
Disclaimer: The views and opinions expressed in this presentation are solely those of the presenter and are based on publicly available scientific studies, guidelines, and reports. They do not necessarily reflect the views or positions of Herbalife.

BUILDING CREDIBILITY THROUGH SCIENTIFIC SUBSTANTIATION

WHY EVIDENCE MATTERS IN THE NUTRACEUTICAL INDUSTRY

Building consumer trust requires more than regulatory compliance. It requires robust scientific substantiation, transparent communication, and a commitment to validating product benefits through credible evidence

THE CHANGING CONSUMER LANDSCAPE

Today's Consumers Are More Informed Than Ever

Trends Shaping Consumer Expectations

Easy access to health information through digital platforms

Increased scrutiny of product claims

Growing demand for transparency and scientific evidence

Preference for brands that demonstrate scientific credibility

Industry Implications

Consumer trust is increasingly earned through evidence, not marketing alone.

Key Perspective

Modern consumers actively research ingredients, clinical evidence, and product claims before making purchase decisions. Scientific substantiation is no longer merely a competitive advantage but a fundamental responsibility. Companies should develop regulatory-compliant products supported by thorough safety and efficacy assessments and communicate benefits responsibly to avoid misleading or exaggerated claims.

NUTRACEUTICALS WITHIN A HOLISTIC HEALTH FRAMEWORK

A Complementary Role in Health and Wellness Effective Health Outcomes Require

- Evidence-based supplementation
- Healthy dietary patterns
- Regular physical activity
- Preventive healthcare practices
- Positive lifestyle behaviors

What Responsible Communication Looks Like

- Avoid "magic pill" messaging
- Set realistic expectations
- Educate consumers about holistic health practices

Credibility Builds When

- Claims support healthy behaviors rather than replace them
- Consumers are empowered to make informed decisions
- Individual health needs and circumstances are respected

MYTH #1 - NUTRACEUTICALS CAN REPLACE HEALTHY LIFESTYLE HABITS

Myth

"Nutraceuticals can replace healthy lifestyle habits."

Reality

Nutraceuticals are **adjuncts, not substitutes**, for:

- ❖ *Balanced Nutrition*
- ❖ *Regular Physical Activity*
- ❖ *Quality Sleep*
- ❖ *Effective Stress Management*

Key Takeaway

The greatest health benefits are achieved when nutraceuticals are integrated into a comprehensive wellness approach.

MYTH #2 - TRADITIONAL USE ALONE IS ENOUGH

"Scientific evidence is unnecessary if an ingredient has a history of traditional use."

Reality

Traditional knowledge is valuable, but it should be evaluated through modern scientific methods to support contemporary use.

Why Validation Matters

- Modern populations differ from historical users
- Formulations and dosage levels have evolved
- Long-term safety profiles may require further evaluation
- Healthcare stakeholders increasingly expect evidence-based support

Key Perspective

Traditional knowledge should be viewed as the starting point for scientific investigation, not the endpoint.

BRIDGING TRADITIONAL KNOWLEDGE AND MODERN SCIENCE

The Best Approach: Integration, Not Replacement

Industry Responsibilities

- Preserve and respect traditional knowledge
- Invest in high-quality scientific research
- Generate evidence relevant to current populations
- Establish robust safety and efficacy profiles

A Powerful Combination

Traditional Knowledge + Modern Clinical Research = Globally Credible Health Solutions

Strategic Benefit

Scientific validation helps elevate traditional knowledge from regional acceptance to broader scientific and global recognition.

RAISING THE BAR FOR SCIENTIFIC EVIDENCE

Beyond Minimum Regulatory Requirements Scientific Substantiation Should Be

- □ Safety Assessed
- □ Risk-Based
- □ Claim-Specific
- □ Supported by Scientifically Relevant Dosages and Ingredient Sources
- □ Transparent and Reproducible

Goal

Move beyond regulatory compliance toward scientific excellence.

Why It Matters

- Higher evidence standards promote:
- Consumer confidence
- Healthcare professional acceptance
- Greater market consistency
- Long-term trust and credibility

EVIDENCE HIERARCHY FOR NUTRACEUTICAL CLAIMS

Strongest to Supportive Forms of Evidence

Systematic Reviews and Meta-Analyses

Authorized Health Claims Reviewed by Established Authorities
(e.g., EFSA, US FDA, TGA, Health Canada)

Randomized Controlled Trials (RCTs)

Controlled Clinical Studies

Observational Studies

Epidemiological Evidence

Mechanistic and Preclinical Research

Traditional Use Evidence

Gold Standard: Well-designed Human Randomized Controlled Trials (RCTs) remain the gold standard for demonstrating efficacy and supporting health claims.

DOES THIS GO BEYOND REGULATORY REQUIREMENTS?

The Answer: Often Yes

Regulatory Frameworks Typically Define

- Safety requirements
- Labeling standards
- Minimum claim substantiation expectations

Building Scientific Confidence Requires More

- Leading organizations often invest in:
- Product-specific clinical studies
- Ingredient-specific clinical evidence
- Comprehensive safety assessments
- Human efficacy data
- Transparent substantiation dossiers

FRAMEWORK FOR CREDIBLE PRODUCT CLAIMS

Three Pillars of Scientific Credibility

1. Human Clinical Evidence

- Relevant study populations
- Appropriate endpoints
- Reproducible outcomes

2. Transparent Claim Substantiation

- Traceable evidence base
- Clear and balanced communication
- Responsible claim wording

3. Safety and Risk Assessment

- Comprehensive safety evaluation
- Appropriate use levels
- Ongoing review of emerging scientific data

Result

Credibility → Consistency → Consumer Trust

BUILDING LONG-TERM TRUST

**Trust Is
Earned
Through
Evidence**

**Key Trust
Drivers**

**Scientific
rigor**

**Transparenc
y**

**Safety-first
mindset**

**Continuous
evidence
review**

**Industry
Commitme
nt**

Industry should continuously monitor emerging scientific and safety information and periodically review and update substantiation dossiers, product assessments, and claims as new evidence becomes available.

**Long-Term
Outcome**

Trust is strengthened when science, transparency, and responsible communication remain central to product development and consumer engagement

KEY TAKEAWAYS



Building Credibility Through Scientific Substantiation



Nutraceuticals complement healthy lifestyles, they do not replace them



Traditional knowledge should be strengthened through modern scientific research



Human clinical evidence remains the cornerstone of credible health claims



Safety, transparency, and responsible communication are critical to long-term trust



Scientific substantiation supports confidence among consumers, healthcare professionals, and regulators

FINAL THOUGHT

"REGULATORY COMPLIANCE PROVIDES THE
FOUNDATION FOR MARKET ACCESS.
SCIENTIFIC SUBSTANTIATION BUILDS
CONSUMER TRUST, HEALTHCARE
PROFESSIONAL CONFIDENCE, AND
SUSTAINABLE LONG-TERM CREDIBILITY."