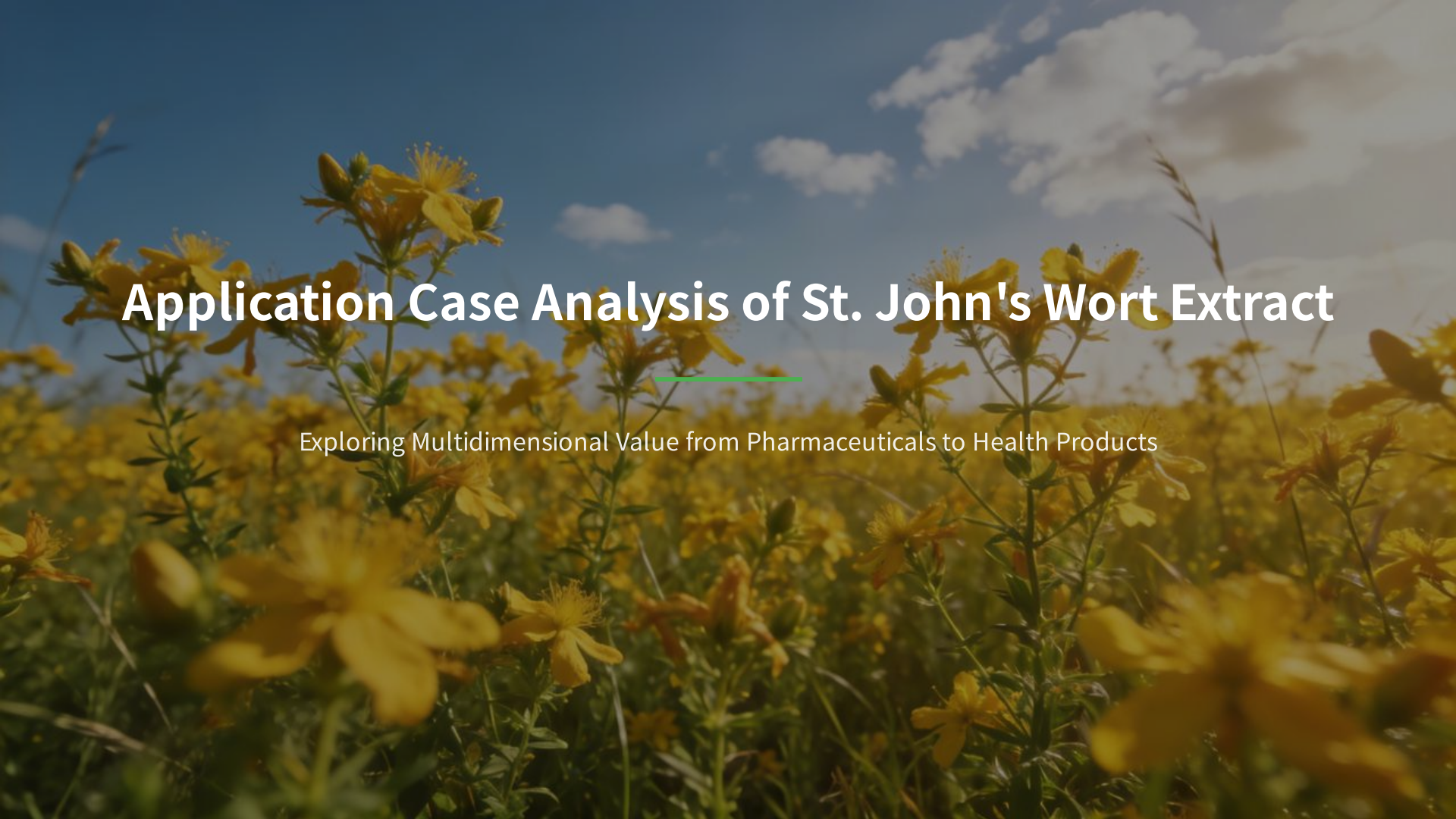


Application Case Analysis of St. John's Wort Extract

Exploring Multidimensional Value from Pharmaceuticals to Health Products

DESIGN

Contents

01. Core Mechanism of Action

02. Application Cases in Pharmaceuticals

03. Application Cases in Health Products

04. Application Cases in Cosmetics

05. Application Cases in Feed

06. Core Technologies & Future Trends

1. Core Mechanism of Action of St. John's Wort Extract

Core Active Ingredients

- Hypericin
- Hyperforin
- Flavonoids

Multi-target Signal Regulation

- Regulates neurotransmitter reuptake
- Acts on Brain Receptors
- Activates key Interaction Pathways

Scientific Research Validation

- Validated by multiple studies
- Complies with international standards
- Multi-dimensional health benefits

Antidepressant and Neuromodulation Effects

Inhibiting Monoamine Oxidase Activity

Reduces the reuptake of neurotransmitters like serotonin and dopamine, increasing central neurotransmitter concentrations to improve depressive mood, with efficacy comparable to fluoxetine.

Promoting BDNF Secretion

Effectively protects neurons, relieves neural fatigue, significantly improves memory and emotional stability, and enhances brain adaptability.

Regulating the HPA Axis

Effectively regulates hypothalamic-pituitary-adrenal axis function, reduces physical stress responses, and helps restore physical and mental balance.



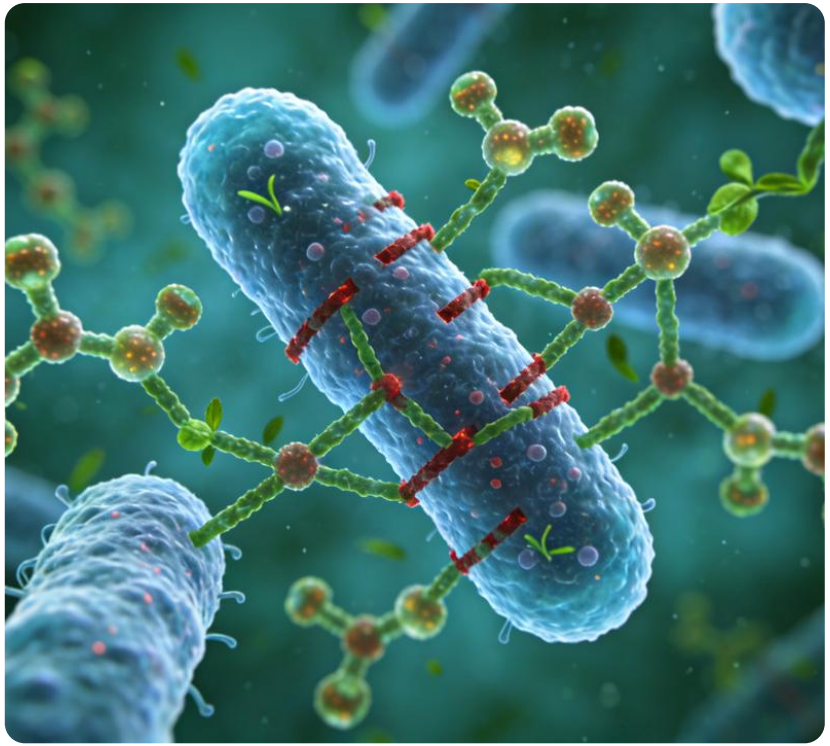
Anti-inflammatory and Antibacterial Effects

