

KINOHIMITSU



2016 New Product
Kinohimitsu Superfood+

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KINOHIMITSU

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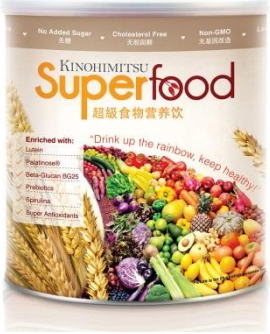
Tavia Yeung 楊怡 added 3 new photos...

January 26 at 7:14pm · 🌐

[微博&INS更新]

天寒地凍，睡前喝一杯，健康又溫暖cheers🍷🍷#JazzyGroup 你地飲咗沒
[饞嘴][饞嘴] #keep #healthy

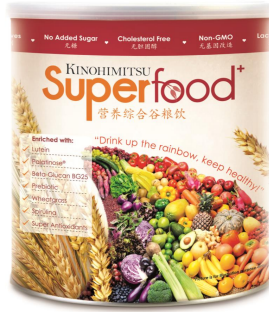




10 types

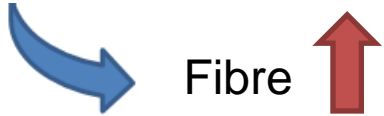
Multigrain Powder

Spirulina



22 types

Multigrain Powder



Spirulina & Wheatgrass



Purify blood

[Recommended Consumption]

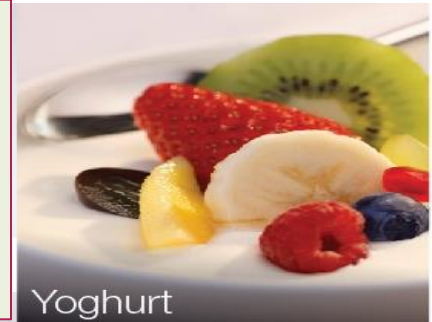
Mix **1 – 2 scoops of Superfood + powder** into 150-200ml cold or lukewarm water.

You may also can:



Chocolate Drink

Enjoy the benefits of
by adding it into your favourite
beverages or soft foods



Yoghurt



Soya Drink



Yoghurt Drink



Soup



Instant Oatmeal

***“Nutritional punch for your
entire family”***
- ALL AGE GROUP

[Primary Target consumer]

- Health conscious individual
- Balance seeker
- Fitspo

[Secondary Target consumer]

- Individuals with high cholesterol, high blood pressure, and diabetes.



In Modern Days ~



HIGH CALORIE – NUTRIENT POOR DIET



In Modern Days ~

BUSY LIFESTYLE



I've been dieting ALL morning.
AM I SKINNY
YET???



Influences: Good or Bad?

EATING HABITS ARE CONTAGIOUS
how the people around us influence what we eat

OUR FRIENDS INFLUENCE THE HEALTHINESS* OF WHAT WE CHOOSE TO EAT BY 34.5%

37% LIKELINESS PEOPLE ARE 37% MORE LIKELY TO BE OBESE IF THEIR SPOUSE IS OBESE³

40% LIKELINESS PEOPLE ARE 40% MORE LIKELY TO BE OBESE IF THEIR SIBLING IS OBESE³

In a study with females, it was found that women with friends that consume fast food and soft drinks have a higher intake of these foods²

In the same study, women with friends that consume fruits and vegetables eat more of these healthy foods²

Preference



Unhealthy eating habits

→ Progress to Weight gain & Obesity

*“More than 1.4 billion adults were overweight in 2008, and more than half a billion obese. In 2008, more than 1.4 billion adults were overweight and more than half a billion were obese. At least **2.8 million** **people each year die as a result of being overweight or obese**. The prevalence of obesity has nearly doubled between 1980 and 2008.”*

