



The consumer at the center of the wellness evolution.

Wellness has become a focus of people's lives, leading many to look beyond the offerings of traditional medicine to address the stressors affecting their physical and mental health. **Consumers are searching for different, easily accessible ways to optimize their well-being, which has started to inform their spending.** They've welcomed new products and services into their routines, creating higher demand in the wellness space. Brands around the world are offering relaxation techniques, sleep aids and stress management — and people are investing their time and money into these tools.

Though the popularity of wellness trends varies across demographics, two groups rise to the top as primary demand generators: **“Chief Wellness Officers” in households, and individual people who are passionate about their own health.** Chief Wellness Officers in households take charge of decision-making surrounding purchasing and collective household habits. A mother is a common example of a Chief Wellness Officer. The category of people who are passionate about their own health is full of consumers who carefully research what they're putting into their bodies and how that affects their wellness. Both groups see wellness solutions as a key to bringing balance into their lives.

The wellness industry's lucrative impact.

Alternative and natural solutions are currently top trends in wellness. Consumers might still seek traditional medicine, but they are **complementing it with their own natural solutions**, including homeopathic options and off-the-counter products like vitamins, CBD, THC, B12 and essential oils. These trends have helped the wellness industry grow from just small sections in niche stores — and it's time for companies to recognize the opportunity.

The wellness industry's impact is lucrative and continuing to thrive. In 2021, McKinsey & Co. estimated the **global wellness market at 1.5 trillion dollars, with a 5-10 percent annual growth.**¹ Consumers continue to look for **newer, simpler wellness options** to maintain and improve their health. This is where accessible, easy alternatives like nutraceuticals can help put companies in a rewarding position as the wellness industry continues to grow.

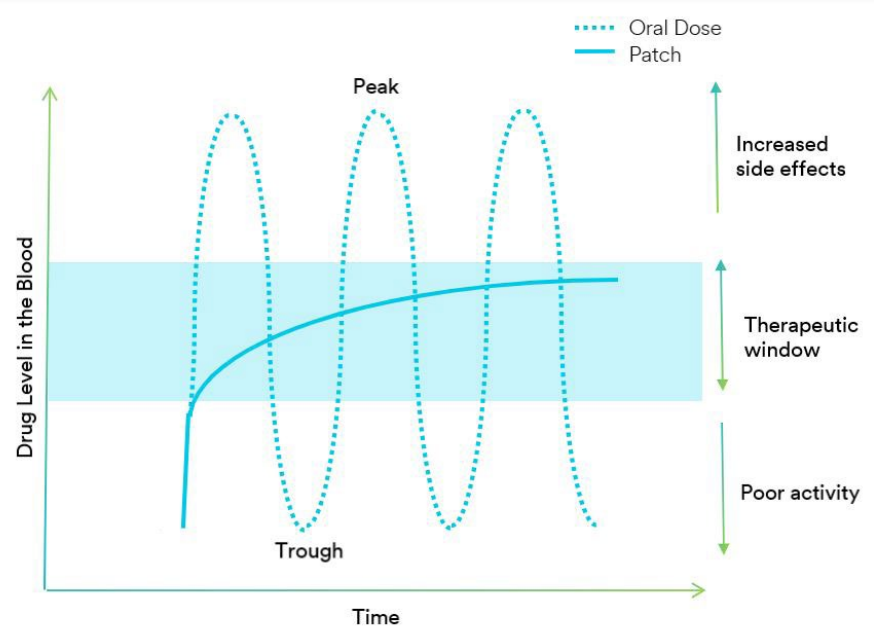
1. Callaghan, S. et al. (2021) *Feeling good: The future of the \$1.5 Trillion wellness market*, McKinsey & Company.

An untapped opportunity in nutraceuticals.

Nutraceuticals are simple, effective nutrition support. **Packed with a variety of ingredients, these patches promote different health benefits.** Whether the consumer's goal is to increase energy, manage stress or even control appetite, nutraceuticals can help consumers succeed with minimal effort.

