



KINOHIMITSU

2015 New  
Product

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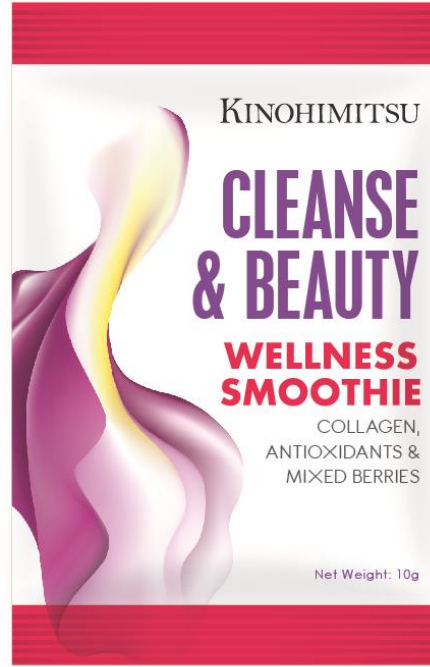
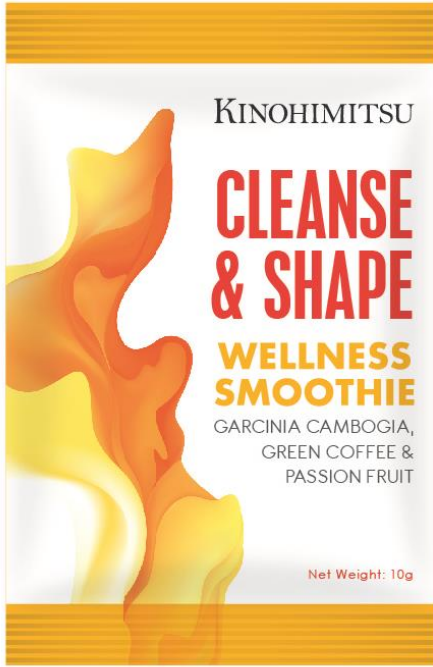
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# Wellness Smoothies

## Cleansing On The Go



\* Draft artwork for illustration purpose only

Part 1: Product Introduction

Part 2: Why Do We Need It?

Part 3: How Does It Work?

Part 4: Opportunities

Part 5: Q&A

Part 6: Market Survey



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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 Smoothies