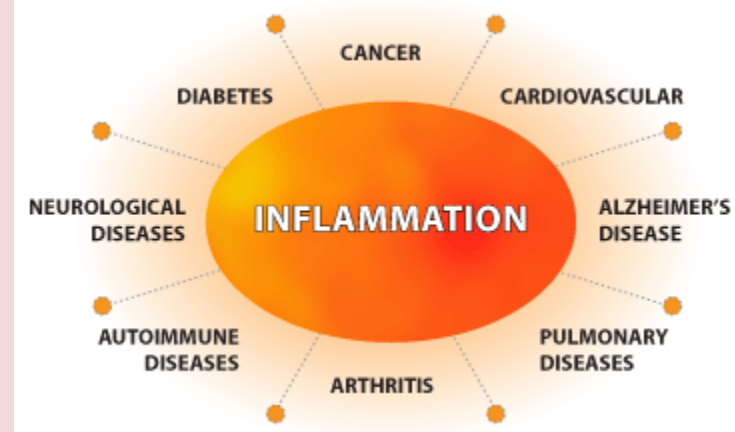


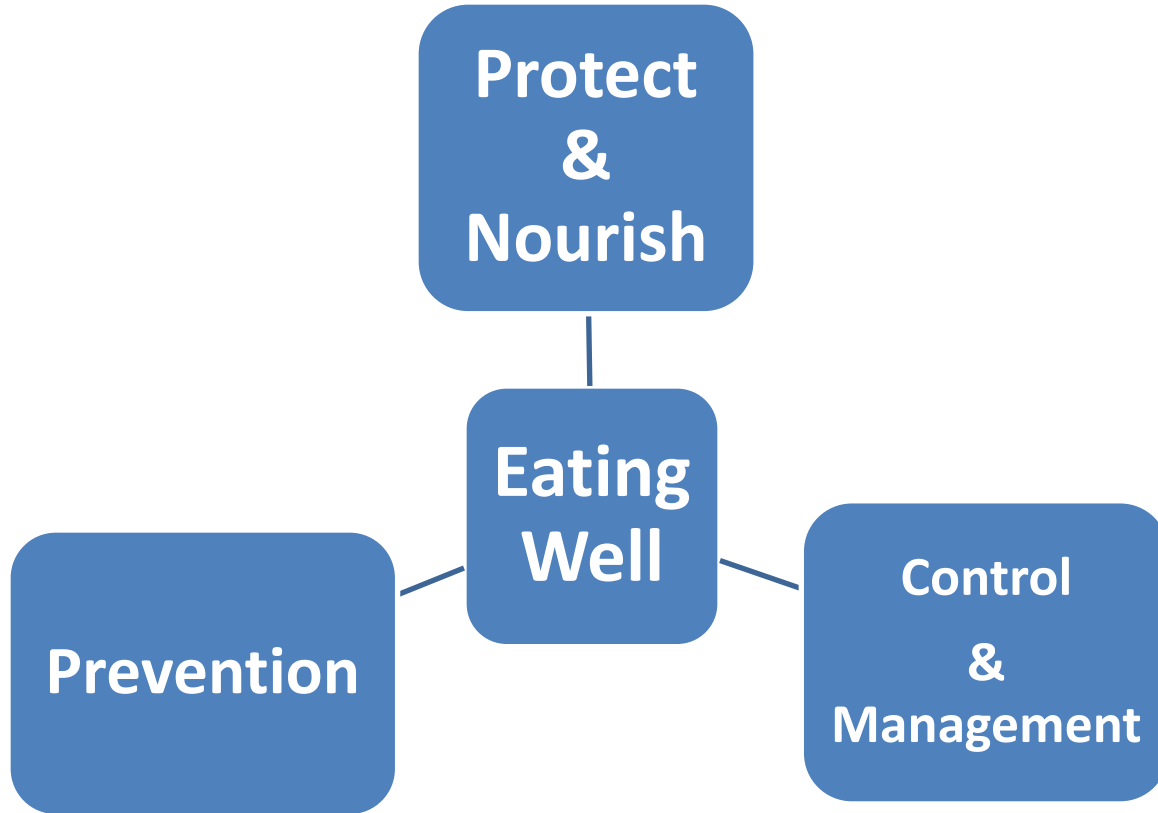
Unhealthy eating habits

→ Leading causes of Chronic diseases

“Chronic diseases are now a global threat to human health and it is the major cause of death worldwide.