Inhibition of Inflammatory Signaling Pathways

By inhibiting pathways such as NF-κB and MAPK, it significantly reduces the release of pro-inflammatory factors like IL-6 and TNF-α. In vitro experiments show that the extract at 0.5% concentration inhibits inflammatory factors by over 68%, with significant effects on skin and intestinal inflammation.

Broad-Spectrum Antibacterial Activity

Contains hypericin and pseudohypericin, which inhibit harmful bacteria such as E. coli, Salmonella, and Staphylococcus aureus, while promoting the growth of beneficial bacteria without the risk of drug resistance.



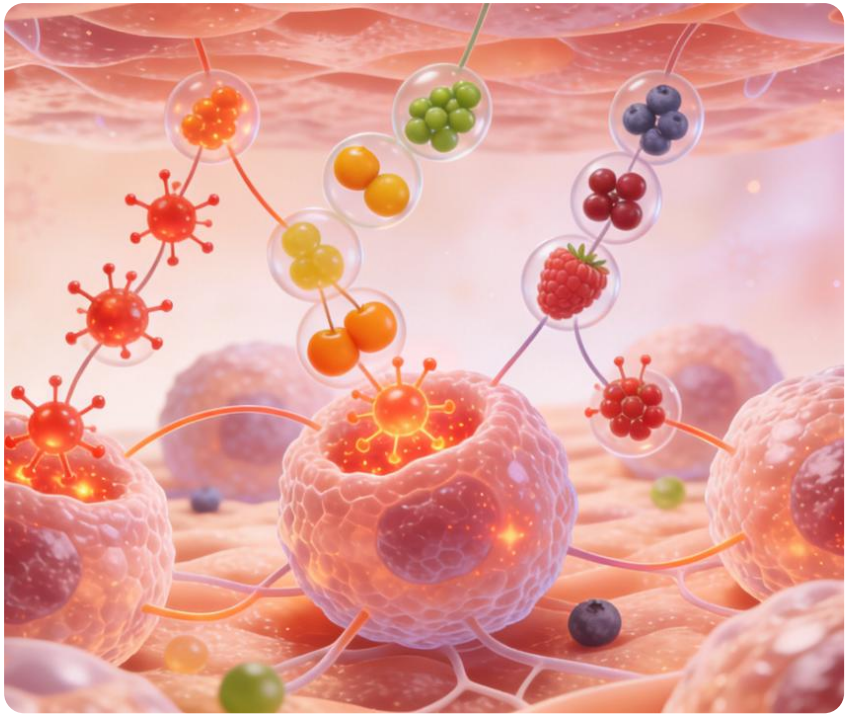
Antioxidant & Skin Repair

Activating Antioxidant Pathways

Activates the Nrf2/ARE pathway, upregulates the expression of endogenous antioxidant enzymes such as SOD and CAT. DPPH free radical scavenging rate reaches 75%-85%, effectively delaying oxidative damage.

Skin Barrier Repair

Promotes stratum corneum repair, relieves redness, itching and other sensitive symptoms; inhibits tyrosinase activity, reduces melanin production, and has a mild whitening effect.



4. Anti-stress and Metabolic Regulation

Enhancing Stress Resistance

Effectively alleviates damage caused by environmental stress (temperature, density) and physiological stress, especially suitable for livestock and poultry breeding, significantly reducing the incidence of stress responses.

Assisting Endocrine Regulation

Has a mild regulatory effect on hormone levels in menopausal women, helping to relieve symptoms of menopause such as hot flashes, insomnia, and mood swings.



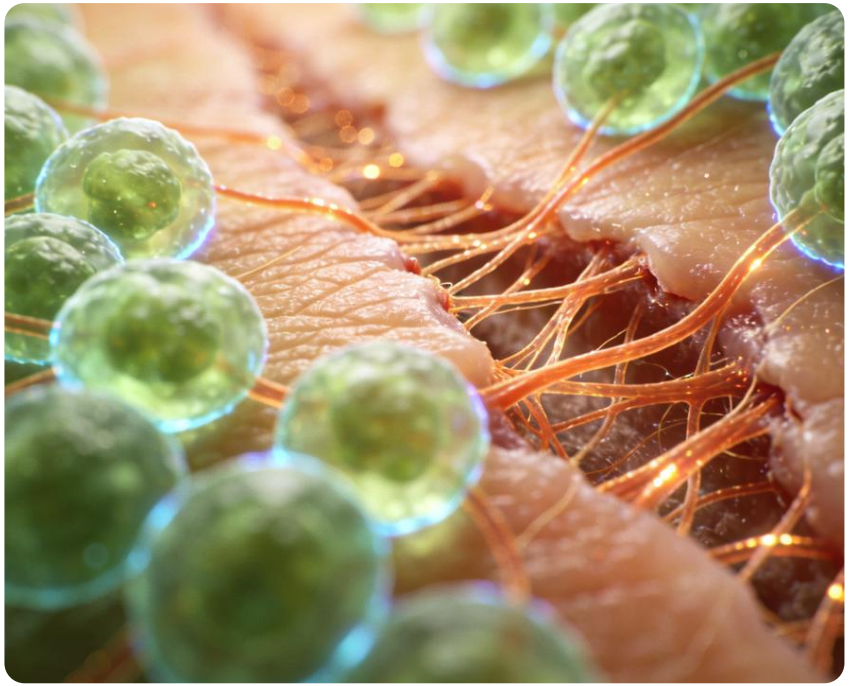
5. External Repair and Wound Healing

Promote Wound Healing

External use can promote skin wound healing, accelerate epithelial cell proliferation, and reduce scar formation.

Relieve Inflammation and Pain

It also relieves inflammation and pain of wounds, suitable for external repair scenarios such as burns and abrasions.



