

# Luralean®

## HIGH QUALITY GLUCOMANNAN



### OVERWEIGHT & OBESITY MARKET NEED

#### OBESITY, A HIGHLY PREVALENT ISSUE

- + The number of obese individuals worldwide has **more than doubled** in the past 30 years.
- + Obesity increases the risk of cardiovascular diseases, diabetes and musculoskeletal disorders.
- + **50% of adults in EU** and **64% in the US** were overweight or obese in 2016.



#### FIRST LINE APPROACH: A HEALTHY LIFESTYLE...



##### Dietary habits:

- Reduced consumption of alcohol and sugary drinks
- Low-fat, low-calorie foods in smaller portions



##### Physical exercise:

- At least 150 minutes of mild physical activity per week



##### Behaviour therapy:

- Slower eating
- Stimulus control: reducing the size of plates, without being distracted while eating

#### ... WHICH NEEDS TO BE SUPPORTED

##### What kind of support are consumers willing to lose weight looking for?

##### APPETITE CONTROL

Increased feeling of satiety

##### CONVENIENT

Easy-to-take and carry - Discreet

##### SAFE

A natural product without adverse reactions (insomnia, excitement, palpitations,...)

##### EFFECTIVE

Proven and measurable results on weight loss

##### FAST

To maintain motivation & willingness



### LURALEAN® HELPS YOU CONTROL YOUR APPETITE



#### THE BEST QUALITY FOR OPTIMUM EFFICACY

- + **Luralean®** is made of a high quality Glucomannan, a natural water-soluble fibre traditionally used in Asian food and derived from the root of *Amorphophallus konjac*.
- + **Luralean®** provides a strong feeling of fullness due to its very pure characteristics:
  - **Maximum purity** >95% fibre content
  - **Highest viscosity** ≥100,000 mPa.s (exceeding EU requirements)



#### APPROVED CLAIMS

Among all slimming products, Glucomannan is the only one with **2 EFSA claims**:

- + **Contributes to weight loss in the context of an energy restricted diet**
- + **Contributes to the maintenance of normal blood cholesterol levels**



#### STRONG SAFETY PROFILE

**Luralean®** undergoes strict quality controls to ensure a low amount undesired contaminants (eg. sulphites & heavy metals)



#### CONSUMER FRIENDLY ASSETS

- + Low calorie effervescent instant-drink mix: **ready-to-use & convenient**

Mode of action  
Clinical studies

See  
next page



## LURALEAN®, A RATIONAL MECHANICAL MODE OF ACTION

### + Appetite reduction:

LuraLean® has a very high swelling capacity. It can expand its volume up to 80 times upon hydration.



## LURALEAN®, THE CLINICALLY PROVEN SOLUTION

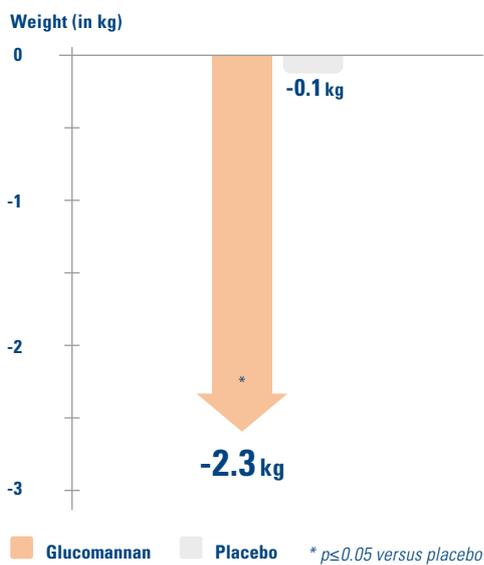
+ Subjects: 20 obese women

+ Double-blind, placebo-controlled and randomized trial

+ Posology: 1 g of glucomannan before each meal (3 g/day)

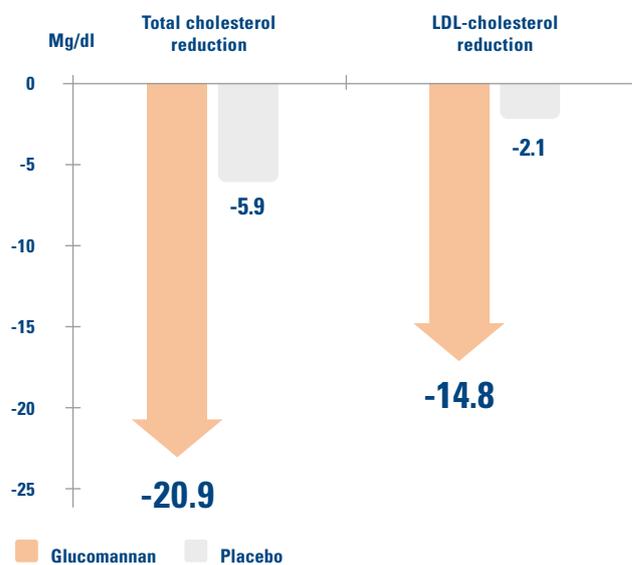
+ No dietary changes

### Weight Loss after 4 weeks of Glucomannan supplementation versus Placebo



**-2,3 kg weight loss after only 4 weeks. Fast acting efficacy.**

### Total cholesterol and LDL-cholesterol reduction after 4 weeks of Glucomannan supplementation versus Placebo



**Reduction of total cholesterol & LDL-cholesterol after only 4 weeks. No changes in HDL-cholesterol.**

## TECHNICAL INFORMATION

### + Actives:

High-quality Glucomannan compliant with E-425 (ii) specifications

### + Presentation:

- Effervescent instant drink mix
- Package of 30 sachets
- Available in a variety of natural tasty flavours

### + Regulatory:

Food Supplement

### + Available in 2 formulas:

- **For weight loss & cholesterol control:**

Providing 4 g glucomannan per day

- **For weight loss:**

Providing 3 g glucomannan per day

**WEIGHT LOSS AND CHOLESTEROL CONTROL**

**FAST-ACTING**

**CLINICALLY PROVEN**

**FOR ADULTS & CHILDREN**

