

# GETTING OLDER IS GETTING BETTER

**TOM BRANNA**

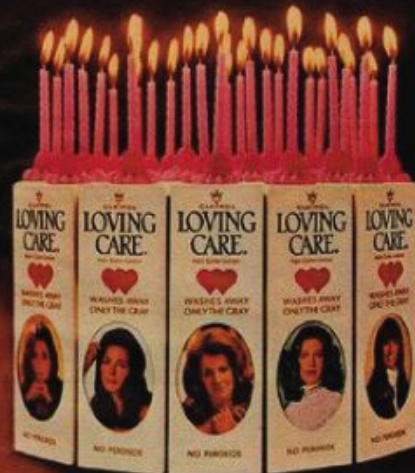
VP/EDITORIAL DIRECTOR

HAPPI/RODMAN MEDIA CORP.

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To every woman over 25: Happy Birthday for the rest of your life from Loving Care®  
...the color/treatment for your hair. Yes. A haircolor and treatment in one. It works without  
a bit of peroxide to give you not just better color—better hair! Fresh color, fresh body, fresh life.  
Loving Care Color Lotion. Try it and you'll see—we're on your side. The beautiful side of 30.



You're not getting older.  
You're getting better!™

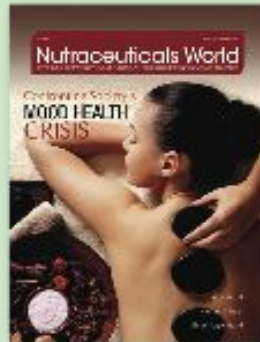
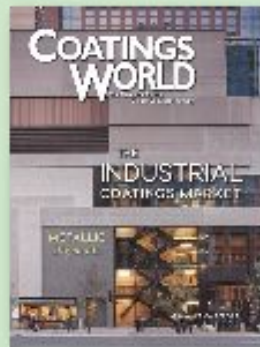
# OUTLINE

- The Market Size
- Cutting Edge Technology
- Novel Products
- Consumer & Retail Trends
- Conclusion



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# **1. THE MARKET SIZE**



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## **2.CUTTING EDGE TECHNOLOGY**

