



# Functional Mushroom Nutraceuticals

## Market Opportunity & Formulation Guide



The global functional mushroom market is projected to grow with a CAGR of 8.04% during the forecast period of 2020-2025.<sup>1</sup>

The general consumer who may not have paid attention to mushrooms as a dietary supplement will become much more motivated to learn more, given the current public health situation.

NuLiv Science develops a portfolio of mushrooms extracts and powders that can be formulated into a wide range of product applications with a wide range of benefits from general immune support to sports performance.

Consider the possibilities of your next product launch with a functional mushroom as part of the formula. Consumers are ready and willing to try new approaches to support their health and wellness.

### Key Takeaways For Your Brand

- ✓ Functional mushrooms provide a robust profile of nutrients for achieving health outcomes.
- ✓ A variety of mushrooms to select from helps you formulate for both targeted health and general wellness products.
- ✓ Quality, safety, and consistency are crucial for sourcing mushroom ingredients. Take a close look at the Certificate of Analysis (COA).
- ✓ The market is primed and ready for multiple delivery applications to get mushrooms into the consumer's diet.

### The Opportunity

- Cordyceps and Reishi hold a significant share in the Breakfast Food market.
- Reishi is the #1 herb in TCM pharmacopeia.
- Athletes supplement with Cordyceps worldwide for endurance, stamina, and energy.\*
- Mushrooms can boost and balance the consumer's immune systems for optimal performance.\* The workplace and recreational activities can be centers for achieving more through beneficial supplementation.
- Formulating with Chaga is growing in various applications. For instance, you'll likely see this mushroom in everyday tea for supporting healthy digestive and immune systems.\*
- Mushroom protein is comparable to muscle protein as it contains all the nine essential amino acids required by humans.
- Multiple applications and delivery systems are showing promise as brands are formulating.

### Product Innovation Potential



Skincare



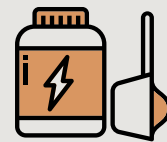
Coffee & Tea



Chocolate & Energy Bars



Capsules & Powders



Sports Nutrition

## NuLiv Science Mushroom Extracts & Powders

	AGARICUS	CORDYCEPS	CORIOLUS	MAITAKE	REISHI	HERICIUM	CHAGA	SHIITAKE	ZYLARIA™
Anti-inflammation					•	•	•		
Cardiovascular		•		•	•			•	
Immune	•	•	•	•	•		•	•	
Kidney		•			•		•	•	
Liver		•			•		•	•	
Mood									•
Respiratory		•		•	•	•			
Sleep									•
Stress		•		•	•			•	
Vitality		•						•	

### Did You Know?

NuLiv Science first entered the industry as a supplier of functional-medicinal mushroom extracts and powders in 1997. Our mushrooms have been a core offering for many brands around the world for years. A stable supply chain helps brands ensure they can count on NuLiv Science to deliver a consistent specification.

### PhytoMonitor™ Quality Control

Our PhytoMonitor™ Double Quality Assurance System assures consumers that they get exactly what's stated on our COA (Certificate of Analysis). All ingredients are first tested at the manufacturing sites and then a NuLiv Science's labs for double quality conformity. These labs are equipped with state-of-the-art analytical equipment and staffed with highly qualified professionals.

We test active compounds, preservatives, microbial, pesticide, herbicide, residual organic solvent, and heavy metals in each lot we develop. Samples are statistically tested by independent third-party laboratories in the U.S. for additional quality control.

Experience the NuLiv Science advantage with our mushrooms, which are part of our Total Wellness Enhancement System™.

1. Mordor Intelligence, 2019

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.