



Glucoraphanin – Consumer Insights 2016



The Brassica Survey

Initiated by Brassica, makers of truebroc® glucoraphanin, to gain a better understanding of health-conscious consumers' perception of glucoraphanin, a powerful antioxidant found in broccoli, and what would drive them to purchase a truebroc supplement.

Survey participants received a brief overview of glucoraphanin at the beginning of the survey.

Glucoraphanin is a powerful antioxidant found in broccoli. This nutrient has been shown to protect the body from damage caused by environmental pollutants and toxins. Glucoraphanin also supports immune health and joint health through its anti-inflammatory and antioxidant properties.

When consumed daily in broccoli or a glucoraphanin supplement, it strengthens the body's natural detoxification system so that it can work optimally.



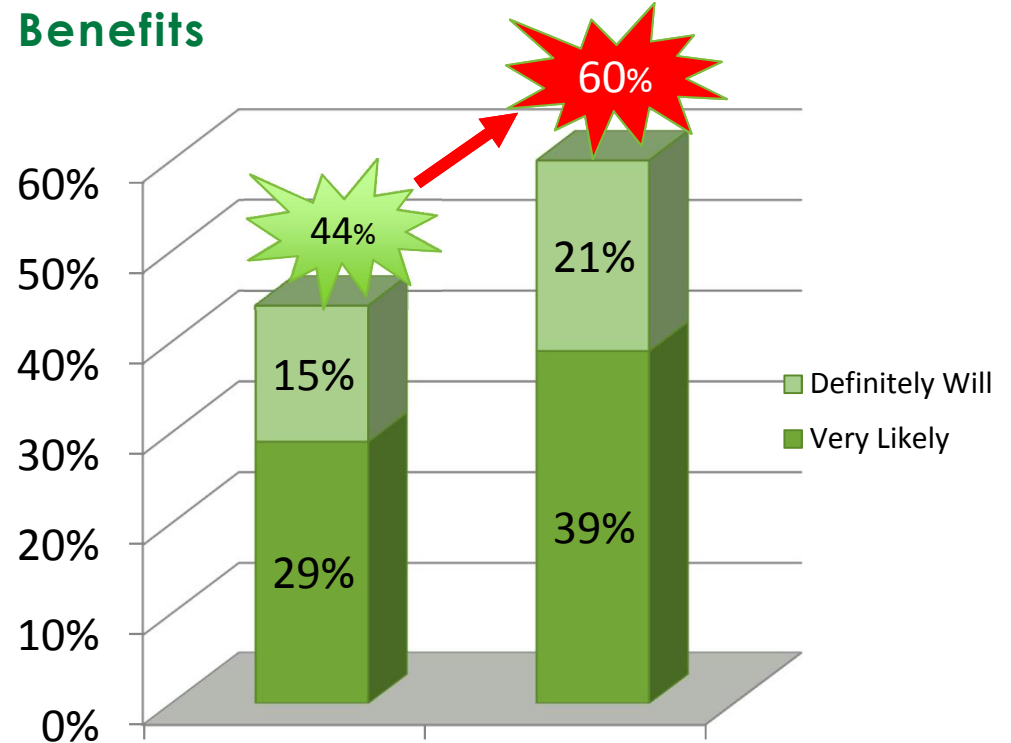
Methodology

- Online survey conducted by Wakefield Research
- Demographics:
 - 801 U.S. men and women
 - Ages 25-70
 - Household incomes of \$75,000+
 - Purchase health supplements or vitamins all the time or occasionally (versus rarely or never)
- Fielded between April 28 – May 12, 2016
- Margin of error for this study was +/- 3.5 percentage points at the 95% confidence level



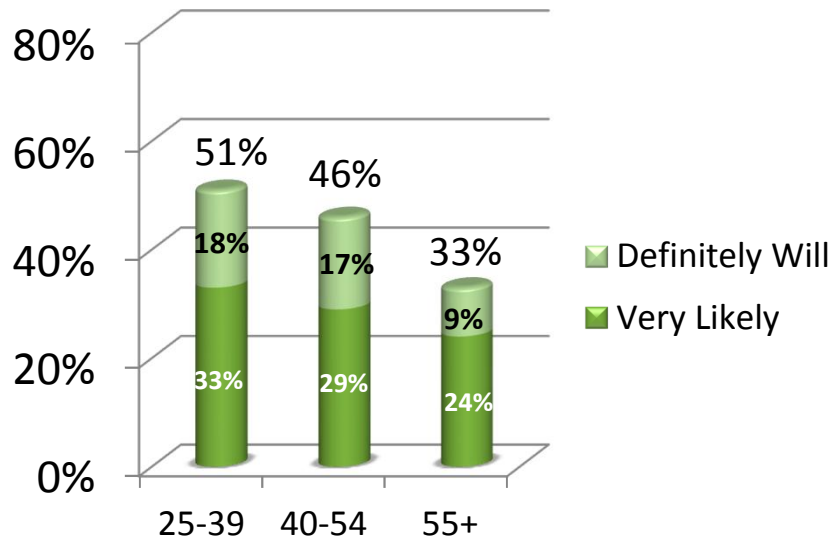
Significant Increase in Purchase Intent of a Glucoraphanin Supplement After Understanding its Health Benefits

