

**Lactium®, a natural partner  
for your self-care routine!**



**Go slow, synchronize with your feelings, rest and recharge...**

The press is unanimous, **mental well-being** will still take **central stage in 2023 self-care trends**.

**Self-care** has expanded beyond just pampering oneself. **It also includes actively taking time to rest, recharge, disconnect from technology and reconnect to oneself.** This can mean planning time for relaxing leisure activities (breathwork, meditation, reading), as well as **making an effort to get enough sleep and rest.**

Magazine Elle India quotes **alternative ways to feel your feelings** (with art therapy or mindful hobbies), **wellness retreats travels, circadian-cycle eating** among its *5 Wellness And Self Care Trends That Are Going To Be Big In 2023*.

**Regaining inner peace and connection to oneself** is a growing priority for Gen Zs and Millennials alike.

**Sleep as an ultimate form of self-care?**

Stress is part of our modern life: **90% of the global population regards itself as being stressed, and 95% of the global population recognizes that stress and anxiety have an impact on health.** It is well known how stress can impact mental health with depression, anxiety and post-traumatic stress disorder (PTSD) but also very clear **how it negatively impacts sleep.**

**Sleep-deprivation is more common than one thinks: 62% of adults around the world** say they don't sleep as well as they'd like\*. A 2022 UK study by Direct Line Life Insurance company showed **71 percents of UK adults are not getting the recommended seven to nine hours of sleep each night\*\*** and may therefore drive dangerously.

**Optimizing one's chances of good sleep is a growing trend** with **changing food intake patterns** (lighter dinners for sounder sleep), **digital detox**, and a little help from **natural sleep aid supplements.**

**Lactium®: a natural ingredient to help manage stress and sleep disorders**

Lactium® is a go-to solution for **natural products** lovers!

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Press contact:

Laurie Anne Giacomini, Product manager / [l.giacomini@ingredia.com](mailto:l.giacomini@ingredia.com)  
Séverine Lemoine, Communication manager / [s.lemoine@ingredia.com](mailto:s.lemoine@ingredia.com)

**With no addiction or side effects**, this natural milk protein hydrolysate contains a **bioactive peptide** with **relaxing properties called alpha-casozepine**. Lactium® acts as an anxiolytic with an affinity for the GABA<sub>A</sub> receptor, more specifically for its benzodiazepine site.

**9 clinical trials** on more than 500 volunteers have already demonstrated **Lactium® efficacy on stress issues and sleep disturbances**, with a recognition by the scientific community through several published articles.

In 2021, a **consumer satisfaction study** on 338 volunteers also showed an **overall 78% satisfaction**, quite evenly split in **78% for action on moderate stress** and **77% for action on sleep disturbances**.

### **Relaxing bubbles at our G100 booth**

**If you want to surf on this self-care trend**, and want to learn more about Lactium®, **join us on booth G100**. No bubble bath here, but we hope to serve you **our Lactium® bubble tea**, a peach flavoured green tea enriched with Lactium®, combined with sweet mango bubbles!

\* Philips Global Sleep Survey, 2019

\*\* <https://www.directlinegroup.co.uk/en/news/brand-news/2022/sleeping-dangerously--7-5-million-brits-have-under-five-hours--a.html>

### **Join us at Vitafoods Geneva**

May 9 – 11, 2023

Palexpo Geneva

Ingredia Booth G100



**Vitafoods  
Europe**

Press contact:

Laurie Anne Giacomini, Product manager / [l.giacomini@ingredia.com](mailto:l.giacomini@ingredia.com)  
Séverine Lemoine, Communication manager / [s.lemoine@ingredia.com](mailto:s.lemoine@ingredia.com)