II. Analysis of Application Cases in the Pharmaceutical Field

Mild to Moderate Depression

Natural antidepressant ingredients with wide clinical application, low side effects, and a mature treatment option.

Menopausal Syndrome

Effectively relieves emotional fluctuations, hot flashes, night sweats, and other symptoms, improving quality of life.

External Anti-inflammatory Repair

Has a good soothing effect on skin inflammation, safe and gentle.

Pharmaceutical Case 1:
Antidepressant Tablets - Application Background

Market Status: Large Patient Base

The global prevalence of mild to moderate depression is 4.2%, with over 50 million patients in China, indicating an urgent market demand.

Traditional Drugs: Poor Tolerability

Traditional drugs often have adverse reactions such as gastrointestinal discomfort, drowsiness, and drug resistance, leading to poor patient compliance.

Natural Solutions: Comparable Efficacy, Low Side Effects

St. John's Wort extract has been clinically proven to be effective, with an adverse reaction rate only 1/3 of that of traditional drugs.

Market Prospect: High Growth Potential

In 2024, the domestic market size of natural antidepressant drugs is 1.26 billion yuan, with St. John's Wort products accounting for 42%.



Pharmaceutical Case 1: Antidepressant Tablets - Product Model

Product Name

Dr. Willmar Schwabe Germany St. John's Wort Extract Tablets

Core Ingredients & Purity

Each tablet contains 300mg of St. John's Wort extract (Hypericin 0.3%, Hyperforin 3%), with a purity of ⩾95%.

Product Positioning & Selling Points

Focusing on "natural antidepressant, low side effects, non-addictive", precisely targeting mild to moderate depression patients aged 18-65.

Market Performance

Global sales reached 180 million euros in 2024, a year-on-year increase of 15.2%.



Pharmaceutical Case 1: Antidepressant Tablets - In-depth Analysis

Technology Support: High Purity and Clinical Validation

Based on the core antidepressant mechanism, advanced extraction and purification technology ensures high purity and stability. Clinical data shows efficacy comparable to fluoxetine with significantly lower adverse reactions.

Formula Highlight: Single Component Precision

High-purity single-component formula focuses on core efficacy. Fast-dissolving tablet formulation with good absorption, no sedative effect, suitable for long-term use, ensuring patient quality of life.

Marketing Strategy: Omni-channel Coverage

Precise targeting of the audience, with hospitals and pharmacies as main channels, combining online and offline. Excellent sales and repurchase rates in the Chinese market, occupying a significant market share.

Industry Impact: Setting Natural Medicine Benchmark

It has broken traditional perceptions of antidepressants, promoted the application of natural medicines in the mental health field, established industry standards, and driven overall technological upgrading.

Pharmaceutical Case 2:
Menopausal Compound Capsules - Application Background

Huge Market Demand

Over 230 million postmenopausal women in China, with over 80% experiencing menopausal symptoms such as hot flashes and insomnia, indicating enormous market potential.

Limitations of Traditional Therapies

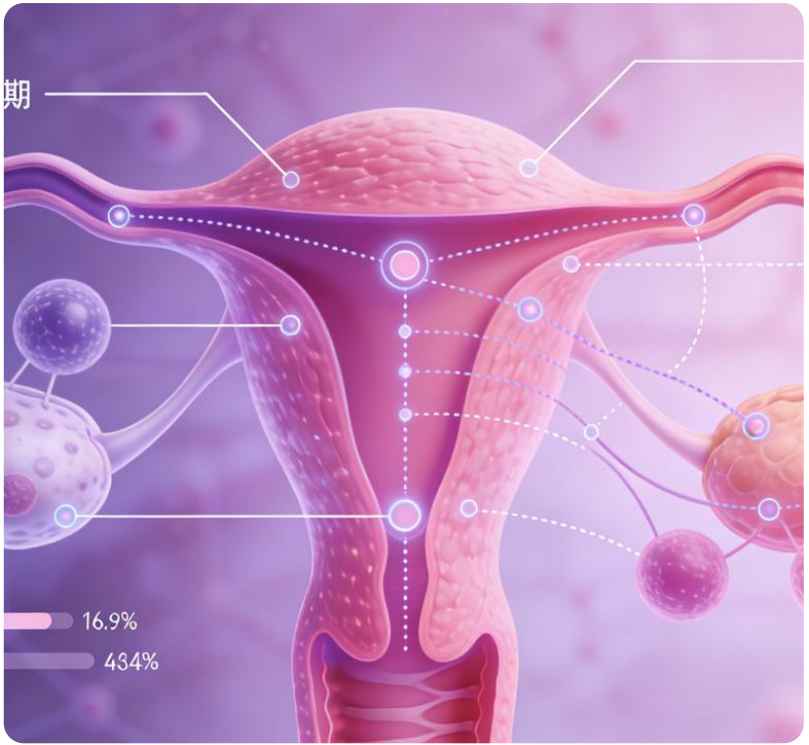
Traditional hormone replacement therapy has potential health risks, leading women to prefer natural and gentle adjuvant treatments.

Natural Plant Extract Solutions

St. John's Wort extract gently regulates endocrine function, and when combined with other plants, synergistically improves symptoms, aligning with market preferences.

Rapidly Growing Market Size

The domestic market size reached 3.5 billion yuan in 2024, with natural plant extract products growing at a rate of 40%, showing broad prospects.



Pharmaceutical Case 2:
Menopause Compound Capsule - Product Model

Product Name

Beijing Tongrentang St. John's Wort Compound Capsule

Core Ingredients

Each capsule contains 200mg St. John's Wort extract, compounded with 50mg Black Cohosh extract and 30mg Chasteberry extract.

Product Positioning

Focuses on "natural regulation and relief of menopausal discomfort", targeting postmenopausal women aged 45-55.

Market Performance

Priced at 168 yuan for 60 capsules, sales reached 210 million yuan in 2024, a year-on-year increase of 28.3%.



Pharmaceutical Case 2: Menopausal Compound Capsules - In-depth Analysis

Technology Support: Dual-Target System Construction

Constructing a dual-target system of "emotional regulation + endocrine regulation", using advanced extraction technology to ensure stable active ingredients. Clinical data shows that this formula has a significant improvement effect on menopausal symptoms, providing a solid scientific basis for product effectiveness.

Formula Highlights: Safe and Mild Compound

Adopting a "core + synergy" compound formula without hormone addition, it is safe and mild. The capsule dosage form is designed to be convenient and easy to take, very suitable for long-term use by female consumers, balancing efficacy and compliance.

