

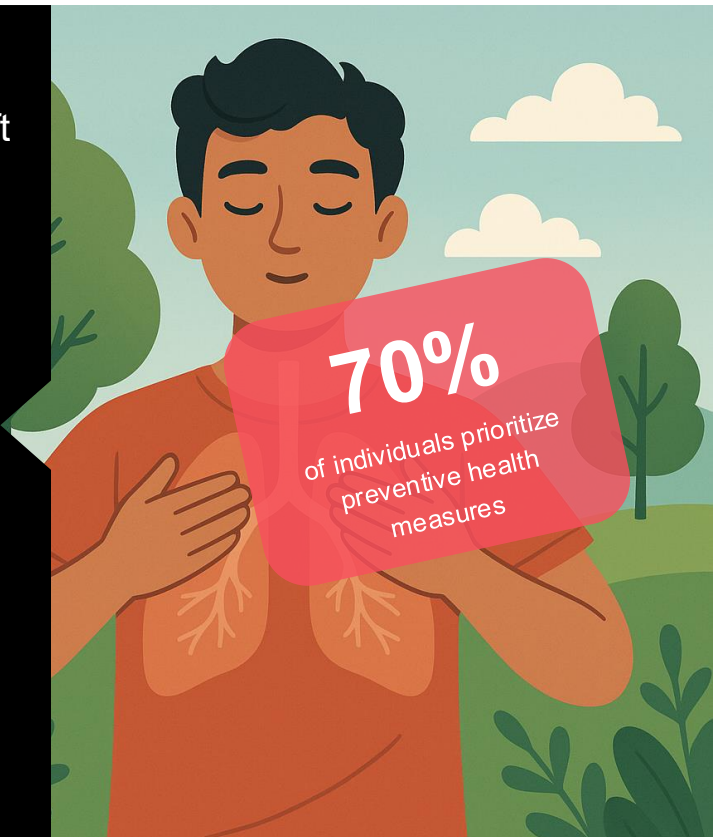
FutureBridge

What is? Powering Proactive Wellness Shift

With \$6.6B lost to RSV and \$11.2B to flu annually, US consumers are moving from treatment to prevention spending \$645+ yearly on OTC meds and \$45B on supplements.

Key Signals:

- Targeted Immunity: Custom solutions for kids, elders, and frontline workers.
- Functional Formats: Wellness benefits built into foods and beverages.
- Smart Delivery: Sprays, inhalables, lozenges for easy, fast uptake.
- Data-Driven Prevention: AI and microbiome tech guide personalized choices.



What if? Dynamic personal defense was the default

Consumers use real-time, tech-enabled insights to select invisible respiratory defense solutions such as microbiome-based supplements, functional foods, and transdermal patches. Integrated into daily routines, these tools deliver dynamic and personalized protection against evolving threats without disrupting everyday life.

Non-pharmacological methods and advanced nutrient delivery systems become seamlessly integrated for accessible, proactive care.

Solutions met:

- Highly targeted, dynamic defense.
- Seamlessly integrated "invisible medicine".
- Diverse non-pharmacological options.

What now? The BIG questions

If, by 2030, proactive respiratory wellness is an everyday expectation for consumers, then...

- ❖ How will OTC regulations adapt to novel proactive ingredients and delivery?
- ❖ What strategies will drive widespread consumer adoption of proactive OTCs?
- ❖ Can traditional OTC brands successfully pivot to preventative offerings?



About FutureBridge

FutureBridge is a techno-commercial consulting and advisory company. We track and advise on the future of industries from a 1-to-25-year perspective to keep you ahead of the technology curve, propel your growth, Identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.