

KINOHIMITSU



# KINOHIMITSU MACA MEN

POWER SHOT FOR MEN

# Proprietary Notice

The copyright in this work is vested in Kino Brands Pte Ltd. The recipient, must not reproduce or use the work either in whole or in part or for tendering, manufacturing purposes or any other purpose without obtaining Kino Brands Pte Ltd's prior agreement or consent in writing. A further condition of such reproduction or use is that this notice must be included in the reproduction or use.

This work also contains proprietary information belonging to Kino Brands Pte Ltd. This confidential information is to be used by the recipient only for the purpose for which it is supplied. The recipient must therefore obtain Kino Brands Pte Ltd's consent in writing before the recipient or any other person communicates any information (whether orally or in writing or any other manner whatsoever) on the contents or subject matter of the work or part thereof to any third party. The third party to whom the communication is made includes an individual firm or company or an employee or employees of such a firm or company.

The recipient further acknowledges that Kino Brands Pte Ltd has copyright in the work. The recipient manifests, by its receipt of the work, its acknowledgment of Kino Brands Pte Ltd's copyright in the work, its acceptance that the work is confidential information, and its compliance with the terms contained in this notice.

© **Copyright** 2015 Kino Brands Pte Ltd. This document contains proprietary information, which is protected by copyright. All rights are reserved. No part of this document may be photocopied, reproduced or translated to another language without prior consent of Kino Brands Pte Ltd.

