

**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.**

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

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

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_A 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**.

* 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 Asia Bangkok

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