Marketing Strategy: Precise Positioning and Service

Precisely positioning the target population, focusing on pharmacies and online channels, carrying out health science popularization and consulting services. This comprehensive service model has led to excellent market share and repurchase rate performance of the product.

Industry Impact: Establishing a Natural Compound Benchmark

Filling the market gap for natural compound products, promoting the upgrade of St. John's Wort extract to compound applications, and guiding the industry towards the innovative direction of "hormone-free and precise synergy".

Pharmaceutical Case 3:
Topical Anti-inflammatory Cream - Application Background

Market Status: Large Patient Base and Pain Points

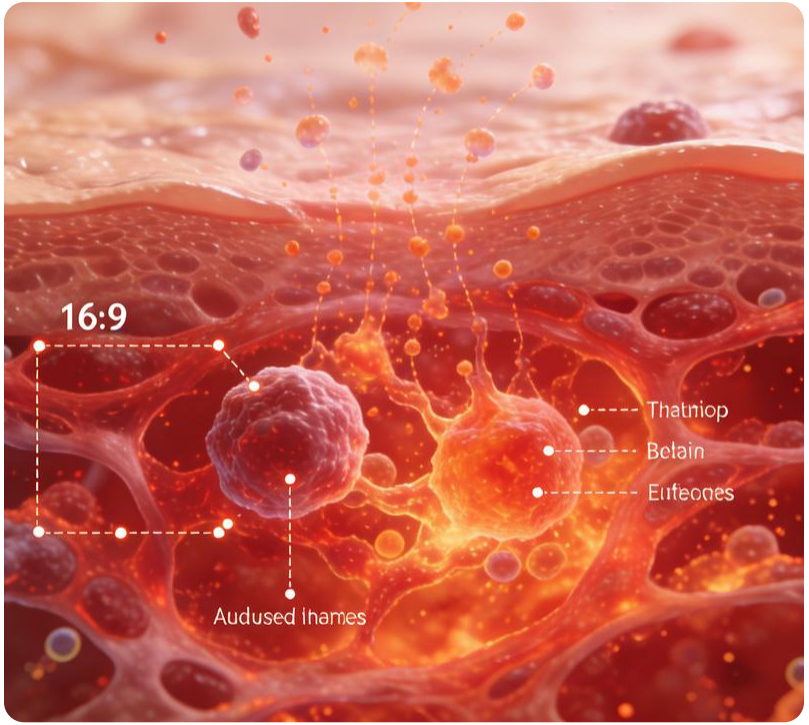
There are over 6 million psoriasis patients in China, with mild cases accounting for 70%. Traditional hormone creams have side effects and high recurrence rates, creating an urgent need for safe alternatives.

Natural Solution: St. John's Wort Extract

It exhibits significant anti-inflammatory and antibacterial effects without hormonal side effects, making it the preferred adjuvant therapy for mild cases.

Market Potential: High-Growth Blue Ocean

The domestic market for topical anti-inflammatory pharmaceuticals reached 2.8 billion yuan in 2024, with natural plant extracts growing at 32%.



Pharmaceutical Case 3:
Topical Anti-Inflammatory Cream - Product Model

Product Name

Shanghai Jahwa Dr. Yu St. John's Wort Anti-Inflammatory Repair Cream

Core Ingredients

Contains 0.5% St. John's Wort extract per 100g (Hypericin purity ⩾98%), no irritating additives.

Product Positioning

Focuses on "hormone-free, anti-inflammatory repair", precisely targeting patients with mild psoriasis and sensitive skin inflammation.

Market Performance

Priced at 89 yuan/20g, sales volume reached 5 million units in 2024, a year-on-year increase of 35.6%.



Pharmaceutical Case 3:
Topical Anti-Inflammatory Cream - In-depth Analysis

Tech Support: Natural Plant Extracts & Advanced Technology

Leveraging the anti-inflammatory and antibacterial properties of hypericin, advanced extraction technology ensures high purity. Clinical data shows efficacy comparable to hormones with lower side effects and significantly reduced recurrence rate.

Formula Highlights: Gentle & Non-irritating, Barrier Repair

Hormone-free, alcohol-free, fragrance-free. Gentle formula repairs the skin barrier while fighting inflammation. Light texture, easily absorbed, suitable for sensitive skin and long-term use.

Market Performance: Omni-channel Coverage & High Repurchase

Precise targeting of the audience, covering hospitals, pharmacies, and online channels, providing professional care guidance. Steady growth in market share and excellent repurchase rate.

Industry Impact: Setting a New Benchmark for Natural Formulations

Promoting the transformation of topical anti-inflammatory agents to "natural and hormone-free", filling the gap in natural plant extract products for psoriasis adjuvant therapy, and expanding the application field of St. John's Wort Extract.

III. Application Case Analysis in the St. John's Wort Extract Field

Focus on Core Efficacy

Concentrating on mood regulation, sleep aid, and women's health, providing natural solutions for physical and mental relaxation.

Natural and Safe Advantages

Pure natural ingredients, non-addictive, safe and reliable for long-term use, in line with modern health concepts.

Wide Target Audience

Popular among high-pressure professionals, health-conscious middle-aged and elderly groups, and women concerned about their health.

Health Product Case 1:
Mood Regulation Capsules - Application Background

Market Status: Anxiety and Demand Upgrade

The incidence of anxiety among domestic workplace groups reaches 78%. Consumers are turning to "natural and non-dependent" solutions, rejecting sedative side effects.

Core Solution: Natural Plant Extracts

Using St. John's Wort Extract, it gently regulates neurotransmitters, relieves anxiety without dependence, making it an ideal choice for workplace groups.

Market Prospect: High-Speed Growth

The market size reached 2.9 billion yuan in 2024, with natural plant extract products growing at a rate of 42%, showing huge potential.



Health Product Case 1:
Mood Regulation Capsules - Product Model

Product Name: By-Health St. John's Wort Mood Regulation Capsules

Core Ingredients and Purity

Each capsule contains 300mg of St. John's Wort extract (including 2% hyperforin and 0.2% hypericin), with active ingredient purity ⩾90%.

Target Audience and Core Selling Points

Targeting the 20-45-year-old workplace population, it focuses on "natural anxiety relief, non-dependence, and no drowsiness" to address emotional distress caused by workplace stress.

Market Sales Performance

Sales reached 150 million yuan in 2024, a year-on-year increase of 32.1%, with positive market feedback.



Health Product Case 1:
Mood Regulation Capsules - In-depth Analysis

Tech Support: Neurotransmitter Regulation

Regulates neurotransmitters with St. John's Wort extract, using advanced extraction technology to ensure stable activity. Clinical data shows significant improvement in anxiety and sleep with no obvious adverse reactions.

