

Lactium®, the bioactive to fight against stress and anxiety



Stress is something that many of us will suffer at some point in our lives. Modern living means everything is faster, digital and about saving time and being more productive. This leads to many of us feeling stressed about things that don't matter, as well as the things that do.

The COVID-19 situation has added to stress levels, with people worrying about their health, jobs, and way of life (Jama report of August 2020, Internet Searches for Acute Anxiety During the Early Stages of the COVID-19 Pandemic).

This has led to the consumer search for how to deal with stress the natural way. Many people don't want to turn to pharmaceutical drugs to help them manage stress and seek a safe alternative to traditional medication.

Poor sleep is a particular issue for many people and is **linked to stress**. According to Euromonitor's 2019 Health & Nutrition Survey, **a third of the respondents said they get 7 hours or less sleep each night**, and **22%** said they 'frequently **don't get enough sleep**'.



Lactium® and COVID-19

Since the beginning of the pandemic, we've become more aware of stress and how it can affect us. In particular, stress is linked to sleeping problems. Studies of how COVID-19 has affected stress levels show that the main worries are:

- **Health** – how to stay healthy in a pandemic and if family members will catch the virus,
- **Job loss** – with so many businesses struggling being laid off is increasingly likely,
- **Working at home** – many people are not used to working alone, miss the motivation of colleagues, and also teleworking may mean working with family members in the house,
- **Money** – future income can seem uncertain



- how will we pay the bills, take holidays to relax, pay for children's education...?,
- **The future** - where will this all end and what's the future for our children?
- **The vaccine** - is it safe and will it protect us from catching the virus?

A year ago, we had no idea what was about to spread throughout our world. We never thought we'd live in an age where we would be confined to our homes, have to wear protective masks and be unable to travel freely to see our families.

Stay tuned!



Lactium®, stress management the natural way

After 10 years of extensive research and several clinical studies, Ingredia developed Lactium®. **Lactium® is a bioactive food and beverage milk protein ingredient that can help manage stress and its symptoms naturally.** It has **no side effects** and is **safe to take for adults, children and pregnant women.**

The research and development of Lactium® were prompted by studying the peaceful state an infant appears to enter after feeding on a bottle of milk.

Lactium® works on the GABA receptor in the brain to induce a feeling of calm and well-being. It reduces the release of cortisol, the hormone the body releases when it detects stress. This can lead to high blood pressure and an increased heart rate.

Stress can present itself in many different ways including:

- Inability to sleep and lack of quality sleep resulting in feeling tired,
- Mood swings,
- Feeling anxious,
- Low energy levels,
- Headaches, chest or stomach pains,
- Digestive problems,
- Low sex drive.





Lactium® works to promote relaxation and emotional balance and can be added to a variety of food and beverage products.

Manufacturers can support the fight against stress by addressing the rising demand for natural, stress-reducing products.

Poor sleeping patterns is a particular issue for many people, and brands have the opportunity to offer consumers a safe alternative to traditional medication. This brings the opportunity to build consumer confidence.

Sources

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Feel free to

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