

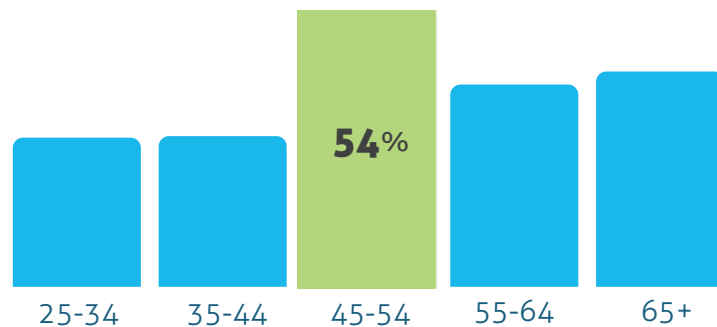
# SIP TO STAY YOUNG\*

Do You Address Healthy Aging in Your Portfolio? You Should.

Premature aging and healthy skin & nails - it's more than skin deep!  
The potential may surprise you...

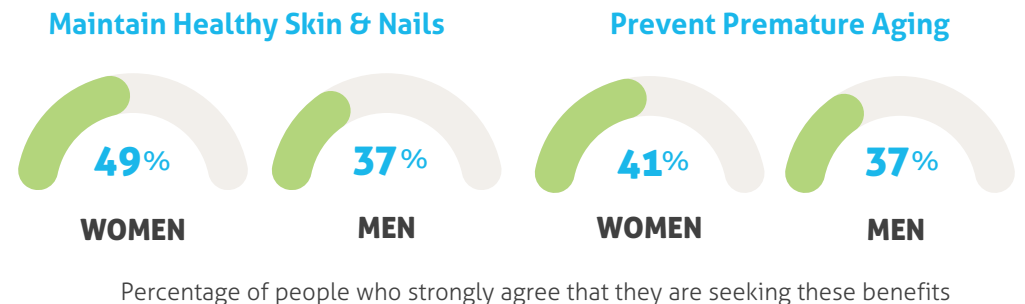
## AGE MATTERS

Consumers between the ages 45-54 care the most about premature aging.



## GENDER DIVIDE: WOMEN VS MEN

Men and women value self-care to prevent premature aging, but women prioritize healthy skin and nails far more than men.



## UNTAPPED OPPORTUNITY

Only **8%** of consumers have purchased a beverage for beauty in the past 3 months, but **68%** have purchased some kind of functional beverage in the same time period.

Infuse anti-aging into your portfolio with beauty-boosting ingredients including collagen, hyaluronic acid, biotin, and probiotics. These can reinforce beauty from within and may be able to support skin, nail, and hair-enhancing claims.

### BEAUTY IS PAIN, BUT DRINKING BEAUTY-FOCUSED BEVERAGES SHOULDN'T BE PAINFUL.

Access Imbibe ingredients - designed to suppress unwanted off-notes inherent to many beautifying additives. Give your customers the beautiful experience they deserve with Imbibe [marketing@imbibeinc.com](mailto:marketing@imbibeinc.com).



\*Imbibe Commissioned Survey, 9/23, n = 300 U.S., adults, natural fall-outs on age, self-identified gender.