

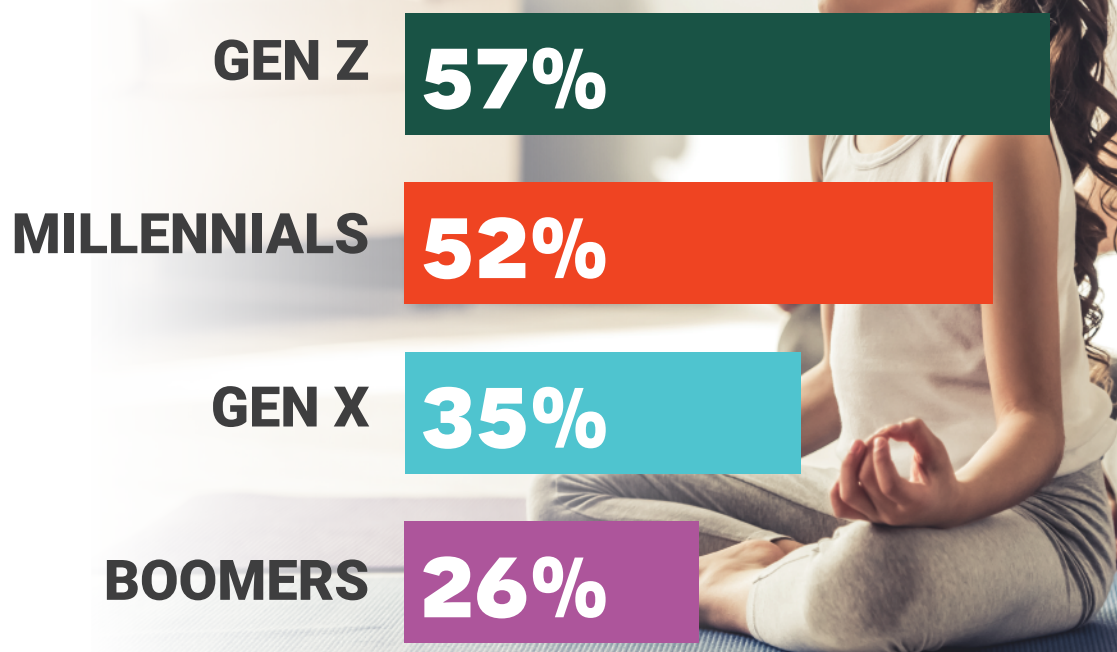
# What's Functional Today? Cognitive Health

Today, we are witnessing the emergence of a universe of cognitive benefits that span life stages with corresponding interest among consumers. Traditionally, they were a focus for aging consumers as they confronted changes in cognitive function. In recent years, younger generations have embraced cognitive health solutions and are now more likely than older consumers to be actively managing cognitive function. Their desire for mental clarity and focus is connected to the fragmented rhythms of life today and their mental and emotional health.

**40%**

**of consumers say  
they are actively  
managing their  
cognitive health or  
performance\***

## Actively Managing Cognitive Health



\*Currently managing brain cognition/mental acuity using a wide range of solutions, including supplements, functional foods or beverages, prescription drugs, OTC products and/or exercise

Source: **Functional Food & Beverage and Supplements 2020**, The Hartman Group, Inc.

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