**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 Smoothie?

# 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

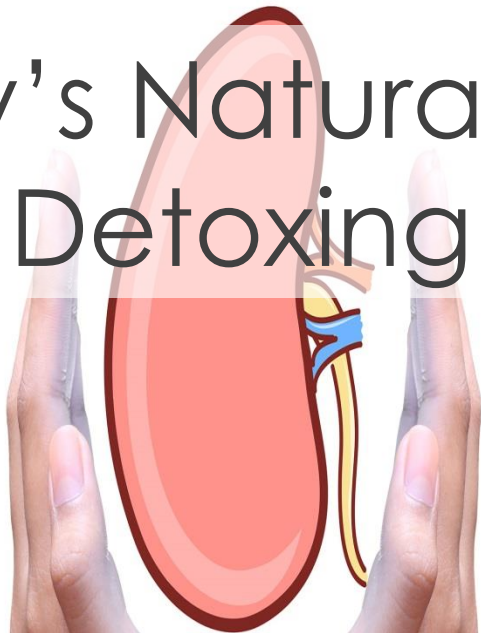


Chemicals, preservatives & high fats  
in processed food

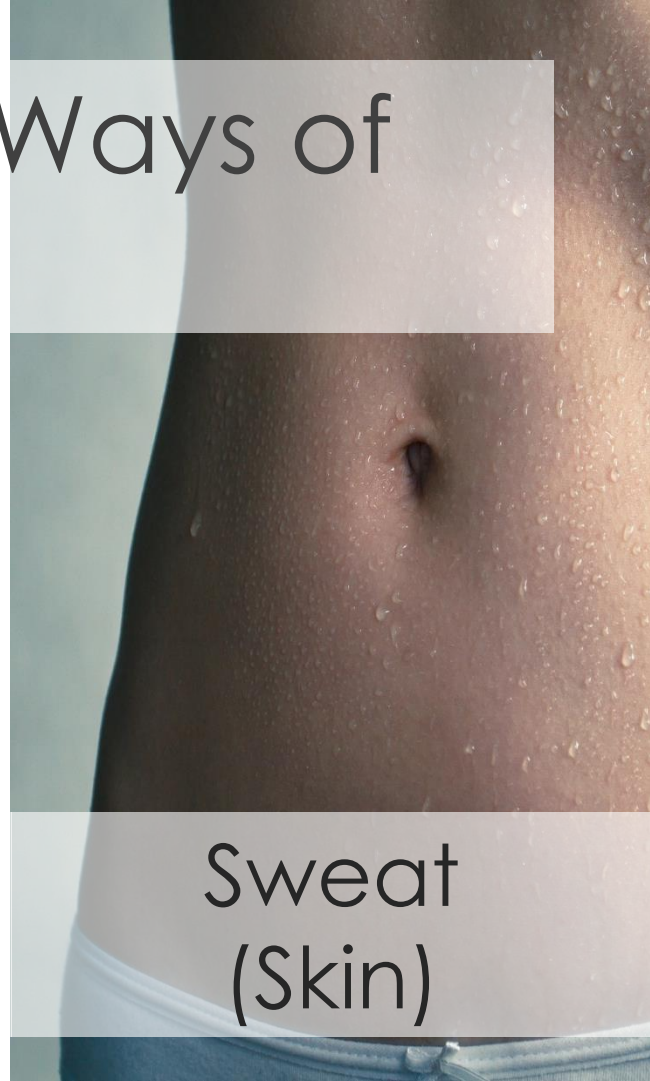
# Our Body's Natural Ways of Detoxing



Feces  
(Bile)



Urine  
(Kidneys)



Sweat  
(Skin)



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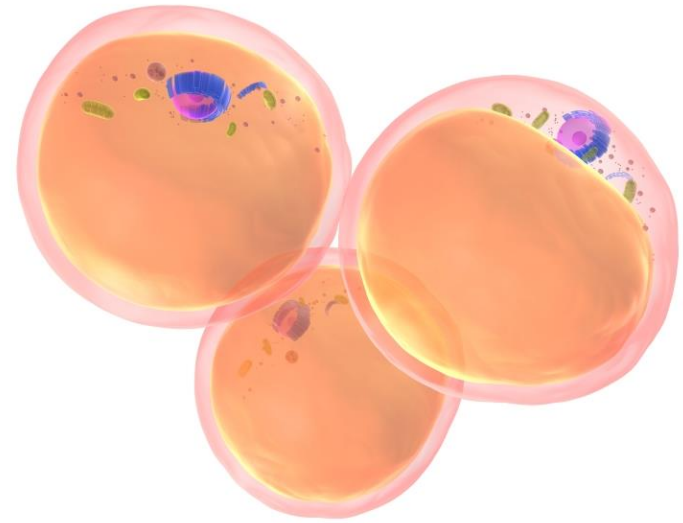
However, our city lifestyle of **stress, lack of exercise** and **late nights** causes even more burden to the body to **detox and fully remove** all the foreign toxins in the body.

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 Smoothie 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 helps 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

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When more fiber is consumed, the bowel transit time is **shorter**. It also means

- = stools become softer (no constipation)
- = toxic waste leaves the body faster
- = reducing toxins absorption into our body



A healthy balanced diet with fibers will promote a healthy weight – means **less fat cells** and less storage sites for toxins!



Health  
Benefits

of

Cleansing

- ✓ Kick start weight loss
- ✓ Reduce cravings
- ✓ Provide satiety
- ✓ Balance blood sugar & cholesterol level

As **Psyllium Husk** expands, it occupies more space in your stomach. Hence, you feel fuller and have less cravings!

Research shows that Psyllium Husk helps in body weight reduction, cholesterol and blood sugar level.



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HEALTHY  
BODY

HEALTHY  
MIND

When toxins are removed, you will look and feel fresher. Like a well-oiled machine, your body will function better than ever before!

- ✓ Improve metabolism
- ✓ Increases the body's absorption of vitamins and nutrients
- ✓ Increases energy & concentration
- ✓ Improve whole-body well-being



- Kick start to flatter and firmer tummy
- Improve metabolism
- Reduce appetite & cravings
- Provide satiety
- Improve digestive health
- Increases energy & concentration
- Increases the body's absorption of vitamins and nutrients
- Naturally balance blood sugar & cholesterol level
- Improve bowel movement and prevent constipation
- Improve whole-body well-being

