



KINOHIMITSU

2015 New Product

KINOHIMITSU



KINOHIMITSU MACA MEN

POWER SHOT FOR MEN

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Part 1: Market Insight

Part 2.0: Product Introduction

2.1: How it Works

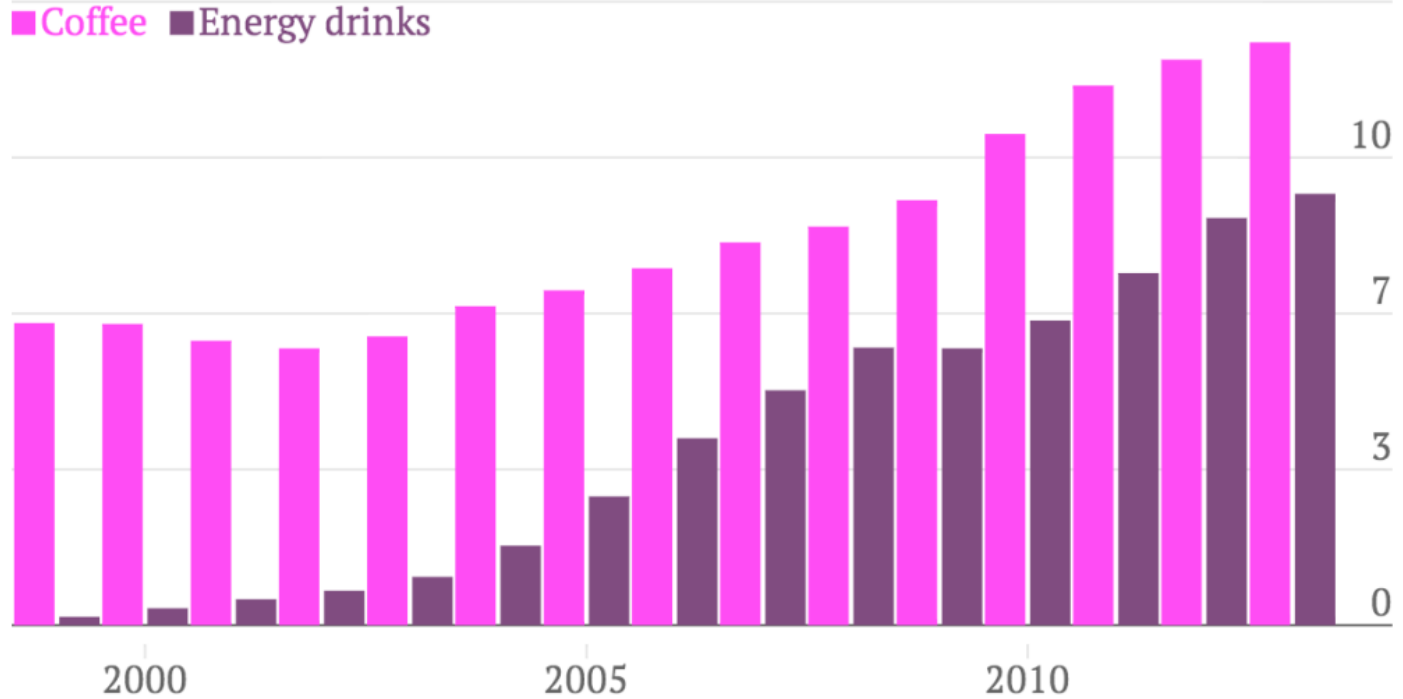
2.2: Key Ingredients

Part 1: Market Insight

US sales

■ Coffee ■ Energy drinks

\$13 billion

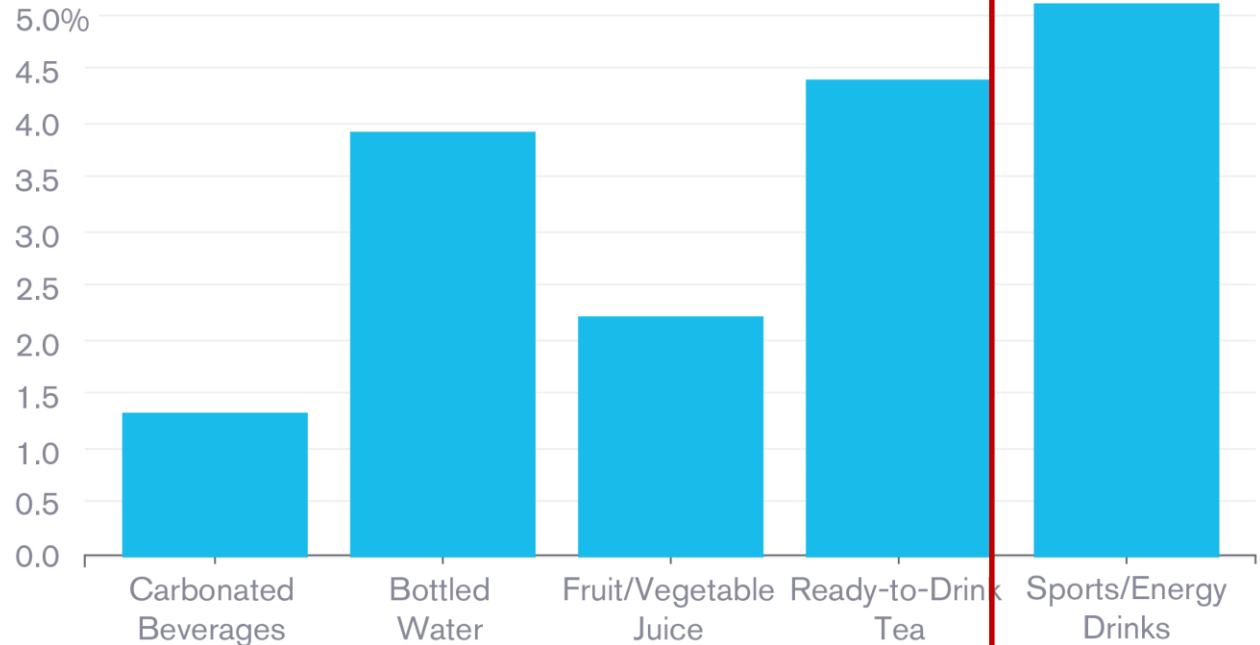


Quartz | qz.com

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 perspective view of a supermarket aisle. In the foreground, the metal frame of a shopping cart is visible. The aisle is lined with shelves filled with various products, including packaged goods and fresh produce. Several red signs with white text reading "BIG DEALS" are suspended from the ceiling. The floor is made of light-colored wood. The overall image has a motion blur effect, suggesting movement through the aisle.