# Part 1: Market Insight

## Part 2.0: Product Introduction

2.1: How it Works

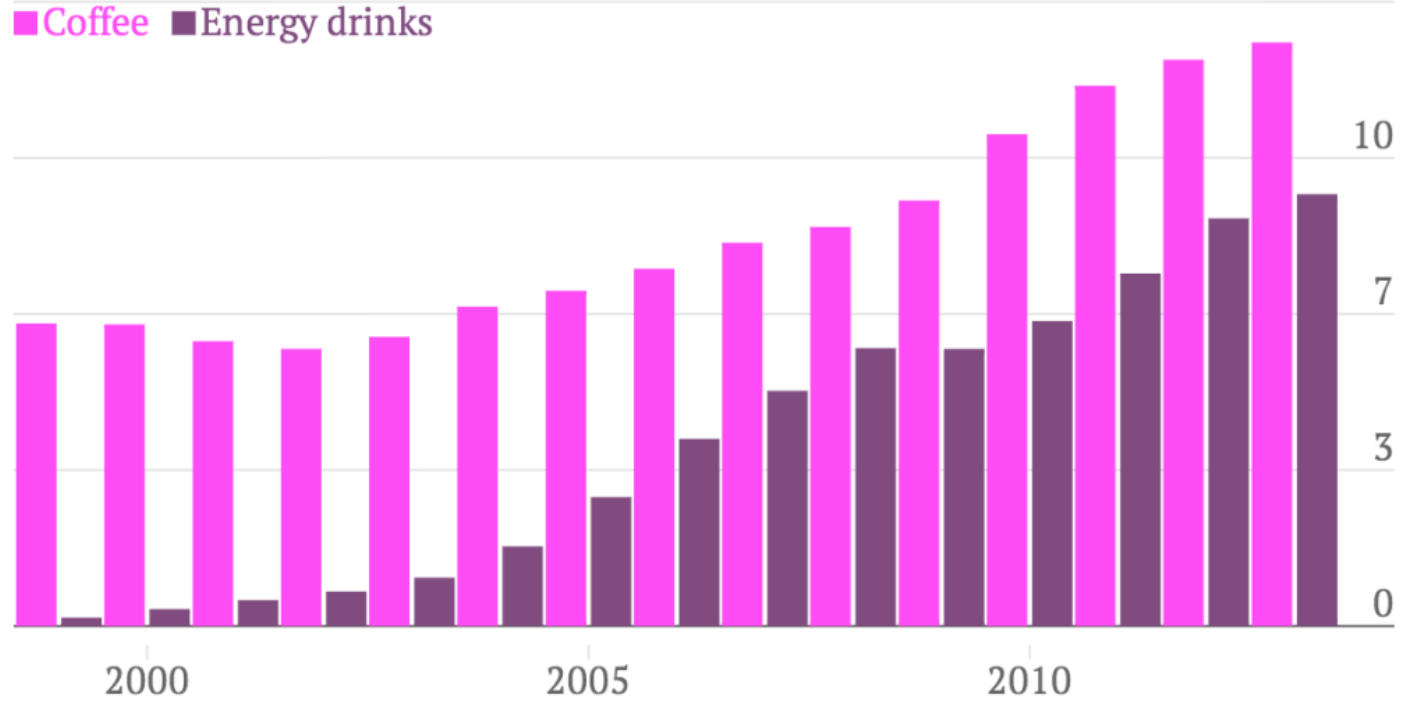
2.2: Key Ingredients

# Part 1: Market Insight

US sales

■ Coffee ■ Energy drinks

\$13 billion

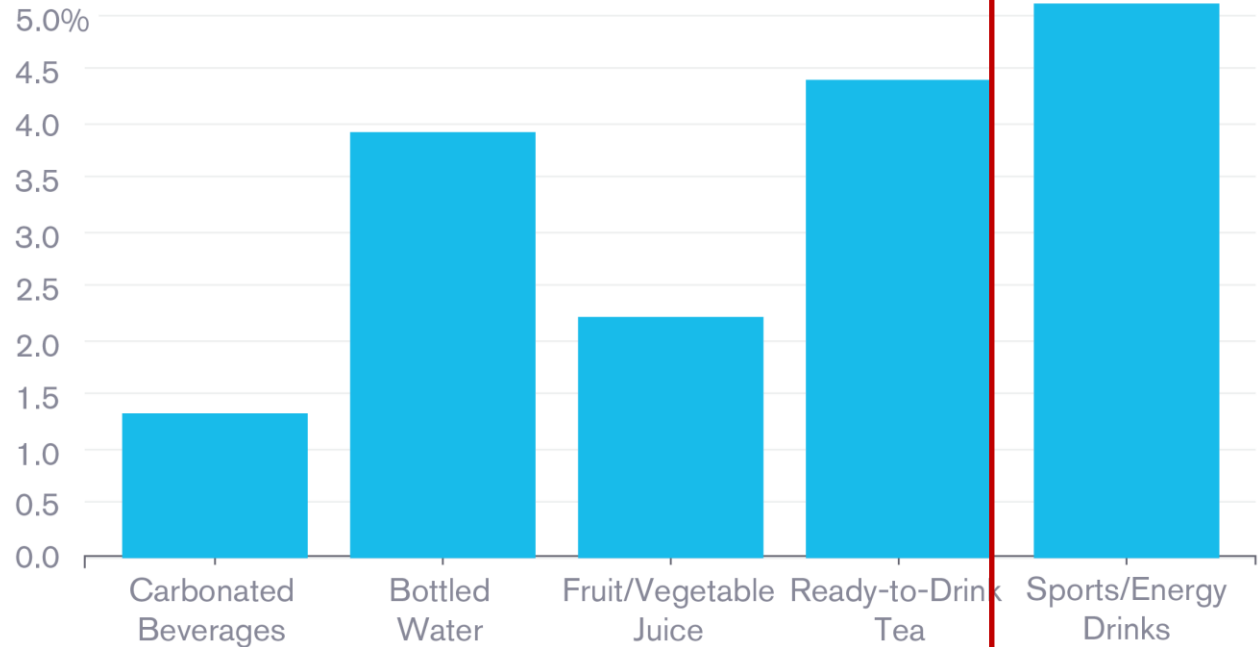


Quartz | qz.com

Data: Euromonitor

## What the World Will Be Drinking More Of

Projected annual sales growth through 2018



Source: Euromonitor, Bloomberg Intelligence

# High Achiever

- In highly demanding professions
- Frequently on the road & travelling
- Fast paced lifestyle, busy schedule
  - Eating out: affects weight & liver health
- Ample social activities
  - Eg: yacht party, late night gatherings
- Constantly stressed & tired
- Poor sleep quality



# Vigor Seeker

- Fitness junkie
- Active lifestyle
- Masculine, competitive
- Emphasis on a fit body
  - Willing to spend time and money





# Night Owl

- Stays up until late at night
  - work (eg. pilot, investment bankers) or social activities/hobbies
- Sleep problems
  - difficult to fall asleep, poor sleep quality
- Always feel lethargic, poor concentration and alertness
- Often fall sick & gain weight
  - abnormal sleeping pattern affects body repair & metabolism





# OPPORTUNITY

Energy. Muscle Strength. Health

A blurred, first-person perspective view of a supermarket aisle. In the foreground, the metal frame of a shopping cart is visible. The aisle is lined with shelves of various products, including packaged goods and fresh produce. Several red signs with white text reading "BIG DEALS" are suspended from the ceiling. The background shows more aisles and a green wall. The overall image has a motion blur effect, suggesting movement through the store.