Formula Highlights: Precision and Purity

Single-ingredient precision formula in convenient capsule form. No added sugar, flavorings, or preservatives, designed specifically for working professionals, suitable for long-term use.

Marketing Strategy: Precise Positioning and Experience

Focuses on working professionals through online e-commerce and pharmacies. Builds brand awareness via scenario-based marketing and experience events, achieving excellent market share and repurchase rates.

Industry Impact: Pioneering a Niche Track

Pioneered the "workplace mood regulation" niche market, driving the category towards "lightweight and scenario-based" transformation, significantly boosting market recognition of St. John's Wort extract.

Healthcare Case 2:
Compound Soothing Oral Liquid - Application Background

Market Status: High Demand and Pain Points

The sleep disorder rate among middle-aged and elderly people reaches 58%. Users refuse the side effects of sleeping pills and prefer "natural, mild, non-sedative" sleep aids.

Natural Solution: Plant Compound Synergy

St. John's Wort extract combined with Jujube seed and GABA gently improves sleep quality without drowsiness, suitable for long-term use.

Market Potential: High Scale and Growth Rate

In 2024, the domestic middle-aged and elderly sleep aid market reached 4.2 billion yuan, with natural plant extracts growing at 38%.



Health Product Case 2:
Compound Sedative Oral Liquid - Product Model

Product Name
Infinitus St. John's Wort Compound Sedative Oral Liquid

Core Ingredients (per 10mL)
St. John's Wort Extract 100mg + Ziziphus Jujuba 50mg + GABA 300mg

Product Positioning
Focus on "Natural Sedation, Gentle Sleep Aid" for 50-70 year olds

Market Performance
Price: ¥98/10 bottles, 2024 Sales: 8 million boxes, +29.5% YoY



Health Product Case 2:
Compound Anshen Oral Liquid - In-depth Analysis

Technological Support: Dual-Effect System and Activity Guarantee

Constructs a "mood regulation + sleep aid" dual-effect system, using advanced extraction technology to ensure stable active ingredients. Clinical data shows significant improvement in sleep quality and sleep onset time without drowsiness.

Market Strategy: Precise Positioning and Omnichannel Coverage

Precisely targeting middle-aged and elderly people, with pharmacies, community service centers, and online e-commerce as core channels, conducting health lectures and guidance services, achieving excellent market share and repurchase rate.

Formula Highlights: Natural, Mild, and Easily Absorbable

Compound synergistic formula without sedatives, alcohol, or sucrose. The oral liquid dosage form is easily absorbable with a mild taste, specifically designed for middle-aged and elderly people, suitable for long-term use.

Industry Impact: Setting a New Benchmark for Natural Sleep Aids

Promoting the industry transformation towards "natural compound and non-sedative", filling the gap in sleep aid products specifically for middle-aged and elderly people, and expanding the application boundaries of St. John's Wort Extract in the health field.

Health Product Case 3:
Women's Care Capsules - Application Background

Market Status: Dual Demand Gap

Women during menopause face both physical and psychological discomfort. Single-function products can no longer meet the growing comprehensive needs.

Natural Solution: Physical + Psychological Care

Compound of St. John's Wort Extract, soy isoflavones, and vitamin E precisely regulates mood and endocrine, addressing core pain points.

Market Potential: High-Growth Track

The domestic market size reached 2.8 billion yuan in 2024, with compound-function products growing at 45%, showing broad prospects.



Health Product Case 3:
Women's Care Capsules - Product Model

Swisse St. John's Wort Women's Care Capsules

Core Ingredient Complex

Each capsule contains 200mg of St. John's Wort extract, scientifically formulated with 100mg of soy isoflavones and 10mg of vitamin E for synergistic effect.

Precise Target Audience

Specifically designed for women aged 45-55 in menopause, focusing on "dual care" to effectively regulate mood and relieve menopausal discomfort.

Market Sales Performance

Priced at 158 yuan for 90 capsules, sales in the Chinese market exceeded 6 million boxes in 2024, achieving a year-on-year growth of 31.8%.



Health Product Case 3:
Women's Care Capsules - In-depth Analysis

Tech Support: Dual Care System

Constructing a dual mechanism of "emotional regulation + endocrine regulation", using advanced extraction technology to ensure stable activity. Clinical data confirms significant effects on menopausal symptoms and emotional improvement, providing solid scientific endorsement.

Formula Highlights: Mild, Safe & Precise

Adopting a precise compound formula,承诺 no hormone addition, mild and safe. Capsule design for easy administration, tailored for menopausal women, suitable for long-term use, balancing efficacy and comfort.

Market Strategy: Precise Positioning & Channels

Precisely targeting menopausal women, focusing on online e-commerce and high-end pharmacy channels. Building trust through popular science education and traceability services, achieving excellent market share and repurchase rates.

Industry Impact: Setting Dual Care Benchmark

Promoting industry transformation towards "compound efficacy and precise adaptation", filling the market gap for dual care products. Strengthening the core position of St. John's Wort extract in women's health, leading category innovation.

IV. Application Case Analysis in Cosmetics

Sensitive Skin Care

With its anti-inflammatory and soothing properties, it effectively relieves skin sensitivity, enhances the skin barrier function, and provides gentle care.

Anti-aging Efficacy

Rich in antioxidants, it helps resist free radical damage, delay skin aging, and improve skin luster and elasticity.

Anti-inflammatory Repair

For acne-prone and damaged skin, it provides deep repair, reduces inflammation, and promotes healthy skin healing.