*In October 2009, **WHO reported 60 million people die globally every year** and behind this figure **65% is due to chronic diseases.**”*





Eating well is Vital!

HOW?



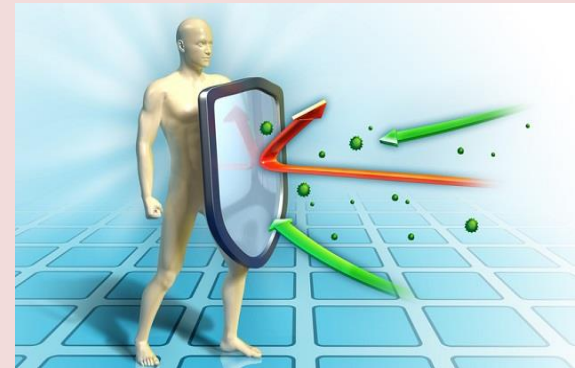
**Eat
A
Rainbow**

A vibrant, multi-colored rainbow arching across the bottom of the slide. The colors are red, orange, yellow, green, blue, and purple.



Why Rainbow ?

- Different variety of **vitamins and minerals**
- **Physically**
 - ✓ Essential nutrients and vitamins
 - ✓ Boost Immunity
 - ✓ Strengthen general health



Get Your 7 Colours For Optimal Health!

**RED****For Heart Health****PURPLE****For Anti-Ageing****GREEN****For Bone & Teeth Health****YELLOW****For Vision Health & Immunity****WHITE****For Good Cholesterol Level****BROWN****For Digestive Health****BLACK****For Memory**

Take the Next Step – Eating Well by 7 Colours

Not enough fruits and veggies

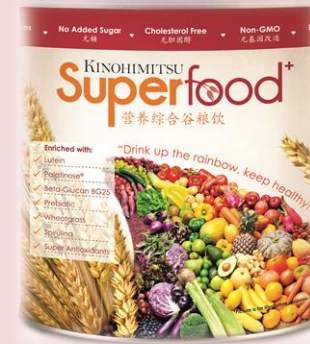


SUPERFOOD +



Enough fruits and veggies, you are ready:

INCLUDE MORE COLOURS.



HEALTHY
alternative to sugary
DRINKS

GET YOUR

100%
NATURAL



COLOURS

RAINBOW
blend of ingredients

ORGANIC
ingredients

ANTIOXIDANT
goodness

DELICIOUS

EXTRA SURGE
of ENERGY for
athletes

HEALTH &
WELLNESS
food

**NUTRITIONAL PUNCH FOR
THE ENTIRE FAMILY**

[Key Ingredients]

22 types

Multigrain Powder

(Organic Brown Rice, Organic Wheat Grains, Organic Oat, Organic Buckwheat, Black Glutinous Rice, Organic Black Buckwheat, Organic Red Brown Rice, Barley, Organic Wild Purple Rice, Organic Black Millet, Organic Wheat Germ, Organic Black Rice, Calrose Rice, Japanese Pearls Brown Rice, Organic Oat Germ, Sorghum, Glutinous Rice, Gorgon, Organic Calcium Rice, Organic Green Millet, Organic Millet, Rice)

