



KINOHIMITSU

2015 New  
Product

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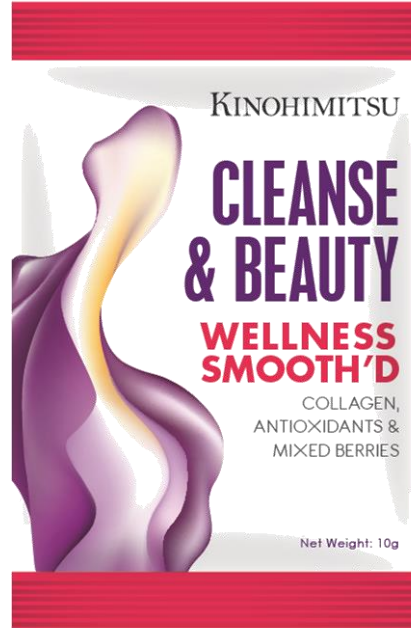
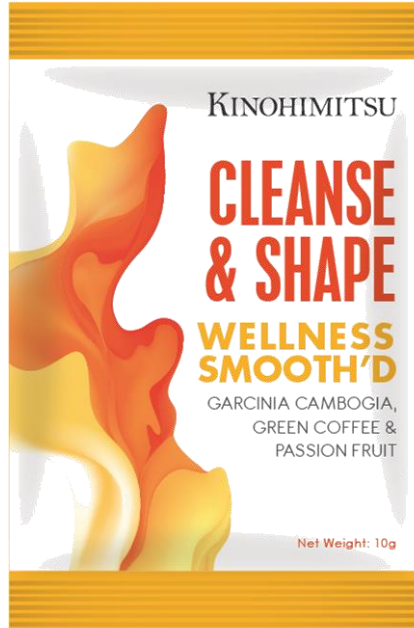
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# Wellness Smooth'D

## Cleansing On The Go



\* Draft artwork for illustration purpose only



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# Part 1 Product Introduction



**Actives**

Garcinia Cambogia Extract  
Green Coffee Extract

**Actives**

Organic Wheatgrass  
Spirulina



**Actives**

Collagen  
Acai Berry Extract  
Grape Seed Extract



**Product Name:** Kinohimitsu Wellness Smooth'D

**Pack Size:** 10g per sachet

**Flavor:** Passion Fruit, Kiwi, Mixed Berries

**Benefits:**

- ✓ Promote body's natural cleansing for fitness, health and beauty
- ❖ **Cleanse & Shape:** energy release, weight loss
- ❖ **Cleanse & Boost:** body pH alkalizer, boost immunity
- ❖ **Cleanse & Beauty:** nourish cells, anti-aging

**Key Ingredients:** Psyllium Husk & FOS

**Preparation:** Add 120ml of cold water



Part 2  
Why Do We Need  
Wellness Smooth'D?

# 21<sup>st</sup> Century: We are Living in an Era of Toxin Accumulation

Toxin is something that interferes with normal physiology and negatively impacts bodily functions. There are 2 types of toxins:

- Endotoxins (internal) – waste products from body functions
- Exotoxins (external) – human-made toxins

Toxins are everywhere – they sneak into our bodies when we...



breathe polluted air



eat bad food



touch and feel unnecessary chemicals

Our **POOR BODIES** and **MINDS** become overloaded!!!



Pesticides in vegetables and fruits



Hormonal drugs in meat



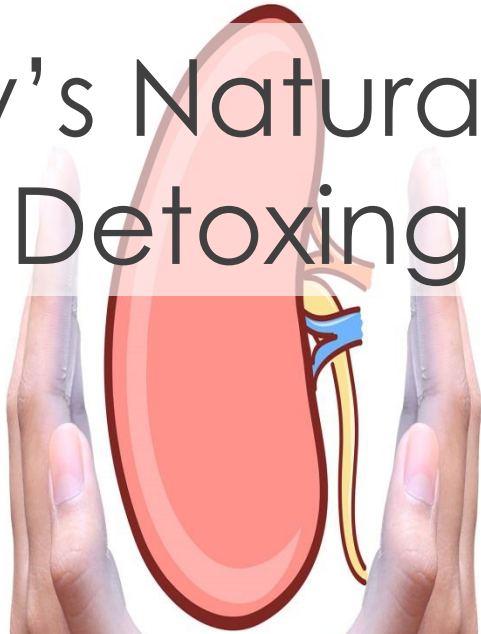
Chemicals, preservatives & high fats  
in processed food



