

# SlimBiome® Weight Loss Shots

Science backed weight loss to manage satiety and food cravings whilst promoting a diverse microbiome



## Revolutionising weight loss

Our SlimBiome supplement offers a science-backed approach for weight management that allows consumers to personalise their specific eating habits and lifestyle choices.

Taken three times daily before each main meal, it offers a quick and easy way to reduce food intake and curb food cravings throughout the day. At the same time as promoting a diverse gut microbiome to support health and wellbeing.

Featuring the multi-award winning SlimBiome, the shots come backed by a wide range of studies that proves it helps people lose weight sustainably: extensive research from UK universities shows the reduction of weight, BMI, body fat, and waist and hip circumference.

## The opportunity

- The global weight management market is estimated at USD \$260 billion in 2020 and projected to grow to USD \$420 billion by 2027, a CAGR of 7%<sup>1</sup>
- The weight loss supplements market is expected to grow by USD \$1.33 billion during 2020 to 2024 driven by an increasing obese population<sup>2</sup>
- Consumers look for new innovative ways that are supported by proven science that help them reach their target weight goals



## The inclusion of SlimBiome provides an award-winning formula

## A single serve sachet that's effective and convenient

### On pack benefits

13 kcal per serving



High fibre - contains 3g of fiber per 5g sachet



Contributes to the reduction of body weight



Promotes healthy macronutrient metabolism



Vegan-friendly



Available as finished products (branded/white labelled)

### Additional benefits



Delicious and easy to consume with multiple flavours available



Fully customisable - fortify with vitamins and minerals for added functionality



With fructo-oligosaccharide prebiotic fibres to support digestive health



Single serve sachet that's taken 3 times per day



Registered trademarks



Features SlimBiome, a scientifically formulated and patented ingredient

**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.

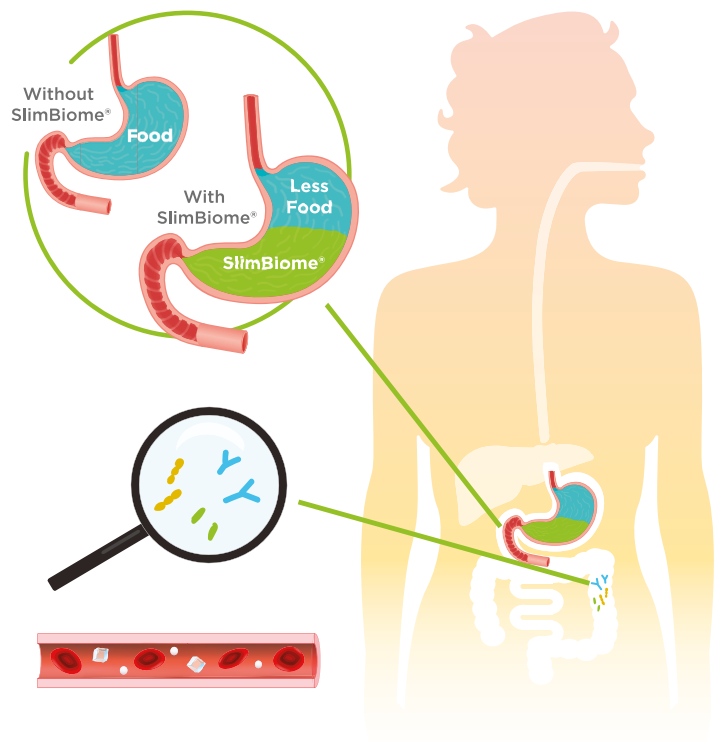


## EFSA Health Claims For SlimBiome

- Chromium contributes to the maintenance of normal blood glucose levels<sup>3</sup>
- Chromium contributes to macronutrient metabolism<sup>3</sup>
- Glucomannan contributes to the reduction of body weight in the context of an energy-restricted diet<sup>4</sup>

## 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
<b>Energy (kJ/ kcal)</b>	1261/ 301	378/ 90
<b>Fat (g)</b>	3.6	1.1
Of which saturates (g)	0.6	0.2
<b>Carbohydrates (g)</b>	61.4	18.4
Of which sugars (g)	37.8	11.3
<b>Fibre (g)</b>	9.6	2.9
<b>Protein (g)</b>	5.7	1.7
<b>Salt (g)</b>	0.07	0.02

### Ingredients

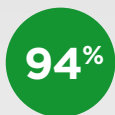
Gluten-Free Oats (Oats, Oat Bran), Sultanas, Chopped Dates, Currents, [Chicory Root Fibre, Glucomannan, Chromium Picolinate (SlimBiome®)], Blueberry Juice Concentrate, Raspberry Juice Concentrate, Vegetable Glycerine, Sunflower Oil.

**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 prebiotic<sup>5</sup>
- ✓ Chromium contributes to the maintenance of normal blood glucose levels<sup>3</sup>
- ✓ Chromium contributes to macronutrient metabolism<sup>3</sup>
- ✓ Glucosaminan contributes to the reduction of body weight in the context of an energy-restricted diet<sup>4</sup>

## 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

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- (2) <https://www.iriworldwide.com/IRI/media/Library/webinar/IRI-How-America-Eats-2019-State-of-Snack-Industry.pdf>
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- (5) <https://www.legislation.gov.au/Details/F2016C00082>

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