10 Goodness  
of Cleansing

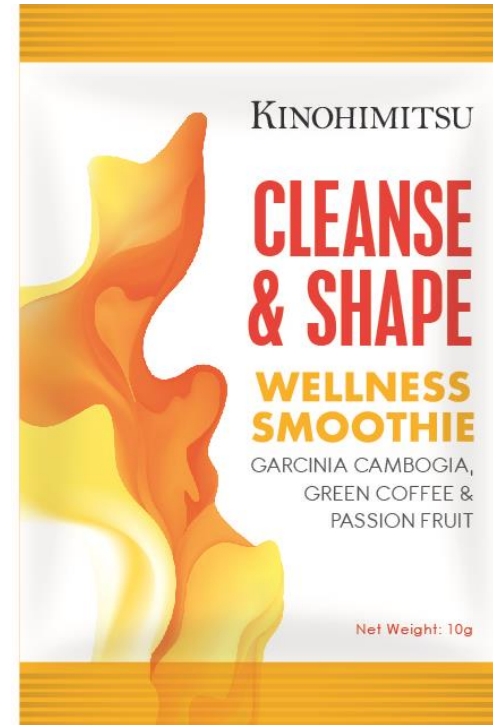
# Cleanse & Shape

## Garcinia Cambogia

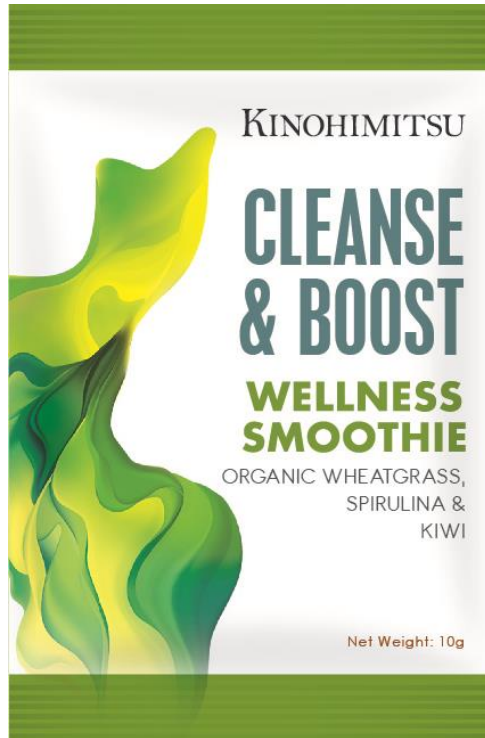
- Improve fat burning ability & metabolism – release toxins from stored fats
- Energy from fat burning will provide an energy lift
- Reduce fatty acid and lipid synthesis

## Green Coffee

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



# Cleanse & Boost



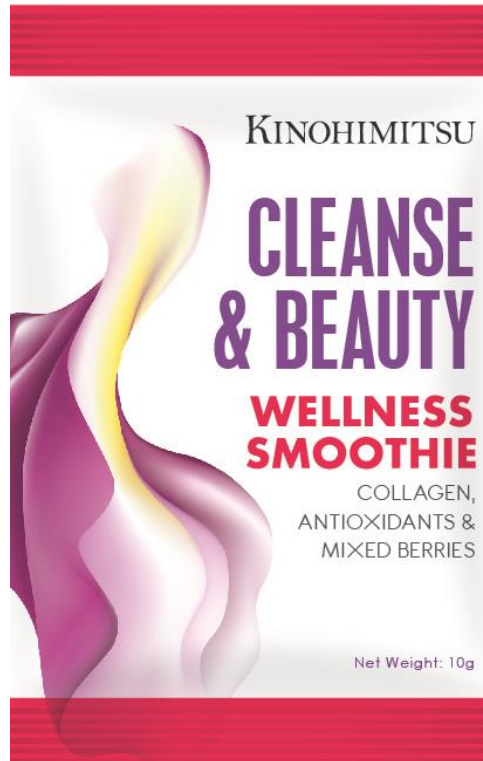
## Organic Wheatgrass

- Known as “The King of Alkaline Food” because its 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



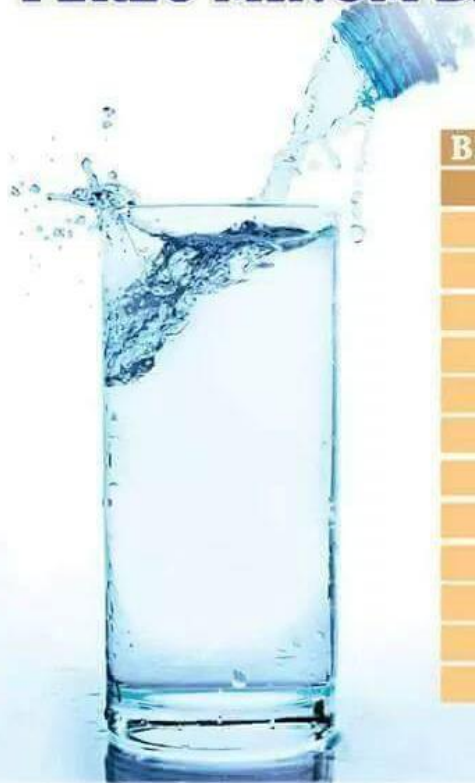
Just add **120ml of cold water!**

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.



