

Axis	Trends	Group of claims	General claims
Health	"Medical"	Cardiovascular health	Promotes a healthy cardiovascular system
			Fights cholesterol
			Regulates triglyceridemia
			Promotes healthy blood circulation/pressure
			Fights anemia
		Bone health	Fights osteoporosis
			Reinforces bone mass
			Promotes bone growth
		Fights the signs of aging	Fights arthritis
			Fights the signs of aging cellulaire
		Mental health	Boosts mental alertness and concentration
			Improves memory
			Promotes development of the brain and nerve cells
			Regulates mood
		Hormonal health	Fights the effects of menopause
			Regulates blood sugar levels
			Helps control diabetes
		Immune health	Strengthens the immune system

- Dominant claims
- Growing claims
- Emerging claims