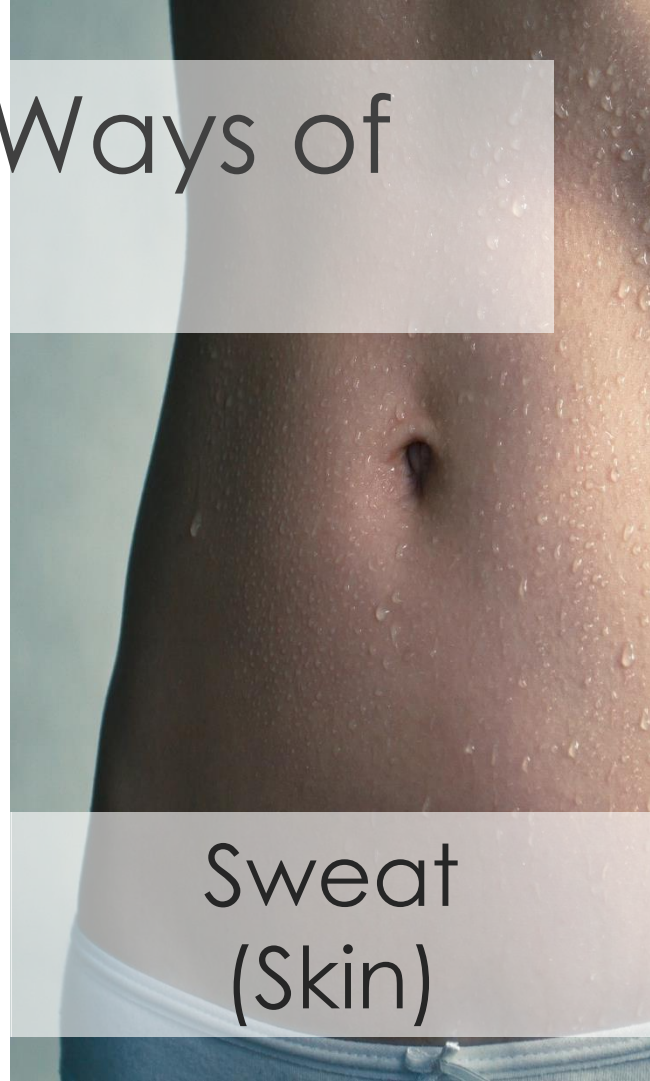
# Our Body's Natural Ways of Detoxing



Feces  
(Bile)



Urine  
(Kidneys)



Sweat  
(Skin)



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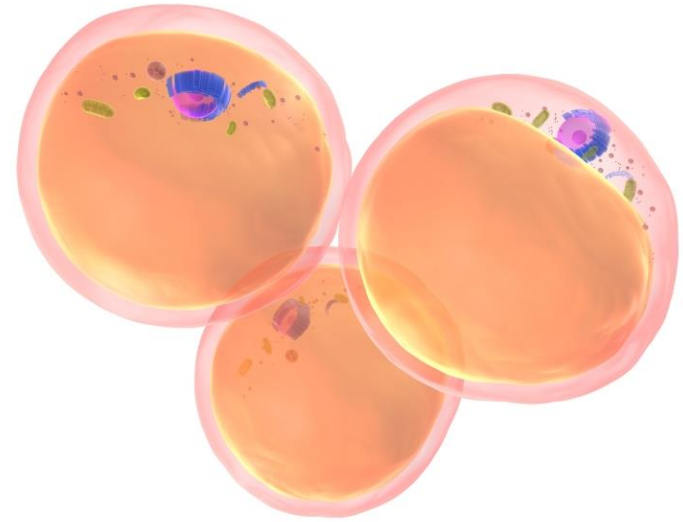
However, our city lifestyle of **stress, lack of exercise** and **late nights** causes even more burden to the body to **detox and fully remove** all the foreign toxins in the body.

Where do you think all the unremoved toxins are stored in your body?

## **FAT CELLS!!**

# Fat Cells – Storage for Toxins

- Fat soluble toxins that are absorbed into our body are stored in fat cells.
- Research shows proportional increase of toxic pollutants in the blood with weight loss.
- The leaner you are, the less storage sites you have available for toxins.



Fat Cells



Part 3  
How Does Wellness  
Smooth'D works?

# Cleansing – How it Works?

All smoothies contains **Psyllium Husk** (a bulk-forming fiber) and enriched with **prebiotic Fructo-oligosacharride (FOS)**.

FOS helps to increase intestinal bifidobacteria and maintain a good intestinal environment.

Psyllium Husk:  
Soaks up water in your gut

Makes bowel movements much easier & reduces transit time!

Feces will not become too hard from water absorption

Easier for feces to move through intestines

- Flatter tummy
- Clearer & smoother skin
- Improve energy levels
- Reset metabolism
- Natural weight loss
- Improve digestive health
- Improve insulin sensitivity
- Boost immunity
- Reduce cravings
- Improve whole body well-being

10 *Cleansing*  
*Goodnesses*

# Cleanse & Shape

## Garcinia Cambogia

- Improve fat burning ability & metabolism – release toxins from stored fats
- Energy from fat burning will provide an energy lift
- Reduce fatty acid and lipid synthesis

## Green Coffee

- Reduce absorption of carbohydrate, hence balancing blood sugar level and prevent insulin spikes



- Shape Silhouette
- Flatter Tummy

# Cleanse & Boost



- ✓ Boost Immunity
- ✓ Balance Body pH

## Organic Wheatgrass

- Known as “The King of Alkaline Food” because of its high alkalinity value of 66.4 (spinach is only 39.6).
- Helps balance and purify our body’s pH which are affected by released toxin in stored fat cells.

