS

SHELF-STABLE

ORGANIC CERTIFIED, NON-GMO

Transparency from Farm to Shelf

Manufactured through a partnership between prebiotic manufacturer Prenexus and medicinal mushroom manufacturer Aloha Medicinals, MyceliaGI is organic certified, non-GMO and made in the USA with sustainable practices.

MyceliaGI offers food, beverage, and supplement manufacturers a novel prebiotic ingredient to satisfy exploding consumer demand for both digestive health ingredients and medicinal mushroom offerings.

The MyceliaGI® Prebiotic Difference

Clean-Label Claims

- > Organic certified/Non-GMO
- > Vegetarian, vegan
- > Digestive and other health claims
- > Allergen-free

U.S. Grown & Manufactured

Supported by Research

- > GRAS self-affirmed and peer reviewed
- > Validated prebiotic effect with as little as 500 mg
- > Gut microbiome study demonstrating increased butyrate production at 500 mg, 1 gram, 1.5 grams
- > Ancillary benefits established with beta-glucans for immune support at expected dose range

Easy Formulation

- > Low-dose compared to other prebiotics (500 mgs to 1.5 grams)
- > Well tolerated vs. market leaders
- > Traceability
- > DNA verified
- > 5-year shelf stability



FORTIFY ANY MUSHROOM-BASED PRODUCT
TO GIVE CLINICALLY BACKED DIGESTIVE BENEFITS!



MyceliaGI offers myriad product possibilities

From supplements to bars, MyceliaGI offers a turn-key solution to manufacturers looking to give their products a mushroom and digestive health edge.

- > Digestive health mushroom-based prebiotic supplements including gummies and stick packs
- > Better-for-you energy bars or confections
- > Combine MyceliaGI with a probiotic to give any food, beverage or supplement a synbiotic halo
- > Boost broth with a prebiotic mushroom
- > Give functional mushroom products a digestive-claim boost

- ✓ Supplements
- ✓ Gummies
- ✓ Stick Packs
- ✓ Bars & Confections
- ✓ Soups
- ✓ Coffee & Teas
- ✓ Snacks
- ✓ Protein Powders

Make soup functional!

PRENEXUS' SCIENCE AND HEALTH EXPERTS ARE ALWAYS AVAILABLE TO HELP MANUFACTURERS FROM CONCEPT TO SHELF!

With consumer demand for digestive health products at an all-time high, along with a burgeoning awareness of medicinal mushrooms, the timing is now for product introductions with a mushroom ingredient that promotes gut health—**MyCeliaGI**.



Ready to learn more? Contact us...

Go to **PrenexusHealth.com**

Email us at **info@prenexushealth.com**

Looking for more info on prebiotics?

Prebiotics.com

A consumer-facing website designed to educate and promote awareness about prebiotics.

REFERENCES

1. American Botanical Council, Herbal Supplement Sales Market overview, 2020.
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3. FMCG Gurus, Top 10 Trends for 2022 Report, 2022.
4. Quince Marketing, Global Prebiotics Market, 2021.
5. Trust Transparency Center, 2nd Annual Trust Transparency Center Single Ingredient Trade Association Consumer Survey, 2019.



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