# BERAPA BANYAK AIR YANG ANDA PERLU MINUM DALAM SATU HARI



BERAT BADAN (KG)	AIR (L)
45	1.9
50	2.1
55	2.3
60	2.5
65	2.7
70	2.9
75	3.2
80	3.5
85	3.7
90	3.9
95	4.1
100	4.3



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# For Optimum Results



## Cleanse & Shape

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



## Cleanse & Beauty

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

## 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.





# 2-Day Expert Deep Cleansing Plan

Once wake up: 500ml plain water

## **Breakfast: Cleanse & Shape (Passion Fruit) x 2**

- Fat burning will provide an energy lift throughout the day

In between: 1 liter of plain water

## **Lunch: Cleanse & Boost (Kiwi) x 2**

- To balance the body's pH offset by toxin released in fat cells

In between: 1 liter of plain water

## **Dinner: Cleanse & Beauty (Mixed Berries) x 2**

- For cell regeneration which occurs during sleep

After dinner: 500ml plain water

For optimal benefits, it is recommended to fast throughout the plan. If needed, snack on healthy fruits and vegetables such as avocado, apples, berries and carrots. Repeat 1 month once.

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## Why Expert Cleanse?

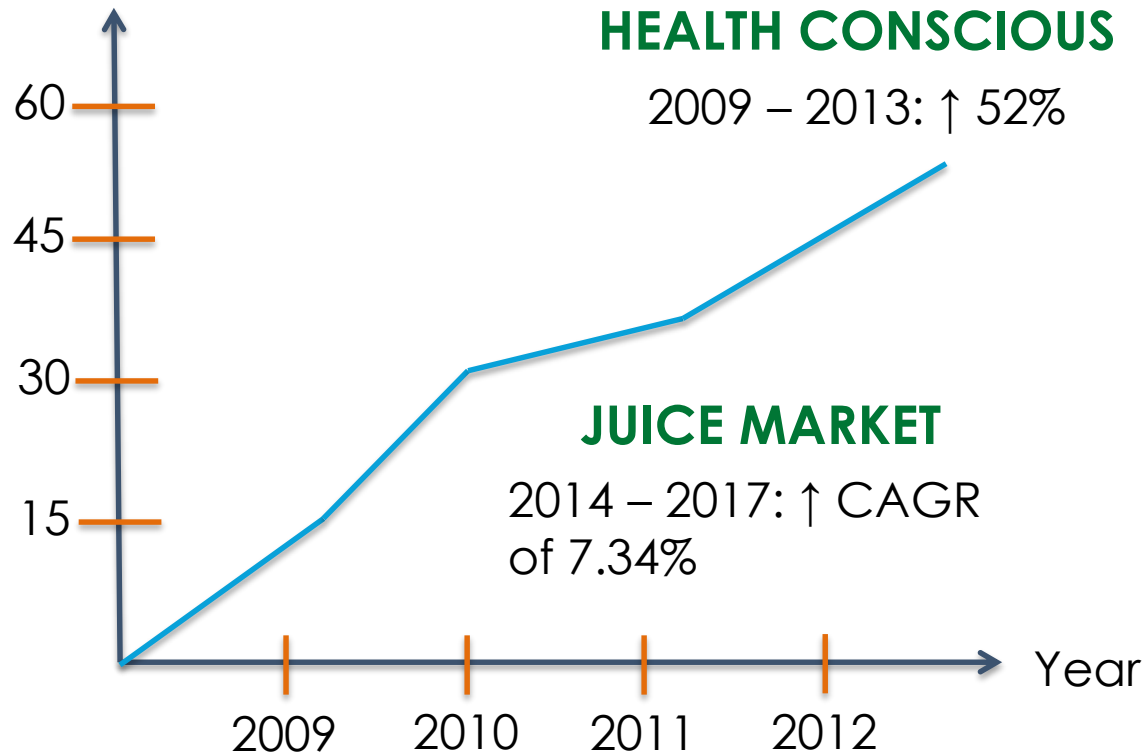
- An Expert Cleanse gives the body the break that it deserves from stress, lack of exercise, late nights and unhealthy food choices (we all are guilty as charged). But without you undergoing any intense form of diet, starvation or deprivation.
- Without burdening our body with the workload of digestion, the energy is focused towards defense and cleaning. Toxins, trash and junk that have been accumulated throughout the years will be flushed out, promoting healing & renewal of body, spirit & mind.

