



Entering Consumer Health Markets



Consumers are taking more personal control of their health and are seeking information and products to support their health and longevity. With the internet and on-line advertising and social media, the consumer healthcare market has exploded with a wide range of offerings around vitamins, minerals, supplements and probiotics.

Covid demonstrated how low immunity can lead to serious infection and chronic illness. Chronic inflammation, stress, negative environmental triggers, poor diet and lifestyle, have contributed to many of us feeling tired, run down, burned out. We are lacking energy and frequently suffer bouts of coughs, colds and flu.

Many consumer products promise symptomatic treatment, but few demonstrate evidence or a rationale to address conditions they purport to help with such as long covid, weight gain, irritable bowel syndrome, chronic fatigue, low mood and depression.

The gut-brain axis is now demonstrated to be intrinsic to our health. The support of our microbiome clearly demonstrates benefits for general health. Athena is working with academic and scientific leaders to identify novel formulations of naturally occurring vitamins and minerals, new probiotics and more evidence-based approaches in consumer health. We believe self-treatment can be enhanced using the professional skills of healthcare professionals to advance more scientifically grounded self care.

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