Cosmetics Case 1:
Soothing Repair Essence - Application Background

Market Status: Pain Points of Sensitive Skin Crowd

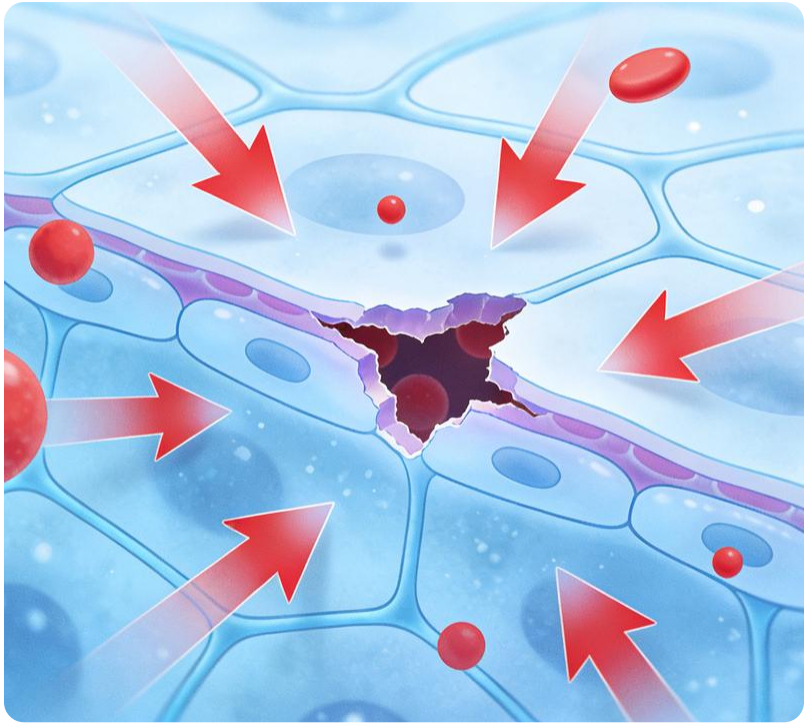
Sensitive skin accounts for 38% of the domestic population, in urgent need of mild and non-irritating repair solutions. Traditional products often contain alcohol and hormones, which easily damage the skin barrier.

Natural Solution: St. John's Wort Extract

Naturally mild, effectively relieves redness and itching, deeply repairs the skin barrier, making it a core ingredient for sensitive skin care.

Market Potential: High-Growth Track

In 2024, the domestic sensitive skin essence market reached 3.5 billion yuan, with natural plant extract products growing at a rate of 28%.



Cosmetics Case 1:
Soothing & Repairing Serum - Product Model

Product Name

Winona Hypericum Perforatum Soothing & Repairing Serum

Core Ingredients

Contains 5% St. John's Wort Extract per 30mL, combined with Panthenol and Ceramide, achieving dual effects of soothing and repairing.

Product Positioning

Focuses on soothing, anti-inflammatory, and barrier repair, designed specifically for sensitive skin, redness-prone skin, and post-procedure repair.

Market Performance

Priced at 298 yuan for 30mL, sales reached 7 million bottles in 2024, a year-on-year increase of 36.4%, with a warm market response.



Cosmetics Case 1:
Soothing Repair Essence - In-depth Analysis

Technology Support

Based on St. John's Wort extract for anti-inflammation and anti-oxidation, advanced purification technology ensures mildness and effectiveness. Clinical data confirms significant improvement for sensitive skin.

Formula Highlights

Core compound of multiple repairing ingredients, alcohol-free, fragrance-free, preservative-free, and hormone-free. Light texture for easy absorption, suitable for various sensitive skin types.

Market Performance

Precisely targeting sensitive skin groups, omni-channel coverage. Building trust through science popularization and testing services, with excellent market share and repurchase rate.

Industry Impact

Promoting the industry's transformation towards "natural plant-based repair", setting new standards for sensitive skin care, and expanding the application boundaries of St. John's Wort extract.

Cosmetics Case 2:
Anti-Aging Cream - Application Background

Market Status: Skincare Needs of Younger Generations

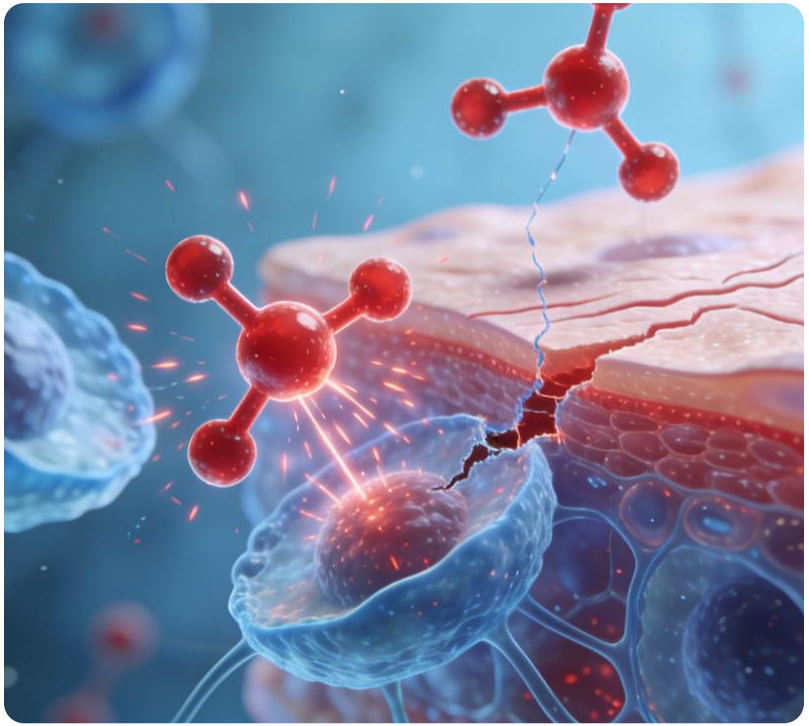
The core demands of the 25-35 age group include anti-oxidation, anti-photoaging, and reducing fine lines. They prefer natural and mild formulas and reject irritating ingredients.

Natural Solution: St. John's Wort Extract

Rich in flavonoids and hypericin, it has strong antioxidant capacity, is mild and suitable for various skin types, and is a popular raw material for anti-aging.

Market Size: A Growing Blue Ocean

The global market size reached 18 billion US dollars in 2024, with natural plant extract products growing at a rate of 22%, showing great potential.



Cosmetics Case 2:
Anti-Aging Cream - Product Model

Avene Hypericum Anti-Aging Cream

Core Ingredients

Each 50g contains 3% St. John's Wort extract, combined with Vitamin E and Hyaluronic Acid for synergistic effects.

Product Positioning

Focusing on "natural anti-oxidation, anti-aging, and reducing fine lines", precisely targeting 25-35 year-olds with early aging skin and photo-damaged skin.

Market Performance

Priced at 398 yuan/50g, sales reached 4 million bottles in 2024, a year-on-year increase of 27.8%, with a warm market response.



Cosmetics Case 2:
Anti-Aging Cream - In-depth Analysis

Tech Support: Low-Temperature Extraction & Clinical Validation

Leveraging the powerful antioxidant properties of St. John's Wort Extract, low-temperature extraction technology ensures product efficacy and gentleness. Clinical data shows significant improvement in skin elasticity and fine lines.

Formula Highlights: Natural Plant Extracts & Gentle Formula

Centered on St. John's Wort Extract, combined with multiple anti-aging and moisturizing ingredients. Alcohol-free, fragrance-free, and colorant-free. Lightweight texture for easy absorption, suitable for various skin types and seasons.