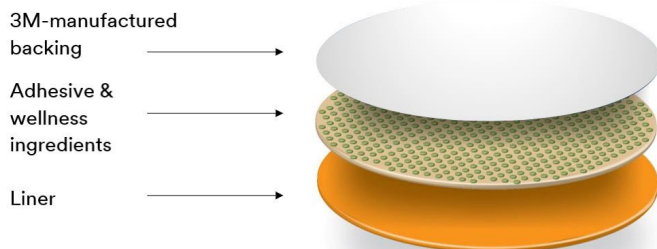
Nutraceuticals aren't an oral supplement, so they're less of a disruption to daily routines. **The patches simply adhere to skin, and the skin absorbs benefits from the patch's ingredients throughout the day — no re-ingestions required.** Plus, **dosage levels in the body do not fluctuate**, making the patch design of nutraceuticals even more convenient.

The other main appeal of nutraceuticals is their **stable effect on the user's body compared to other alternatives.** A simple example? Comparing how oral solutions and nutraceutical patches act once ingested. This chart tracks how an oral alternative — for example, a vitamin pill — produces a spike and decline in the user's body. Once consumed, the pill's benefits ascend to their peak and then start to descend in time for the next dose. **A nutraceutical patch's effect ascends once adhered to the skin and remains stable after reaching its peak.**



Adapted from: Oertel et al. 2007 *Neurology* 69(4):S4-S9. PubMed

Wellness packed in a patch.



The structure of a nutraceutical patch is simple: **there's a release backing, plus a liner to protect the adhesive, which is packed with helpful ingredients.** Consumers remove the liner and stick the patch on their body, **giving the adhesive direct contact with skin.** The backing remains intact throughout wear to protect the ingredients in the adhesive.

When considering manufacturing nutraceutical patches, companies should weigh the many factors that can impact the ingredients' effectiveness, including the **dryness, solubility and size of the patch.** The bigger a patch is, the more ingredients it can hold. A patch with a higher volume of ingredients offers the opportunity for more absorbency.

To achieve a desirable level of dryness and solubility, the adhesive can only contain a limited amount of **GRAS (Generally Regarded As Safe) ingredients.** These limits encourage individual patches to focus on one aspect of well-being, creating an opportunity for companies to **diversify the variety** of patches available in the market.



Nutraceuticals are a solution for wellness consumers.

With so many options available in the wellness space, why would consumers take interest in nutraceuticals? The answer is simple: **Nutraceuticals simultaneously fulfill multiple needs that other wellness alternatives do not.** They're also accessible, so consumers can acquire them through various points of purchase — **without a doctor's prescription.**

Nutraceutical patches also tend to deliver a **higher concentration** of ingredients than other alternative solutions. Since most other wellness solutions are oral, the body must deal with the first pass effect when consuming them. When consumers take a solution orally, it passes through their GI track and tends to metabolize in one specific location. This reduces the concentration that the whole body could benefit from. Other topical solutions, like creams and essential oils, fall victim to transfer loss. **Nutraceutical patches release a larger concentration of ingredients and do so in a controlled manner, making absorption uncomplicated for the consumer.**

Consumers also **don't need to worry about researching dosage and optimal ingredient combinations** when using nutraceuticals. With other solutions, they may have to investigate which supplements to take together in order to achieve a particular benefit. They might also worry about dosage and frequency of consumption or application. With a nutraceutical patch, the **ingredients are pre-loaded, the benefits are straight-forward and there is no need for re-ingesting** the solution throughout the



Place yourself at the forefront of the wellness evolution with nutraceuticals.

If you're interested in learning more about nutraceutical patches, you can count on 3M. We've been operating in the adhesives industry for over 55 years and carry experience with transdermal patches. Our successful collaboration with AdCal, a leading contract manufacturer of nutritional support patches, highlights our dedication to providing quality solutions. **Discover more at 3M.com/MedTech.**

Sources

1. Callaghan, S. et al. (2021) *Feeling good: The future of the \$1.5 Trillion wellness market*, McKinsey & Company. Available at: <https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/feeling-good-the-future-of-the-1-5-trillion-wellness-market>
2. Oertel et al. 2007 *Neurology* 69(4):S4-S9. PubMed

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