

HOWARU® SHAPE

Feel like yourself, while naturally trimming inches from your waist

Help consumers feel great while improving their body shape

Consumers have a strong desire to manage their weight proactively. In fact, in 2016 the global weight loss supplement market was an almost \$5 billion category and growing¹. For consumers, this is not about dieting, but about overall wellness while keeping fit and looking good.

A majority of global consumers are struggling with weight

Consumer research conducted by DuPont reveals 54% of the global market identifies with being a "Weight Struggler"². These are consumers motivated to lose weight for their health, but need help. They have tried in the past to lose weight without success and they are looking for a way to lose weight and keep it off without sacrificing taste or feeling guilty.

Your daily challenge

- Helping your consumer manage their weight naturally
- Tailor-made products for consumers looking to lose weight and inches from their body
- Formulating your products with clinically-documented probiotics
- Safe and efficacious probiotics for your products

A clinically-documented probiotic + prebiotic for weight management

In a study published in EBioMedicine, compared to placebo, HOWARU® Shape (10B CFU *B. lactis* B420™ alone or in combination with 12g of prebiotic fiber Litesse® Ultra™ polydextrose) reduced body fat mass, trunk fat mass, waist circumference, and energy intake in overweight adults³. The six-month gold-standard study conducted at four leading research centers demonstrated that both the probiotic alone and probiotic in combination with prebiotic fiber reduced total body fat compared to placebo. This was coupled with a reduction in an important target area of the body—the waistline. These impressive results were obtained with no change to participants' diet or exercise habits.

Clinically demonstrated benefits of HOWARU® Shape

(combination product vs. placebo)

- 4.5% reduction in total body fat mass
- 6.7% reduction in trunk fat
- 1 inch (2.6 cm) reduction in waist circumference

HOWARU® Shape study design

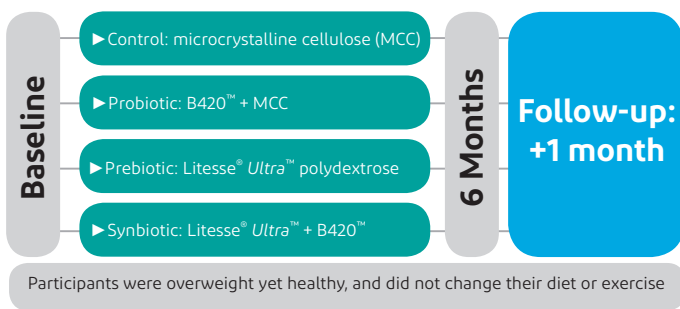
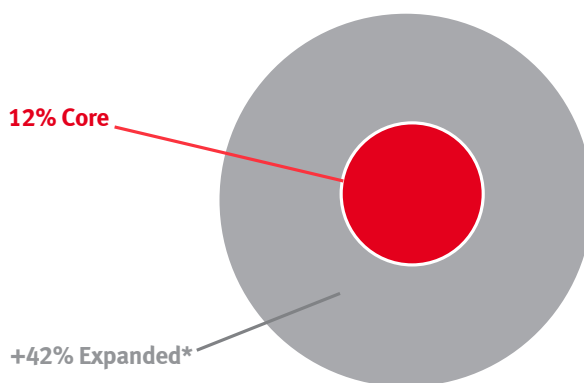


Figure adapted from Stenman et al. 2016

Weight Strugglers 54% Total Market



Clinical results indicate HOWARU® Shape*

	B420™	B420™ + Litesse® Ultra™
Has a weight management benefit	✓ weight loss	✓ Improved body composition (fat/lean ratio)
Reduced body fat mass	✓	✓
Increased lean mass	✓	✓
Reduced energy intake	✓	✓
Reduced trunk fat mass	✓	✓
Reduced waist circumference	✓	✓

* As compared to placebo

Figure adapted from Stenman et al. 2016

Why choose HOWARU® Shape?

- Without consumers changing their diet or exercise, HOWARU® Shape:
 - Reduces body fat mass by clinically relevant amounts
 - Shrinks waist size
 - Helps you consume less calories
- No stimulants are included, so consumer will feel like themselves
- Contains 10 billion CFU DuPont patented B420™ probiotic alone or in combination with 12g Litesse® Ultra™ prebiotic fiber
- Proven safe, effective, and well tolerated

References

Stenman, Lotta K.; Lehtinen, Markus J.; Meland, Nils, Christensen; Jeffrey E., Yeung, Nicolas; Saarinen, Markku T.; Courtney, Michael; Burcelin, Rémy; Lähdeaho, Marja-Leena; Linros, Juri; Apter, Dan; Scheinin, Mika; Kloster Smerud, Hilde; Rissanen, Aila; Lahtinen, Sampu; Probiotic With or Without Fiber Controls Body Fat Mass, Associated With Serum Zonulin, in Overweight and Obese Adults—Randomized Controlled Trial, EBioMedicine (2016; 13: 190-200), doi: 10.1016/j.ebiom.2016.10.036.

Why choose DuPont?

- Industry leader in Probiotic science with the most robust pipeline of studies conducted using good clinical practices (GCP) to support efficacy of DuPont probiotic strains
- Broadest range of clinically-documented probiotics
- Unrivaled dietary supplement formulation expertise
- Global and regional applications expertise to support the food & beverage industry
- Robust regulatory support to help you comply with local requirements
- Marketing support and industry insights to help you successfully position your products

1. Euromonitor International Jan 2017. Weight Loss Supplements Category.
 2. Source: HealthFocus, Intl., Shopping for Family Health Global Segmentation Analysis, Oct. 2014
 3. Probiotics Patent family: WO2010/146568 and WO2011/013106 European patent applications filed April 2016: EP16165376 + EP16165379
- * Based on 134 participants who completed the intervention with at least 80% study product compliance and no antibiotic use, as predefined in the study protocol.



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Tel: 800-255-6837

www.dietarysupplements.dupont.com

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