# Market Overview



Dosage of Maca			200mg	?	500mg	
No drugs, hormones & caffeine		Caffeine	Caffeine			
Comprehensive			Herbs	Herbs		Ginseng
Convenience				Sachet	Multiple capsules	Multiple capsules
100% Natural		Added Sugar	Artificial additives	?	?	?
Refreshing		?	?	?	Tablet	Tablet

# Part 2.0: Product Introduction

# KINOHIMITSU MACA MEN

Pack Size: 50ml x 20 bottles

## 5 Key Ingredients:

- Maca Extract
- Clam Extract
- Turmeric
- BCAA
- Taurine



# MACA MEN

## 8 KEY BENEFITS

Stamina &  
Endurance

Muscle  
Strength

Blood  
Circulation

Sperm  
Quality

IMPROVE

Liver  
Health

Sexual  
Health

Prostate  
Health

Immune  
System

SUPPORT

# Unique Selling Point



Long  
Lasting

High Strength  
500mg Maca Extract  
Turmeric & Clam

No  
Dependency

YOUR RIGHT  
CHOICE

Great  
Taste

100%  
Natural

Quick,  
Simple & Effective



# Part 2.1: How it Works

# How it works?



## • BOOST

*(BCAA, Taurine)*

Improves stamina & endurance, so you can focus better and less fatigued at work. Enhance muscle strength, helps achieve better exercise performance.

## • STIMULATE

*(Maca Extract, Clam Extract, Turmeric)*

Acts beneficially on blood vessels, improving blood flow & protecting them from damage, promotes healthy sexual life.

## • DEFEND

*(Maca Extract, Turmeric)*

Protects & nourish liver, sexual, prostate, sperm & immune system health. Helps to relieve stress & improve mood.

# Part 2.2: 5 Key Ingredients

# MACA EXTRACT

- ✓ Adaptogenic plant
- ✓ Rich in zinc, calcium, iron & plant sterol
- ✓ Boost body's own natural testosterone production
  - increasing libido
- ✓ Promotes endocrine & reproductive system health
- ✓ Promotes sperm health
- ✓ Improves immunity
- ✓ Relieve stress & improve mood

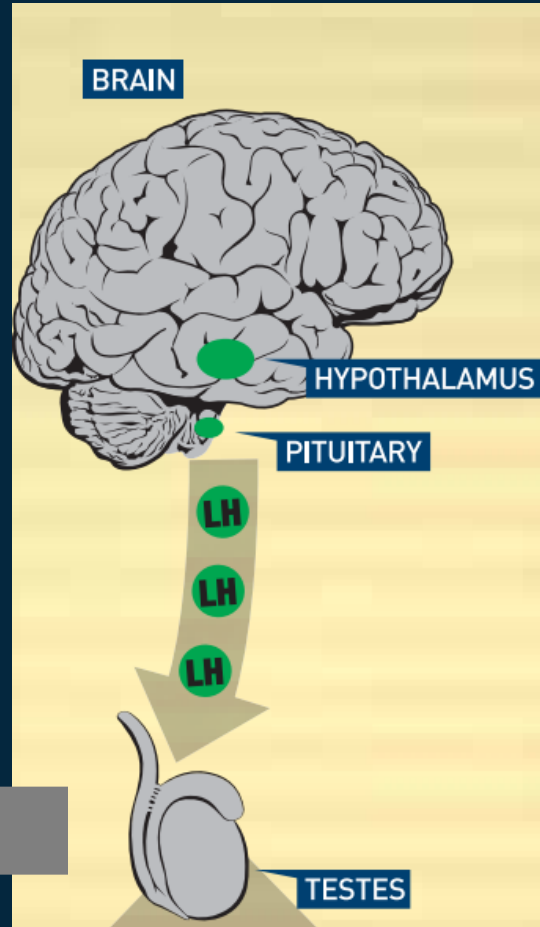


Peru

# Maca & Testosterone

Maca is an adaptogenic plant, meaning that it does not contain any hormones, but rather it contains the nutrients necessary to support & improve the body's own normal hormone production: male – testosterone, female – estrogen. Plant sterol in Maca stimulates the hypothalamus & pituitary glands to produce testosterone.

Testosterone ←



## HYPOTHALAMUS

The hypothalamus releases gonadotropin-releasing hormone (GnRH).

## PITUITARY GLAND

GnRH stimulates luteinizing-hormone (LH) release from the pituitary gland.