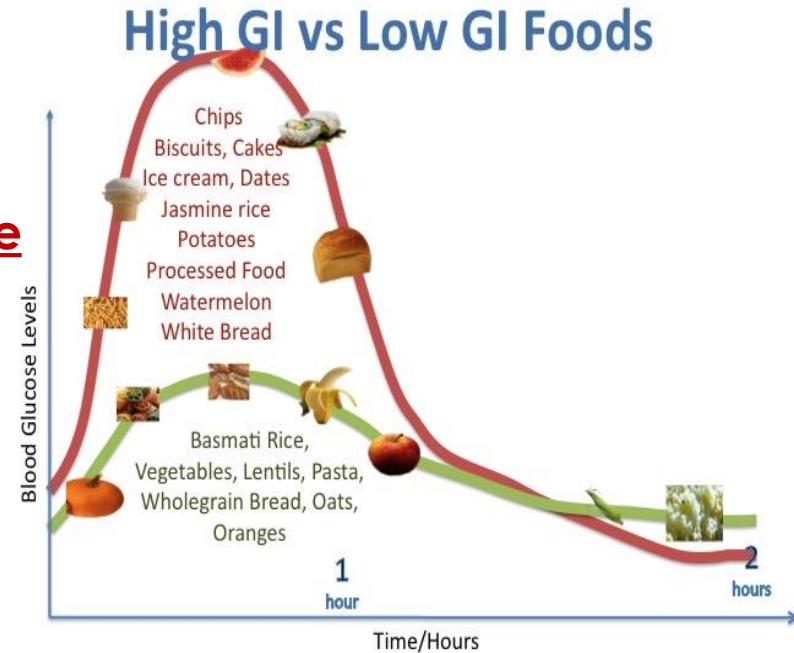
- High in **phytonutrients and fibers**
- Improving **digestive health**
- Proficient in **weight management**.



[Key Ingredients]

Palatinose® (Isomaltulose)

- Low GI carbohydrate
- Longer supply of energy
- Maintain healthy blood glucose levels
- Suitable for **diabetes** people



Graph adapted from: www.gisymbol.com (University of Sydney). Images from Microsoft Clipart.

[Key Ingredients]

Mixed Berries

(Blackberry, Raspberry, Blueberry, Elderberry)

- High in antioxidants aid in combating free radical.

Barley Beta-Glucan BG25

- Helps in cholesterol-lowering effect.

Organic Soy

- Two polyunsaturated fatty acids - linoleic acid (Omega-6) and linolenic acid (Omega-3)
- Regulate smooth muscle function in the body
- Maintain blood pressure levels.



[Key Ingredients]

Prebiotics FOS-Inulin (Synergy1®)

- Excellent source for **good intestinal health.**

Spirulina & wheatgrass

- High in anti-inflammatory and **purifying blood** properties to modulate immune functions.

Lutein

- Combat free radicals and filter damaging blue light to protect **retina and optic nerves.**





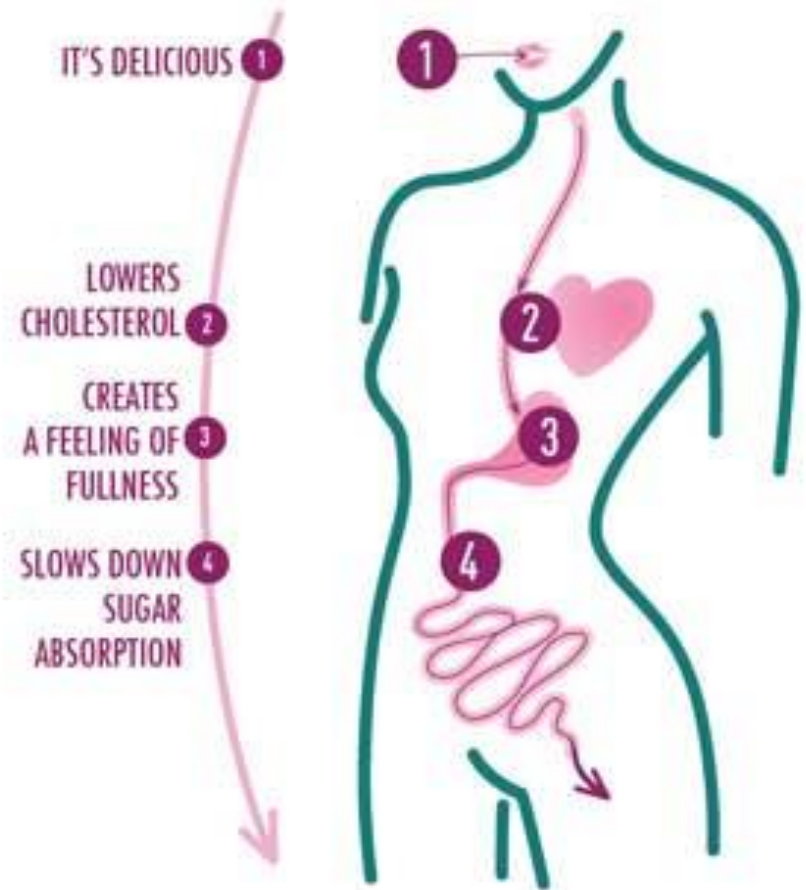
[Product USP]

