

# Weight Management

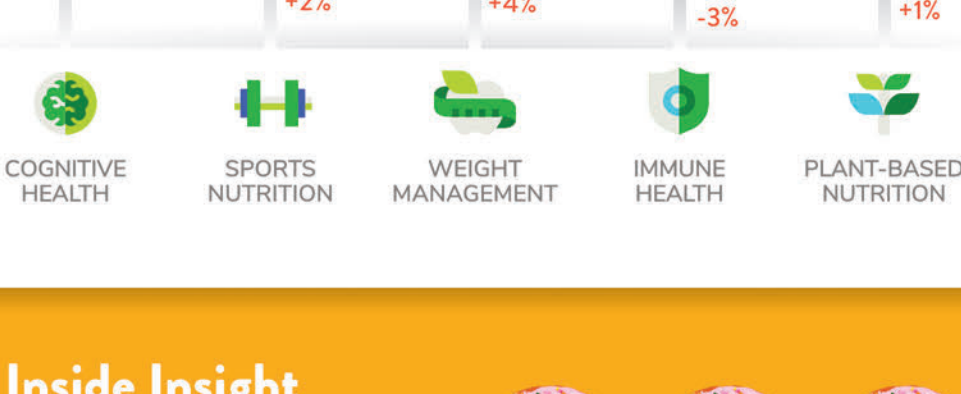
APRIL 2021



**BIGGEST WEIGHT LOSS SEASON EVER?** The USA is opening up and everyone wants help in dealing with the 'Quarantine 15' (or so) they have gained. Slendacor® Weight Management Complex can help them start fast and finish strong.

## Market Makers • April 2021

What the PLT Customer Universe is Asking For  
(change in interest over 60 days)



## PLT Inside Insight

The Pandemic has changed eating and exercise habits for **6x** as long as any holiday season ever lasted.

Consumer choices are increasingly based on 'time to weight loss' and 'quality of science'.



## A Weighty Reality

People know they need to lose weight – now.

### THE PANDEMIC HAS TAKEN A HUGE TOLL ON HEALTHY WEIGHT

**71 million** Americans have gained weight throughout the pandemic (Gelesis)

**1.5** pounds per month Americans gained during the pandemic (JAMA Mar. 2021)

**21%** of obese people gained more weight than the average population (Obesity Feb. 2021)

**51%** of Americans hope to lose weight in 2021 (Gelesis)

**47%** of Americans who gained weight admit their self-esteem has decreased since March 2020 (Gelesis)

### CONSUMERS ARE IN A HURRY

**72%** of people push an elevator button that is already lit hoping it will come faster (Wakefield Research)

**71%** of people frequently exceed the speed limit to get to a destination quicker (Wakefield Research)

**Over 50%** of people hang up a telephone call if they are on hold 1 minute or more (Wakefield Research)

### MANY CONSUMERS DON'T TRUST WEIGHT MANAGEMENT PRODUCTS

**57%** are not confident in the quality and safety of their weight management products (CRN)

### WEIGHT MANAGEMENT IS AND WILL CONTINUE TO BE BIG BUSINESS

**100%** of top Sports Nutrition companies feature weight loss as a benefit in some product (PLT Health)

**11.5%** CAGR of weight management product launches between 2017-2020 (Innova)

## What You Need to Know About Slendacor Weight Management Complex

**GLOBAL SUCCESS**  
**5 (FIVE)**  
**CONTINENTS**

**#1**  
**ingredients**

In USA, Brazil & Australia.  
(PLT Health)

**STRONG SCIENCE**  
**2 GOLD-STANDARD**  
**STUDIES**

**14** days

For first significant weight loss versus placebo  
(PLT Health)

**GREAT MESSAGING**  
**TARGETED**  
**WEIGHT LOSS**

**4X**

Better at reducing waist size than placebo  
(PLT Health)

**30** products

Changing lives in 20 countries worldwide  
(PLT Health)

**12** pounds

Average weight loss over baseline at 56 days  
(PLT Health)

**3.2X**

Better at reducing hip size than placebo  
(PLT Health)

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LEARN MORE

## SLENDACOR® WEIGHT MANAGEMENT COMPLEX

## What Health Canada License Tells Us About Losing Weight with Slendacor

Weight management can be done in a healthier way.

### CORE WEIGHT LOSS CLAIMS

- Exerts complementary weight management benefits when combined with a reduced-calorie diet and regular physical activity
- Clinically shown to assist in weight management when used with a program of reduced-calorie intake and regular physical activity
- Helps to support/complements weight management when combined/integrated with a calorie-reduced diet and regular physical activity
- Weight management support by helping to complement your goals, when combined with a calorie-reduced diet and regular exercise
- Helps support weight management when combined with a reduced calorie diet and regular physical activity

### NEW HEALTHY WEIGHT LOSS CLAIMS

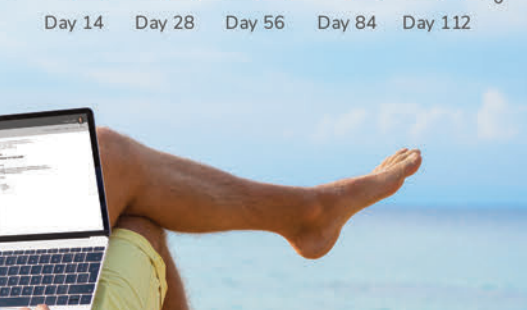
- Helps support cardiovascular health by reducing total and LDL cholesterol
- Helps to reduce blood triglycerides, total and LDL cholesterol levels
- Could be a complement to a healthy lifestyle that incorporates a calorie-reduced diet and regular physical activity for individuals involved in a weight management/maintenance program



## OPPORTUNITY #1: RAPID, CONSISTENT WEIGHT LOSS WITH GOLD STANDARD CLINICAL SCIENCE

**SLENDACOR** supplementation resulted in significant **body weight** and **BMI** reduction in overweight subjects as early as **14 days**

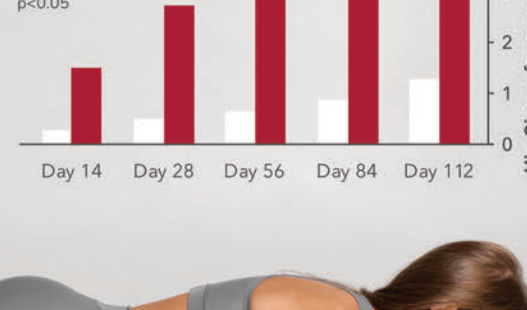
But, the real news is consistent, meaningful weight loss over the entire study



**SLENDACOR**  
WEIGHT MANAGEMENT COMPLEX



## OPPORTUNITY #2: TARGETED WEIGHT LOSS IN THE BODY CORE



**SLENDACOR**  
WEIGHT MANAGEMENT COMPLEX



## OPPORTUNITY #3: UNLIMITED CREATIVITY IN DELIVERY SYSTEMS AND PRODUCT TYPES

**SLENDACOR** offers a water-dispersible, neutral tasting grade that is suitable for any product type.



**SLENDACOR**  
WEIGHT MANAGEMENT COMPLEX

WINNER  
**NUTRA**  
INGREDIENTS  
AWARDS 2017

## Top PLT Ingredient Inquiries

(last 60 days)  
Click on logo to learn more



Our Slendacor®, Supresa® and Xanthigen® Ingredients can Help You Create Great Weight Management Products

- Rapid results
- Trusted clinical science
- Results for broad demographics
- Multiple delivery systems possible
- New benefits consumers want & need

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**PLT**  
HEALTH SOLUTIONS