## TESTES

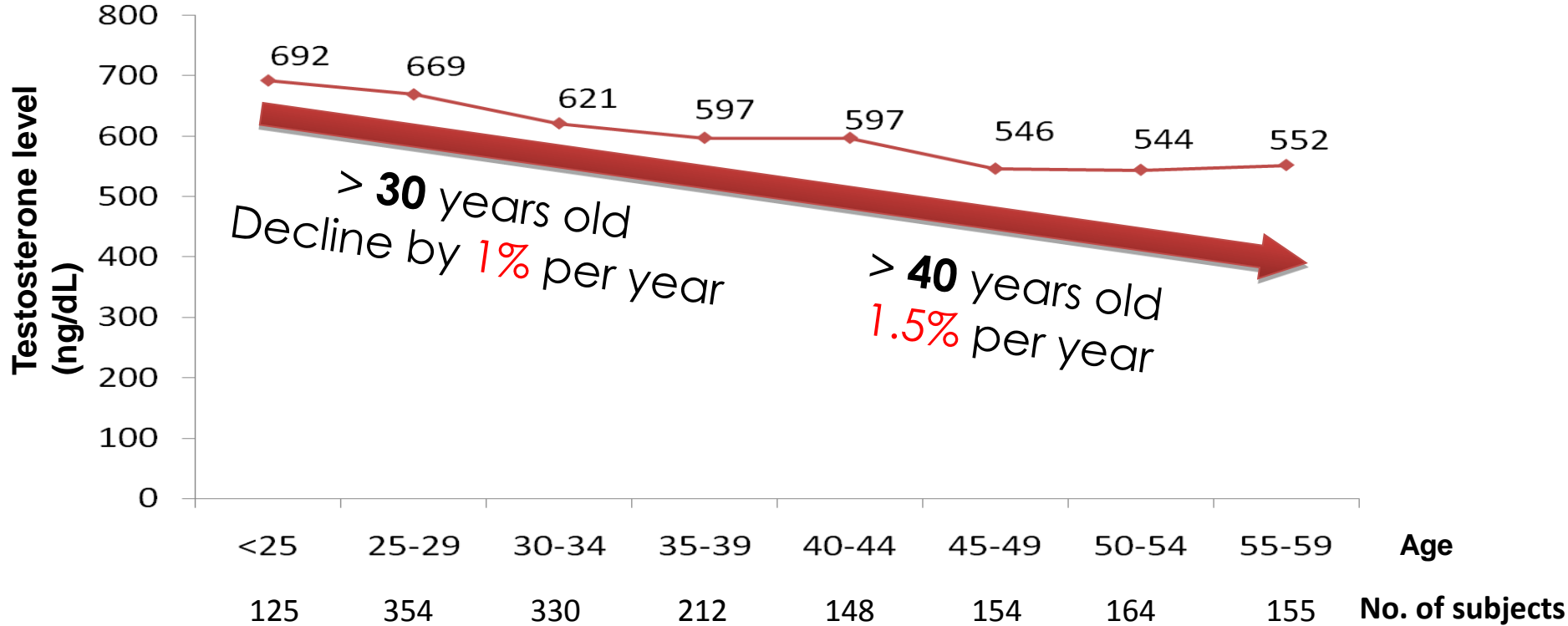
LH travels to the testes to stimulate the testosterone production process.

Healthy testosterone levels are essential for healthy:

- ✓ Muscle strength and mass
- ✓ Energy
- ✓ Sex drive
- ✓ Sperm production
- ✓ Bone density
- ✓ Hair and skin



## Normal Testosterone Levels in Men by Age



Simon, D. Nahoul, K., & Charles M.A. (1996). Sex hormones, aging, ethnicity and insulin sensitivity in men: An overview of the telecom study. In Vermeulen, A. & Oddens, & B.J. (Eds.), *Androgens and the Aging Male* (pp.85-102). New York: Parthenon Publishing.

