

High Fibre Snack Bar with SlimBiome®

Science-backed to manage satiety & hunger cravings whilst supporting gut health



An optimised approach to calorie-restricted-dieting with award-winning credentials

Our functional bars offer a delicious and high fibre snack that's formulated for weight management and helps take away the need for consumer willpower. Featuring multi-award winning SlimBiome® technology, our bars simultaneously promote satiety, curb food cravings and support gut microbiome diversity to provide the optimal low calorie healthy snack that helps consumers achieve sustainable long term weight loss.

Combine this with the thriving demand for improving fibre intake due to the gut health and associated weight loss benefits for an all in one hunger-free-dieting solution.

The opportunity

- The global snack bars market is projected to record a CAGR of 4.45% during the forecast period (2021-2026)¹.
- Consumers' demand for convenient and healthy on-the-go snack options has been the primary reason for the growing sales of snack bars, globally. Increasingly busy lifestyles means there is little time to prepare meals which is leading to the increased consumption of snacks as the go to for inbetween times.
- On average, US consumers are eating almost 3 snacks a day, with nearly half saying they often ate snacks instead of meals at home and/or at work².
- With a plethora of unhealthy snack options available, this can lead to incremental weight gain unintentionally, and the importance of offering healthy alternatives.
- Supported research from UK universities has shown SlimBiome helps reduce weight, BMI, body fat, and waist and hip circumference.



The inclusion of SlimBiome provides an award-winning formula

A functional snack bar without the hunger-cravings

On pack benefits

90 kcal per serving



High fibre – 2.9 g fibre per 30 g serving



No added sugars



With chicory root fibre to support digestive health



Promotes healthy metabolism



Vegan-friendly



Available as finished products (branded/ white labelled).

Additional benefits



Great tasting



Healthy on the go snack choice



Contains dietary and prebiotic fibres



Registered trademarks



Features SlimBiome, a scientifically formulated and patented ingredient

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Weight management has been a high-priority trend for years, but consumer needs have been continually evolving. The key is to make sure scientifically backed and clinically demonstrated health benefits are being offered to reinforce trust with proven efficacy. To support this approach, our high fibre snack bars are backed by multiple health claims thanks to the inclusion of SlimBiome.

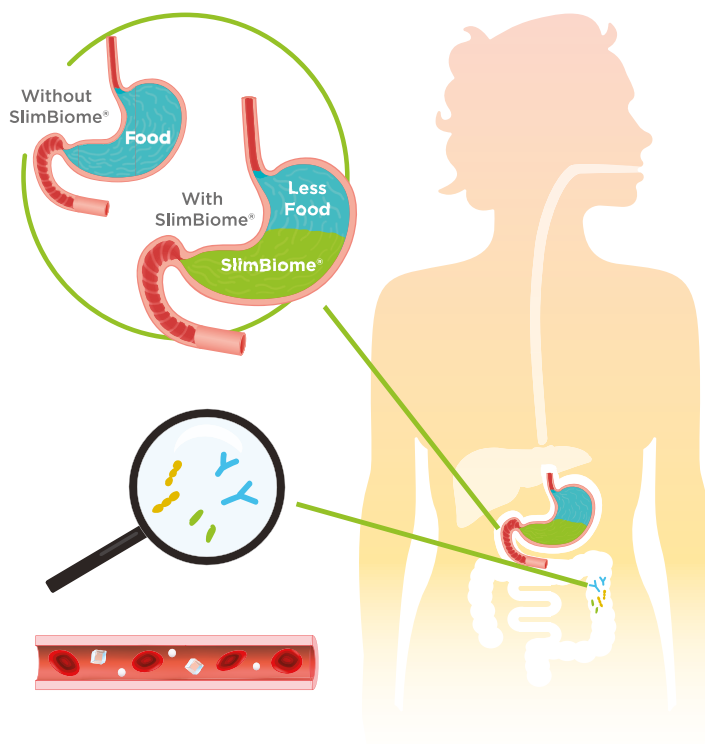


EFSA Health Claims For SlimBiome

- Chromium contributes to the maintenance of normal blood glucose levels³
- Chromium contributes to macronutrient metabolism³
- Glucomannan contributes to the reduction of body weight in the context of an energy-restricted diet⁴

What makes the snack bars with SlimBiome different?

- ✓ **Feel Fuller for longer** - The key problem with calorie-restricted diets or days is dealing with the hunger cravings. So it's reassuring to know how clever use of dietary fibre science supports keeping you feeling full, so you can keep your mind off snacking
- ✓ **Willpower-free** - If you're not feeling hungry, you don't need to resist the temptation to unnecessarily snack
- ✓ **Keeps glucose levels consistent** - Eating snacks packed with added sugar can lead to glucose spikes followed by the dreaded sugar slump. The SlimBiome MRP range helps keep levels consistent
- ✓ **Less sweet and fatty food cravings** - When carrying out consumer surveys, we also found that customers had fewer cravings for fatty and sweet foods after just 3 weeks of consuming SlimBiome. If you struggle with a sweet tooth, here is your answer



Nutritional Data – Blueberry & Raspberry 30g bar

Typical Values	Per 100g	Per 30g serving
Energy (kJ/ kcal)	1261/ 301	378/ 90
Fat (g)	3.6	1.1
Of which saturates (g)	0.6	0.2
Carbohydrates (g)	61.4	18.4
Of which sugars (g)	37.8	11.3
Fibre (g)	9.6	2.9
Protein (g)	5.7	1.7
Salt (g)	0.07	0.02

Ingredients

Gluten-Free Oats (Oats, Oat Bran), Sultanas, Chopped Dates, Currents, [Chicory Root Fibre, Glucomannan, Chromium Picolinate (SlimBiome®)], Blueberry Juice Concentrate, Raspberry Juice Concentrate, Vegetable Glycerine, Sunflower Oil.

For allergens, see ingredients in bold.

Made in a facility that also handles Dairy, Soya, Gluten, Sulphites and other nuts.

Available in multiple flavours upon request.

Features



FIBRE



PREBIOTIC



VEGAN



LACTOSE-FREE



HEAT STABLE



GLUTEN FREE



GRAS



NON GMO



HALAL



KOSHER



**EFSA
HEALTH
CLAIMS**



**EASILY
ADDED DURING
MANUFACTURING**

Health Claims

- ✓ Contains prebiotic⁵
- ✓ Chromium contributes to the maintenance of normal blood glucose levels³
- ✓ Chromium contributes to macronutrient metabolism³
- ✓ Glucosaminan contributes to the reduction of body weight in the context of an energy-restricted diet⁴

About SlimBiome®

SlimBiome is an award-winning patented ingredient formulated by leading UK universities in the field and key opinion leaders in the microbiome, functional food ingredients, and weight management. It offers a weight management system that utilises microbiome science and is backed by strong scientific principles rather than simply relying on willpower alone.

SlimBiome helps consumers to reduce food intake cravings by promoting the feeling of fullness and maintaining blood glucose levels.

This approach helps consumers to help themselves. Many diets focus on simply reducing calories in a bid to aid weight loss which is not always sustainable, and commonly leads to failure due to hunger cravings taking over.

SlimBiome helps to reduce hunger and therefore takes the willpower out of the equation, leading to a more successful and sustainable approach to weight management.

To find out more please contact OptiBiotix on:

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Reference list

- (1) <https://www.mordorintelligence.com/industry-reports/global-snack-bars-market>
- (2) <https://www.iriworldwide.com/IRI/media/Library/webinar/IRI-How-America-Eats-2019-State-of-Snack-Industry.pdf>
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