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



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

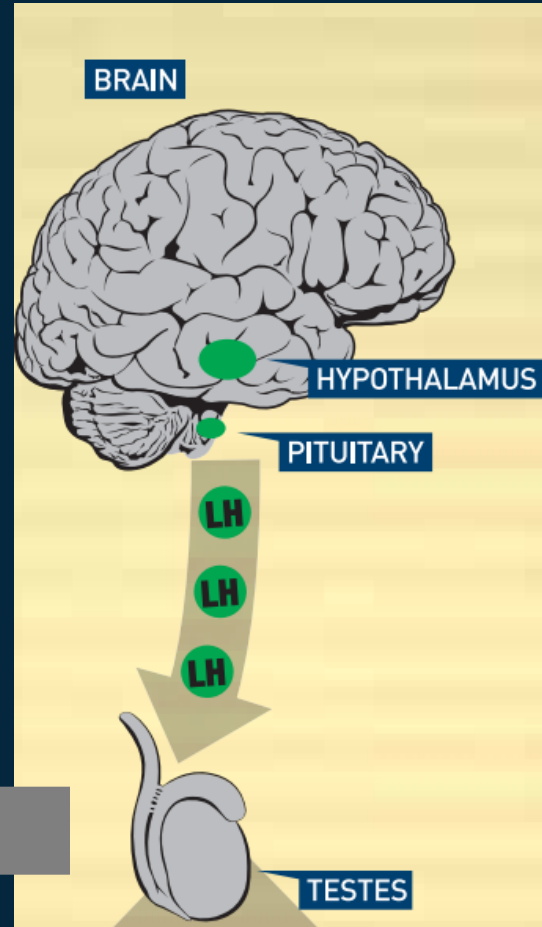


Peru

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

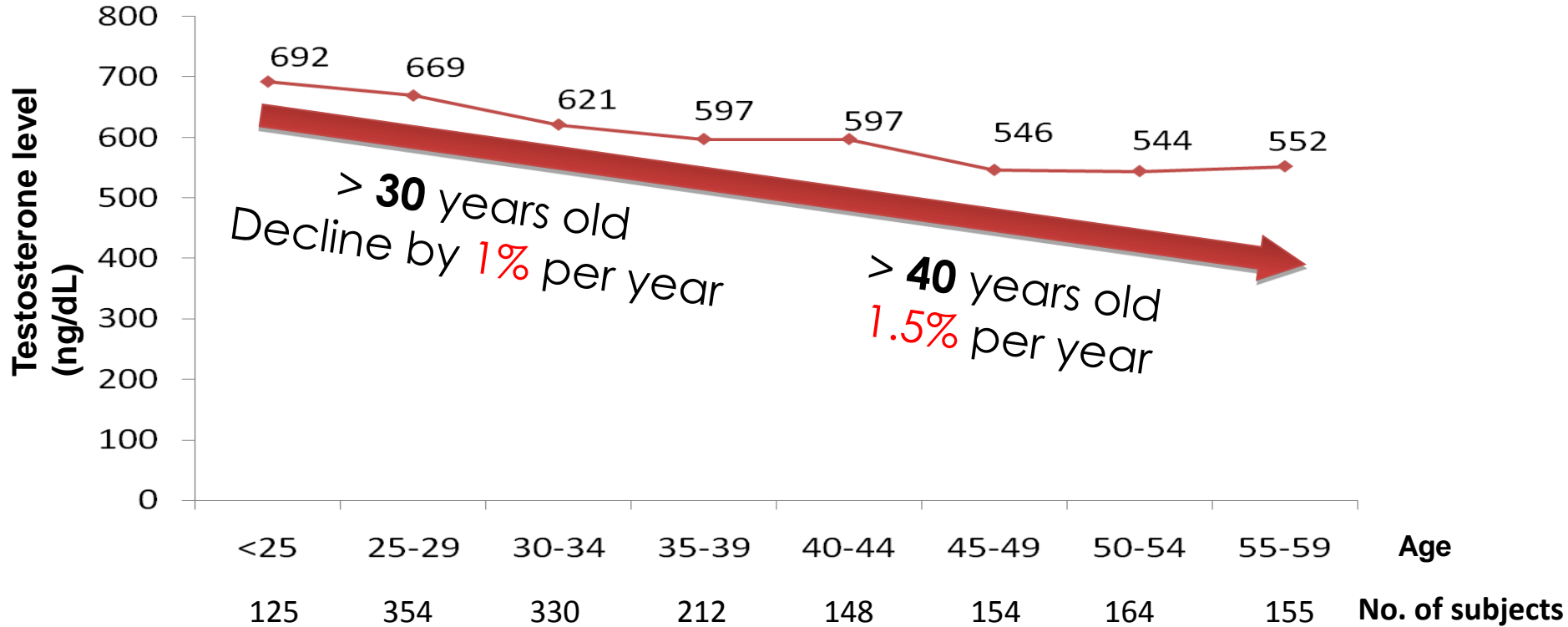
LH travels to the testes to stimulate the testosterone production process.

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



Thank you