Globally more people are obese than underweight

1.9 billion adults are overweight or obese

3.4 million deaths are cause by obesity

Because of this global epidemic, the weight loss supplement market has ballooned to an almost $5 billion category and growing.

Users looking to weight loss supplements are often categorized as ‘weight strugglers.’ This target group is:

- Predominantly female
- Overweight or obese and are likely to have weight-related health issues
- Tired of going on diets to lose weight – they want a permanent solution

They are:
- Concerned about weight-related health issues
- Motivated to diet
- Interested in an easy and effective weight loss solution that helps them feel good about themselves

HOWARU® Shape is a unique formula, made up of Bifidobacterium lactis B420™ and prebiotic fiber Litesse® Ultra™. Compared to placebo, clinical results indicate:

- 4.5% less total body fat mass
- 6.7% less trunk fat
- 2.6 cm (1.02 inch) smaller waist circumference

Participants in the study made no other change to their diet or exercise regime.

Finally, consumers can achieve the body shape they desire

References
1. WHO, 2016
3. IHME, The Lancet, 2014
4. Euromonitor, 2016
5. Proprietary DuPont Research