## Spirulina

- Contains powerful antioxidants that help combat cell and DNA damage that leads to cancer, heart disease and other chronic diseases.
- Boosts immunity with important nutrients



# Cleanse & Beauty



## Collagen

- Collagen is a protein found in our bones, teeth and muscles.
- Helps to lock in skin moisture, improve skin elasticity, hydration, smoothness and overall hair, nails and joints health.

## Acai Berry Extract, Grape Seed Extract, Apple Extract & Vitamin C

- Antioxidants work by encouraging cell and tissue growth and inhibiting further damage from free radicals (caused by cellular activities and sun exposure), hence promote youth from inside out.

# Direction of use



Just add **120ml of cold water!**

For a thicker consistency, leave for a few minutes for the psyllium husk to set.

Drink at least 2 – 3 liter of water throughout the day for optimum results.



# For Optimum Results

## Cleanse & Shape

Take in the **morning**. Increased metabolism and fat burning will provide an energy lift throughout the day.

## Cleanse & Boost

Take in the **afternoon**. Alkalizing greens helps balance and purify our body's pH which are affected by released toxin in stored fat cells.

## Cleanse & Beauty

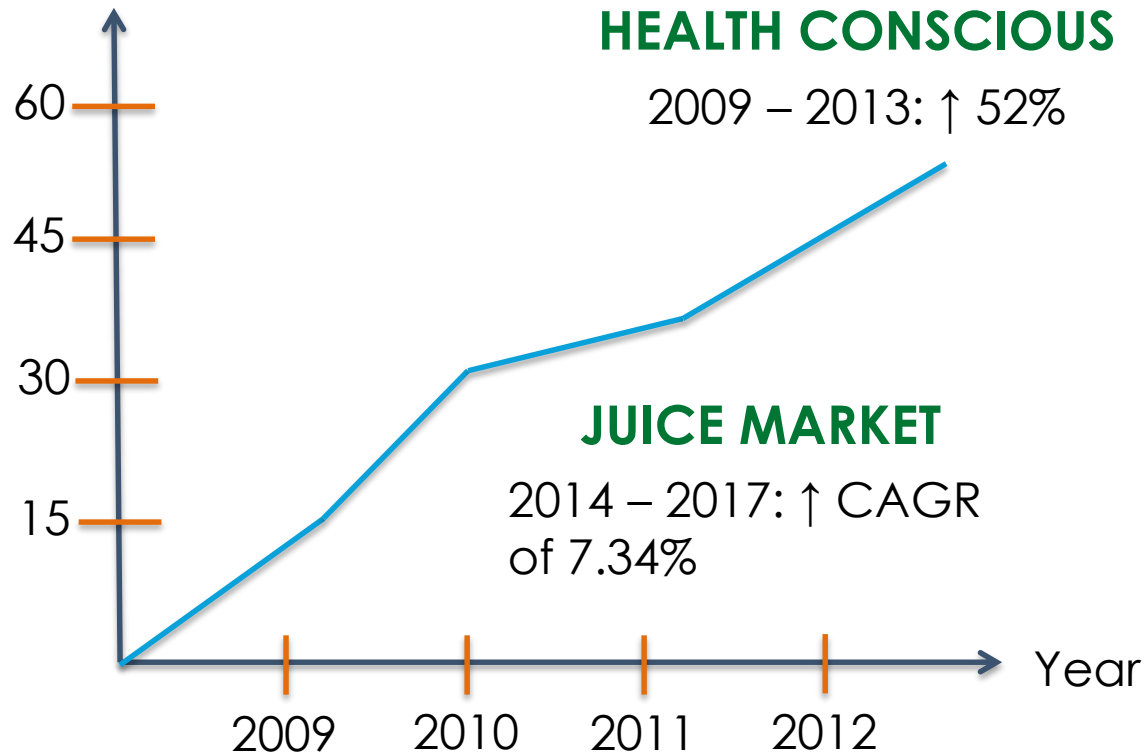
Take at **night**. Provides essential nutrients for cell regeneration which occurs during sleep.





# Part 4 Opportunities

% growth of health goods expenditure in Asia Pacific



Source: Euromonitor 2013, Mintel 2014

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# Healthy . Natural



Higher demand for “better-for-you” choices to quench their thirst or to supplement their diet.

Growth of juice category for better nutrient intake, glowing skin, lose a few inches and rejuvenate body.

Convenience becomes the driving factor to innovate new products.

Source: Mintel & Euromonitor 2014

# DIY – Convenient? Healthy?

## Juice Bars/Home Juicing



- Expensive: RM10 - 20/glass
- Long preparation time: buying and washing fruits, blending and washing the blender (~1 hour)
- Inconvenient
- Might contain chemicals and preservatives

## 100% Fruit Juices



- Made by the liquid portion of fruit, so the sugar is concentrated
- Natural fibers are removed
- Might cause powerful spikes in blood sugar - increased risk for type 2 diabetes, heart disease and overweight

## Bottled Drinks



- High in calories (140 calories)
- High amount of added sugar (40g)
- No health benefits
- Chemicals and preservatives

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# Your Right Choice

Healthy. Natural . Effective  
Safe . Convenient. Delicious