COMPLETE CONSCIOUS COMPLEMENT CONVENIENCE

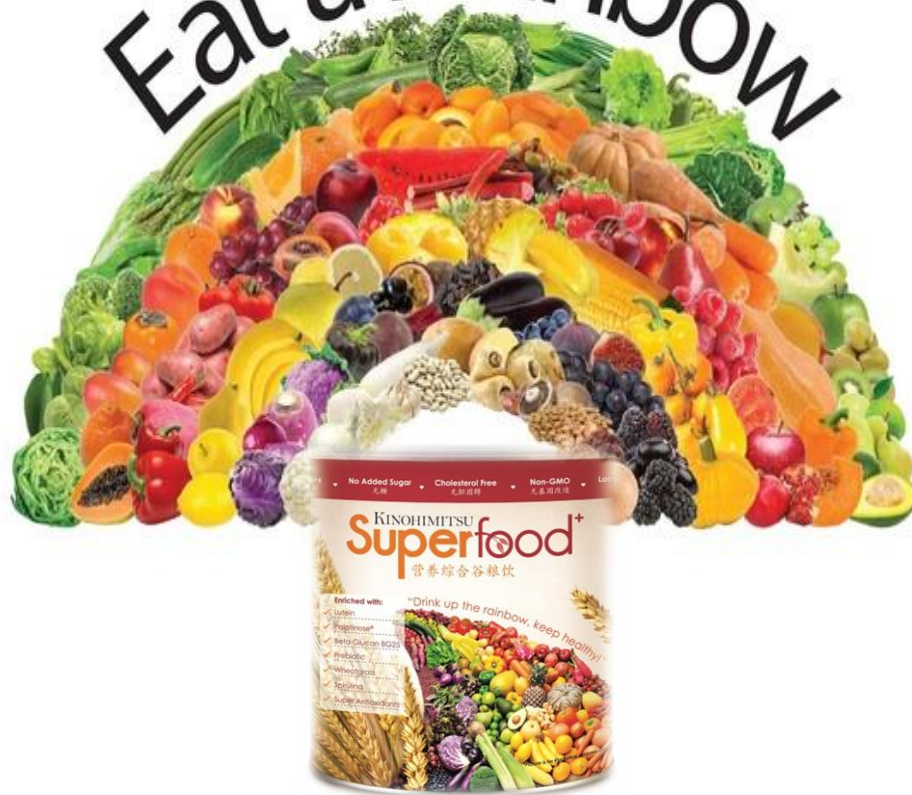
- ✓ **Nutrient - Dense Beverage**
- ✓ **NO** sugar added, **NO** creamer, **NO** artificial colouring, **NO** artificial flavouring
- ✓ Excellent taste
- ✓ Suitable for people with lactose intolerance
- ✓ Quick and easy

[Conclude: Product Benefits]

- 7 coloured - food ingredients in a cup
- Excellent source of protein and dietary fiber to provide satiety and fullness for control body weight.
- Containing barley beta-glucan BG25
- Strengthens immunity and improves gastrointestinal health.
- Rich in antioxidants, vitamins and minerals
- Promotes general health, eyes and skin health.
- Sustain-released energy, you will feel energetic throughout the day!



Eat a Rainbow



Have You Eaten Your
Rainbow Today?

KEEP CALM
AND
EAT
KINOHIMITSU
SUPERFOOD +

KINOHIMITSU

Thank You