Market Strategy: Precise Positioning & Omnichannel Coverage

Precisely targeting the early aging skin group, with online e-commerce and offline counters as main channels. Conducting popular science and experience activities, achieving excellent market share and repurchase rate.

Industry Impact: Setting New Standards for Natural Anti-Aging

Promoting the transformation of anti-aging creams towards "natural plant antioxidant", setting new industry standards and enhancing the status of Hypericum perforatum extract in high-end skincare.

Cosmetics Case 3:
Repair Mask - Application Background

Market Status: Severe Demand Challenges

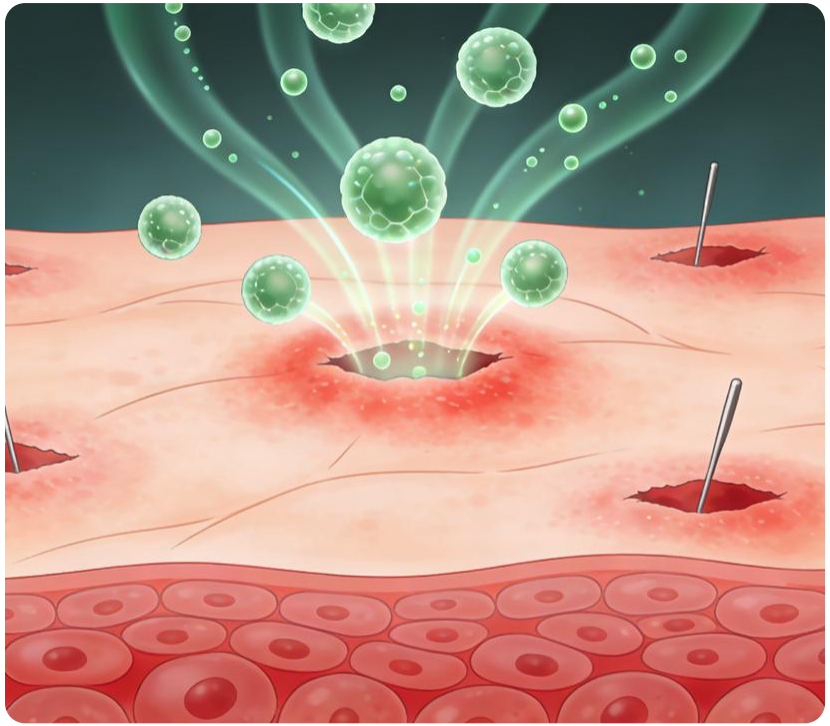
People with sensitive skin and post-medical aesthetics urgently need products for "soothing anti-inflammation and repairing barriers". Traditional masks containing fragrances and preservatives are prone to causing irritation.

Natural Solution: Plant Extract Repair

Using St. John's Wort extract to quickly relieve redness and itching, combined with sterile mask cloth, creating a preferred solution for post-procedure repair.

Market Potential: High Growth

In 2024, the domestic sensitive skin repair mask market reached 6.5 billion yuan, with natural plant extract category growing at 25%.



Cosmetics Case 3:
Repair Mask - Product Model

Fuerjia Hypericum Perforatum Repair Mask

Core Ingredients: Plant Extract Complex System

Each sheet contains 2% St. John's Wort Extract, scientifically formulated with Centella Asiatica Extract and Panthenol to build multiple repair barriers.

Precise Positioning: Post-Operative Repair Expert

Focuses on "soothing repair, sterile and gentle", specially designed for sensitive skin, photo-damaged skin and post-medical beauty人群.

Market Performance: Blockbuster Product

Priced at 128 yuan for 5 sheets, sales exceeded 110 million sheets in 2024, a year-on-year increase of 32.7%, ranking among the top in the repair mask category.



Cosmetics Case 3:
Repair Mask - In-depth Analysis

Tech Support: Low-temperature Extraction & Membrane Separation

Leveraging the rapid anti-inflammatory and repairing effects of St. John's Wort extract, combined with multiple repairing ingredients. Adopting low-temperature extraction and membrane separation technologies to ensure product mildness and effectiveness. Clinical data shows significant results in reducing redness and post-procedure repair.

Formula Highlight: Natural Plant Extracts & Aseptic Production

Core ingredient: St. John's Wort extract, no artificial additives, produced under aseptic conditions. Using medical-grade mask cloth with high essence content and excellent skin fit, designed specifically for people with fragile skin.

Market Strategy: Precise Positioning & Channel Deepening

Precisely targeting sensitive skin and post-procedure consumers, with online e-commerce and medical beauty institutions as main channels. Building brand trust through professional science popularization, achieving excellent market share and repurchase rate.

Industry Impact: Setting New Standards for Repair Masks

Promoting the transformation of sensitive skin masks towards "natural plant extracts and sterile medical grade", setting new industry standards and successfully expanding the application boundaries of Hypericum perforatum extract in the mask field.

V. Application Case Analysis in Feed Industry

New Anti-resistance Alternative Program

Complies with global policy trends, replaces traditional antibiotics, ensuring breeding safety and compliance.

Green Natural Additives

Derived from natural St. John's Wort extract, non-toxic and side-effect-free, enhancing feed product quality.

New Potential in Livestock Breeding

Shows significant application prospects in livestock breeding, contributing to ecological farming development.

Feed Case:
Broiler Farming Antibiotic Alternative Additives - Application Background

Market Status and Challenges

Domestic broiler farming scale is huge, but antibiotic abuse leads to serious drug residues and bacterial resistance issues. The national "antibiotic reduction and replacement" policy continues to advance.

Natural Solution: St. John's Wort Extract

Possessing broad-spectrum antibacterial, anti-inflammatory, and anti-stress effects, it can replace some antibiotics, effectively improving broiler survival rate and feed utilization, making it a core raw material for antibiotic replacement.

Market Size and Growth

In 2024, the domestic green feed additive market reached 4.8 billion yuan, with plant extract products growing at a rate of 35%, showing huge market potential.



Feed Case:
Broiler Farming Antibiotic Substitute Additive - Product Model

Product Name

New Hope St. John's Wort Extract Feed Additive

Core Component Indicators

Powder | Purity ⩾85% | Particle Size 100 Mesh | Addition Amount 0.3%

Product Positioning and Advantages

Focusing on "Green Antibiotic Substitute, Improving Survival Rate, No Residues", precisely serving large-scale broiler farming enterprises.