- When asked initially, 44% of consumers are definitely or very likely to choose a supplement containing glucoraphanin.
- After reading our positioning statements, that number rose to **60%**!

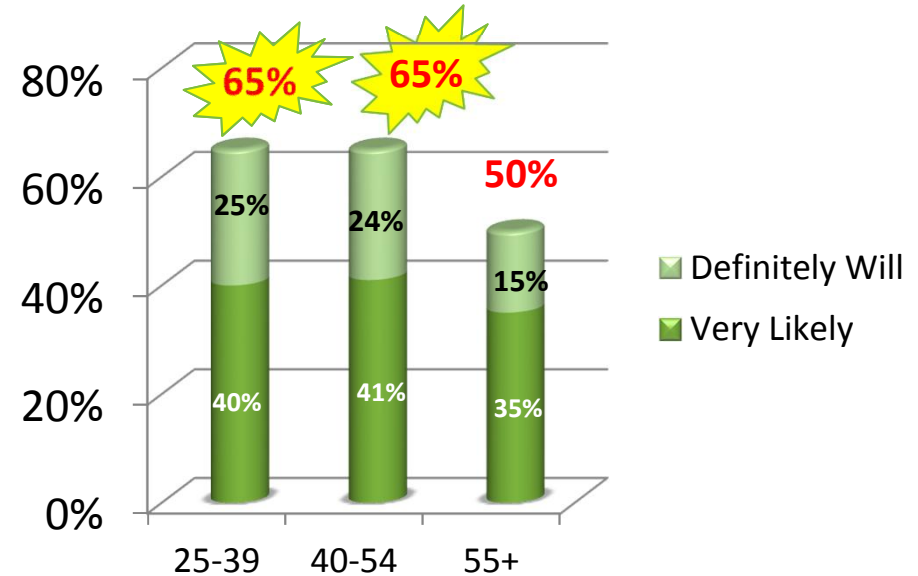


Significant Increase in Purchase Intent of a Glucoraphanin Supplement After Understanding its Health Benefits - Age-Specific Data

Pre-Messaging



Post-Messaging



Most Compelling Positioning Statements

How compelling is this specific message in making you want to purchase a supplement containing glucoraphanin?

1. Glucoraphanin has longer lasting benefits than other antioxidants. When consumed, it helps trigger antioxidant action lasting up to 72 hours, compared to other antioxidants that typically last only 3 hours.
2. Glucoraphanin is a stronger antioxidant than Vitamins C and E. It contains long-lasting antioxidant and anti-inflammatory properties.
3. Glucoraphanin eliminates harmful toxins in the body. It helps the body produce powerful enzymes that eliminate free radicals and pollutants.
4. Glucoraphanin fights inflammation in the body. It triggers an increase in antioxidant enzymes that counteract joint irritation and swelling.

	Extremely Compelling	Very Compelling	Top 2 Box
1. Glucoraphanin has longer lasting benefits than other antioxidants. When consumed, it helps trigger antioxidant action lasting up to 72 hours, compared to other antioxidants that typically last only 3 hours.	24%	39%	63%
2. Glucoraphanin is a stronger antioxidant than Vitamins C and E. It contains long-lasting antioxidant and anti-inflammatory properties.	22%	38%	60%
3. Glucoraphanin eliminates harmful toxins in the body. It helps the body produce powerful enzymes that eliminate free radicals and pollutants.	22%	37%	59%
4. Glucoraphanin fights inflammation in the body. It triggers an increase in antioxidant enzymes that counteract joint irritation and swelling.	21%	37%	58%

Key Findings – Motivating Positioning Statements

1. Glucoraphanin has **longer lasting** benefits than other antioxidants.
2. Glucoraphanin is a **stronger** antioxidant than vitamins C and E.
3. Glucoraphanin **eliminates** harmful toxins in the body.





Interested in learning more about truebroc®
glucoraphanin and our consumer insights?
[Contact us](#) today.