# Clam Extract



**Aphrodisiac**

**Rich in zinc and  
amino acids**

**Promote healthy  
sexual life**

**Essential for healthy  
reproductive system**



# Turmeric

**A n t i o x i d a n t**  
**A n t i - i n f l a m m a t o r y**

**L i v e r   H e a l t h**  
- Curcumin helps to protect liver  
from toxic chemicals & fat deposits

Protect and promote  
**B l o o d   C i r c u l a t i o n**  
- vital for cardiovascular health



# Branched Chain Amino Acid (BCAA) & Taurine

**Stamina & endurance**

M u s c l e   B u i l d i n g  
F a t   b u r n i n g

**More powerful,  
longer, safer workouts**



# Who should take?



High achiever



Vigor seeker



Night owl



Low energy  
and stamina



Low muscle  
strength and mass



Poor concentration  
and memory



Low libido



Weak lower back  
and cramps



Low  
immunity



## Direction of Use

1 bottle a day preferably  
before meal  
Drink at least 8 glasses of  
water a day

Recommendation:





First-time users:




1 bottle a day consecutively  
for 6 days





For maintenance:

1 bottle every 2 days

# Market Research

Brand	Kinohimitsu Maca Men	Maca Energy Drink	Maca Vitality Vits	Red Bull
				
Ingredients	Maca Extract, (500mg), Taurine, Clam Extract, BCAA, Curcuma longa (Turmeric), Mint	<b>Fructose Glucose Liquid Sugar, Makaekisu Extract (200mg),</b> Cacao Extract, Muirapuama (Bark) Extract Powder, Joo Meat Extract Iodine, <b>Acidulant, Caramel Color, Caffeine (Extract), Flavoring, Sweetener</b>	Fructus lycii, organic soyabean powder, <b>stevia</b> , ginger powder, lepidium peruvianum chacon	<b>Caffeine (80mg)</b> , taurine, (1g), vit B, <b>sucrose &amp; glucose</b> , alpine spring water
Pack size	50ml x 20 bottles	100ml x 6 bottles	10 sachet x 10 gram	250ml can
Price (\$)	\$ 69.90	\$ 18.90	\$ 80	\$ 2.50
Direction of use	1 bottle a day preferably before meal.			
Price per day	\$ 3.50 (bottle/box) \$ 4.00 (loose bottle)	\$ 3.15	\$ 8.00	-
Recommended for	Support sexual health, vitality, semen quality, liver health, blood flow	Energy, sexual health	Sexual function, fertility, improve mood in menopause, energy	Energy & focus

Brand	Kinohimitsu Maca Men	Herbolab	Vita Health
			
Ingredients	Maca Extract, (500mg), Taurine, Clam Extract, BCAA, Curcuma longa (Turmeric), Mint	<b>Gelatinized Maca (500mg)</b>	<b>Maca root (500mg)</b>
Pack size	50ml x 20 bottles	120 capsules	60 capsules
Price (\$)	\$ 69.90	\$ 50.44	\$ 80.00
Direction of use	1 bottle a day preferably before meal.	2 capsules in the morning and 2 in the afternoon	1 capsule 3 times daily
Price per day	\$ 3.50 (bottle/box) \$ 4.00 (loose bottle)	\$ 1.68	\$ 3.99
Recommend ed for	Energy, Strength & Endurance, Libido & Sperm Quality, Liver, Prostate & Immune System Health	Fatigue, increase energy, strength and stamina	Fatigue, increase energy, strength and stamina

Brand	Kinohimitsu Maca Men	Kickstart	Cool Man	Meneed
				
Ingredients	Maca Extract, (500mg), Taurine, Clam Extract, BCAA, Curcuma longa (Turmeric), Mint	L--Citrulline, Zinc, Selenium, Damiana, Tribulus, Siberian Ginseng, Panax Ginseng, Theobroma Cacao, Horny Goat's Weed, Ginkgo and Gotu Kola	Epimedium, Morindae Officinalis Radix, American Ginseng, Lycium Barbarum, Calcium L-aspartate	<b>Maca (250mg)</b> , Zinc, Vitamin A, Vitamin B6
Pack size	50ml x 20 bottles	60 tablets	90 tablets	60 capsules
Price (\$)	\$ 69.90	\$ 79.00	\$ 69.55	\$ 59.00
Direction of use	1 bottle a day preferably before meal.	1 tablet twice daily after meals, or 2 tablets before physical activity	Take 1 tablet, 1-2 times daily	Take 2 capsules each in the morning & night after food for first 3 months. 1 capsule twice a day regularly.
Price per day	\$ 3.50 (bottle/box) \$ 4.00 (loose bottle)	\$ 1.32 - 2.63	\$ 0.77 – 1.55	\$ 0.98 – 3.93
Recommended for	Energy, Strength & Endurance, Libido & Sperm Quality, Liver, Prostate & Immune System Health	Stamina, Improves mood & desire, Improves blood flow/circulation, general men's health	Male internal environment, vitality, immune system, muscle & bone strength, kidney function	Vitality, man's health





Thank you