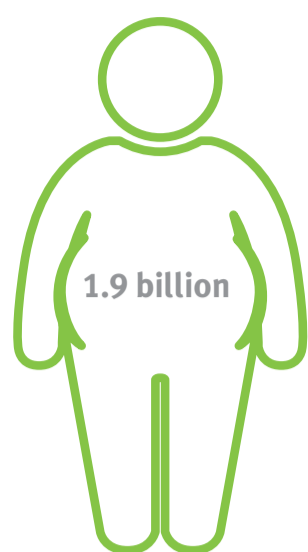


# HOWARU® SHAPE

Feel like yourself while naturally keeping your waist trim

## Globally

more people are obese than underweight



**1.9 billion**<sup>1,2</sup>  
adults are overweight or obese

**3.4 million**<sup>3</sup>  
deaths are caused by obesity

Because of this global epidemic, the weight loss supplement market has ballooned to an almost \$5 billion category and growing.<sup>4</sup>

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

Predominantly female<sup>5</sup>



Overweight or obese and are likely to have weight-related health issues<sup>3</sup>



Cardiovascular Disease



Diabetes



Joint Pain



Cancer

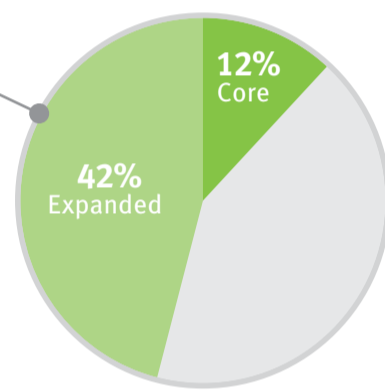
Tired of going on diets to lose weight – they want a permanent solution



Weight strugglers make up 54% of the total market<sup>5</sup>

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



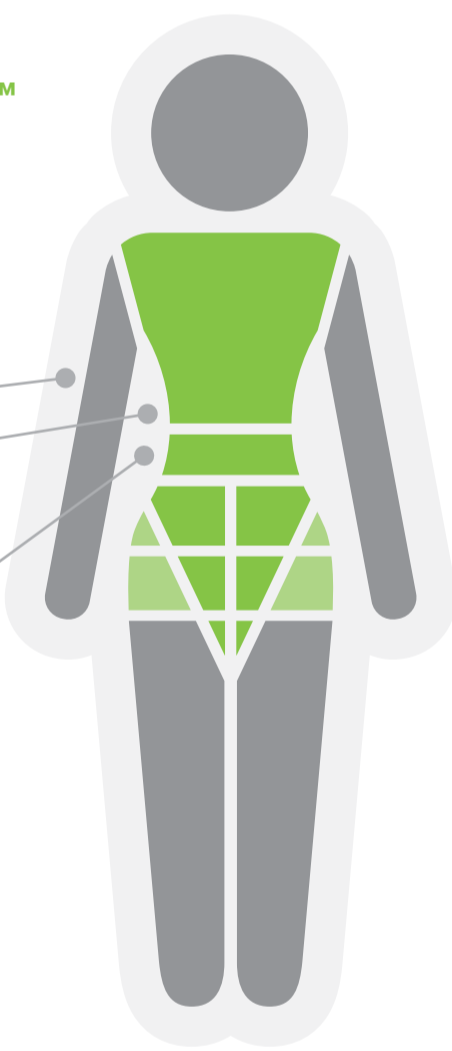
HOWARU® Shape is a unique formula, made up of *Bifidobacterium lactis* B420™ and prebiotic fiber Litesse® Ultra™. Compared to placebo, clinical results indicate\*:

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.



## *Bifidobacterium lactis* B420™

Reduces weight gain



Is stimulant-free



## Litesse® Ultra™ prebiotic fiber



Decreases meal intake without compensating later in the day



Controls Appetite



Decreases after-meal feelings of hunger

Finally, consumers can achieve the body shape they desire



### References

- 1 WHO, 2016
- 2 American Heart Association, 2016
- 3 IHME, The Lancet, 2014
- 4 Euromonitor, 2016
- 5 Proprietary DuPont Research