Market Performance (2024)

Sales Volume 3000 Tons (YoY Growth 42.8%) | Price 28 Yuan/kg



Feed Case:
Broiler Breeding Antibiotic Substitute Additive - In-depth Analysis

Technical Support: Efficient and Stable Extract Technology

Leveraging the antibacterial, anti-inflammatory, and anti-stress effects of St. John's Wort Extract, advanced technology ensures stability. Breeding test data proves significant benefit improvement with no drug residues.

Formula Highlights: High Activity and Cost-effectiveness

Single-component high-activity formula focuses on core needs, with easily mixable powder form. Low addition amount and controllable cost fully comply with national policies and green food standards.

Market Performance: Precise Positioning and Rapid Growth

Precisely targeting breeding enterprises and feed mills, providing technical guidance and convenient procurement. Excellent market share and repurchase rate effectively drive continuous growth of related businesses.

Industry Impact: Promoting Green and Antibiotic-free Transformation

Promoting the transformation of broiler breeding to "green and antibiotic-free", supporting policy implementation. Filling market gaps, enhancing industrial value of St. John's Wort Extract, and promoting high-quality development.

VI. Core Technology and Application Trends

Core Technology and Application Trends

Core Extraction and Preparation Technology

Efficient Extraction Technology

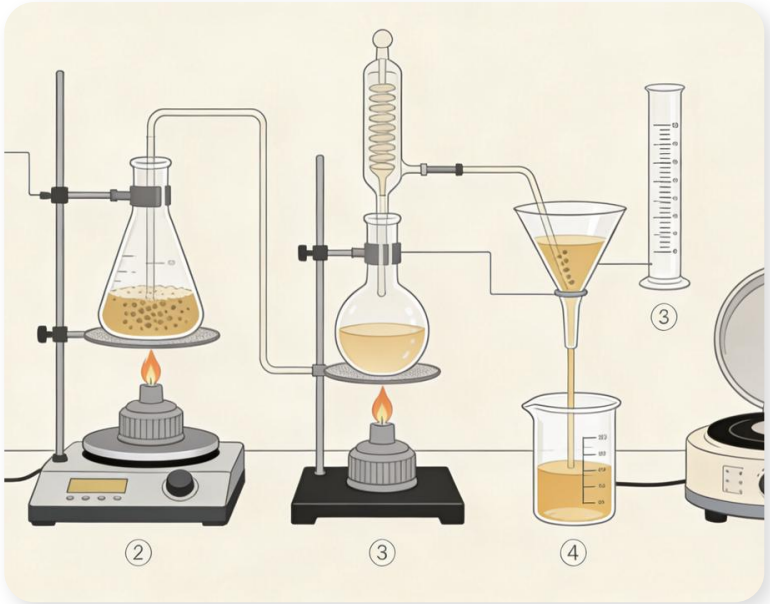
Adopting supercritical CO_2 extraction, microwave-assisted extraction, enzyme-assisted extraction, and membrane separation technology to significantly improve extraction efficiency and purity.

High Purity and Standardization Technology

Establishing quantitative detection standards to achieve full-component analysis, maximize raw material utilization, and ensure product quality consistency.

Enhancement of Bioavailability and Stability

Applying cutting-edge technologies such as microencapsulation and nano-liposomes to effectively protect active ingredients and significantly improve bioavailability and storage stability.



Application Trends

Continuous Market Expansion

The Chinese market size is expected to reach 5 billion yuan by 2030, with rapid growth in demand across all sectors.

Refined Application Scenarios & Functionalization

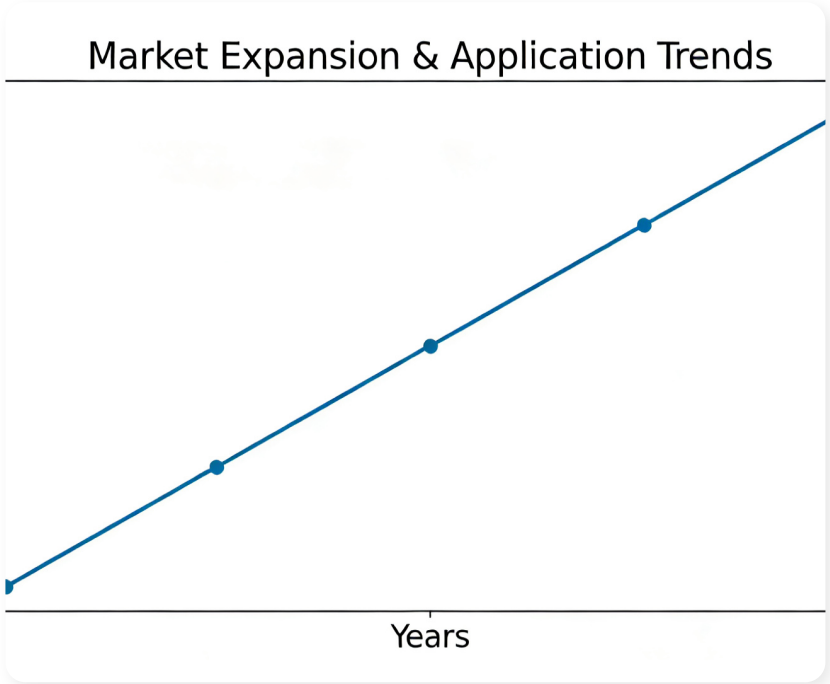
Expanding into more segmented demographics and scenarios, developing precise products to meet diverse needs.

Technology-Driven Product Upgrades

High-purity and green extraction have become mainstream, with industry-academia-research collaboration accelerating technological iteration.

Strengthened Compliance & Efficacy Verification

Industry standards are gradually improving, and clinical research is accelerating, driving products toward higher value-added upgrades.



Summary and Outlook

Core Value and Current Status

St. John's Wort extract has become a key raw material in the health and aquaculture industries due to its multiple effects such as antidepressant and anti-inflammatory properties, as well as its natural and low-side-effect advantages, laying a solid market foundation.

Future Applications and Expansion

With the deepening of technological iteration and clinical research, applications will extend to new scenarios such as adjuvant treatment of neurodegenerative diseases and aquaculture, promoting refined functional innovation.

Industrial Chain Synergy and Upgrade

Drive the coordinated development of the entire upstream and downstream industrial chain including pharmaceuticals, health products, and feed, achieving a successful transformation from "natural raw materials" to "high-value-added products".

Strategic Support Significance

Provide natural product support for the "Healthy China" strategy, and help the sustainable development of "Green Aquaculture", with profound social and economic value.

Thank You!