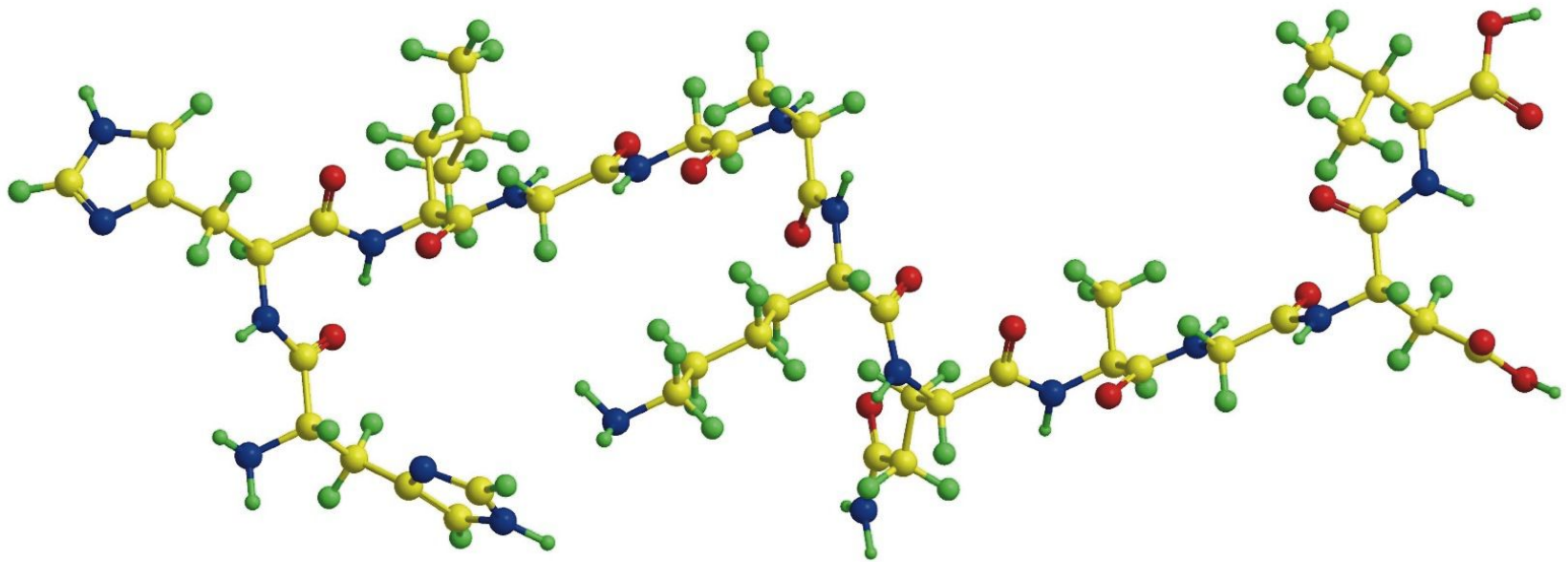




**DR. ALBERT KLIGMAN MD**

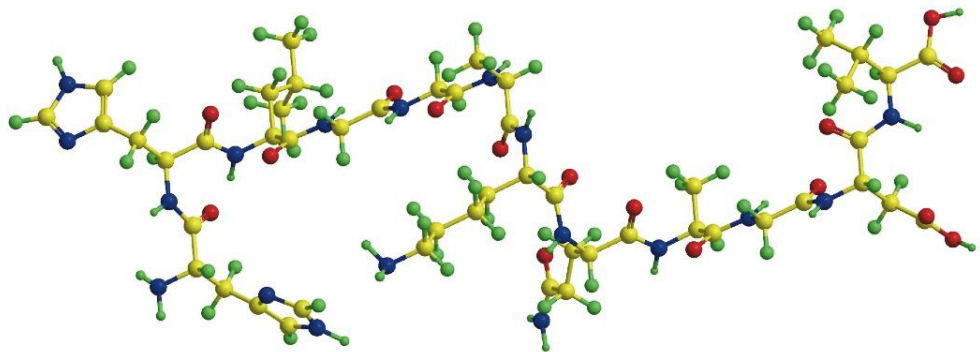






## TYPES OF PEPTIDES

- Signal Peptides
- Neurotransmitter-Affecting Peptides
- Enzyme-Inhibiting Peptides
- Carrier Peptides





## **OTHER POPULAR ANTI-AGING ACTIVES:**

- Growth Factors
- Niacinamide
- Hydroquinone
- Retinoids
- Idebenone

## POPULAR ANTI-AGING BOTANICALS:

- Coffee Berry
- Resveratrol
- Mushroom Extract
- Chamomile



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## ANTI-AGING ANTI-INFLAMMATORIES:

- Feverfew
- Pycnogenol
- Mushroom extract
- Chamomile
- Quercetin
- Curcumin



**EFFECTIVE ANTI-AGING INGREDIENTS MUST:**

- Be able to reach the intended target;
- Be in a biologically active form to exert effect;
- Remain at the target long enough for the effect to fully manifest; and
- Be time-released to maintain effect.

### **3. TODAY'S NOVEL PRODUCTS**



## ERASA XEP30



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## REGULATIONS AROUND THE WORLD



**U.S. Food and Drug Administration**  
Protecting and Promoting *Your* Health



**国家食品药品监督管理总局**  
China Food and Drug Administration



**厚生労働省**

Ministry of Health, Labour and Welfare



**Food and Drug Administration**  
**PHILIPPINES**

## **4. CONSUMER & RETAIL TRENDS**





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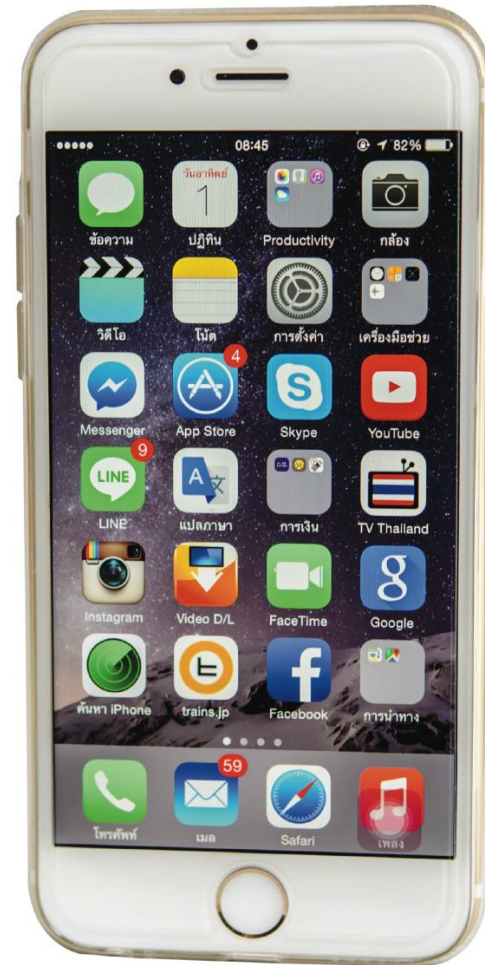








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## **TO REACH CONNECTED CONSUMERS:**

- Create surround-sound via multiple devices
- Get personal
- Be bold

## CONCLUSIONS

- The Population is Growing & Aging
- Synthetic and Natural Ingredients Play a Key Role in Product Efficacy
- How and Where People Get Their Information and Buy Their Products is Changing Rapidly
- China Is at the Crossroads of This Revolution



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THANK  
YOU!

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