Extracted from Clean  
Alejandro Junger, M.D.



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- Effective? Safe?



An 88-year-old Chinese women was rushed to the emergency department in a coma after consuming 1.0 – 1.5 kg of raw bok choy daily for several months. She was diagnosed with severe hypothyroidism. Doctors suspect that the breakdown products of glucosinolates cause an inhibitory effects on the thyroid.

**Self-cleansing without proper knowledge will cause harm.**

**Our smoothies are carefully formulated for safe and effective cleansing!**

# 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

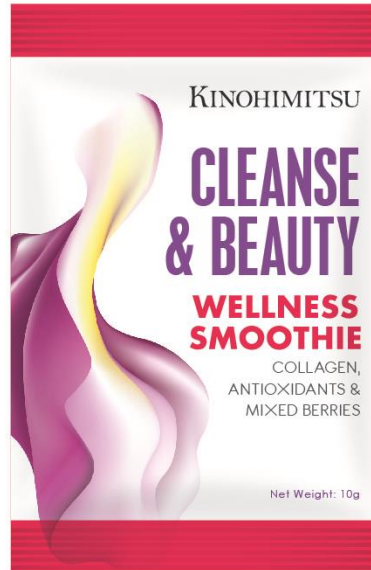
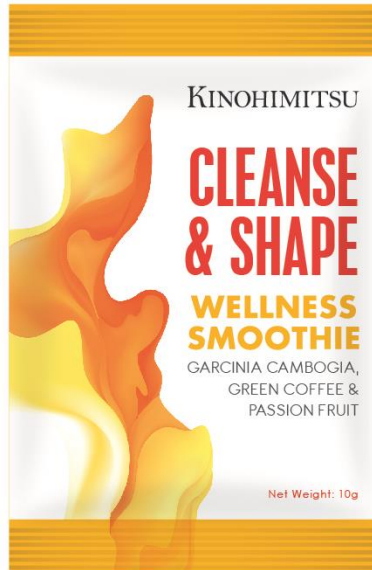
## Bottled Drinks



- 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**





# Marketing Ideas

- marketing campaign/advertisement or posted & shared online
- Sugar Cleanse – beat your sugar addiction!
- Weekend Cleanse – look radiant by Monday
- Skin Detox
  - 3 quick steps daily to radiant glowing skin
- 2 days of 1 Minute Cleanse



**SUGAR DETOX:**  
**TIPS FOR BEATING**  
**SUGAR**  
**ADDICTION**



**DR OZ'S 48-HOUR**  
**WEEKEND CLEANSE SHOPPING LIST**



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Part 5  
Q&A

# Q&A

## **Q1. Is Psyllium Husk a laxative?**

**A:** Laxatives are substances that loosen stools and increase bowel movements. Psyllium Husk is a bulk-forming fiber. Some patients take it as a natural laxative.

## **Q2. Is it suitable for diabetic patients?**

**A:** Wellness Smoothie does not contain any added sugar. We would suggest to consult your health care professional or physician should you have any doubt.

## **Q3. Is the Expert Cleansing plan suitable for gastric patients?**

**A:** ...





## **Q4. What is the recommended water intake a day?**

**A:** As Psyllium Husk absorbs water during digestion, it is recommended you drink a lot of water for optimal health. 45 – 70kg: 2 – 3 L. 71kg and above: > 3 L.



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# Part 6 Market Survey

Brand	KINOHIMITSU Wellness Smoothie	NH Vege F'bre Plus	Negative Calorie Natural Fibre	KITSUI Belly Loss Fiber
				
Ingredients	Garcinia Cambogia, Green Coffee, Spirulina, Wheatgrass, Barley Grass, Collagen, Acai Berry Ext, Grape Seed Ext, Apple Ext, Vitamin C, Psyllium Husk, FOS.	Soluble Fruit Fibre, Soluble Vegetables Fibre (Broccoli, Spinach), Semen Plantago Ovata, <b>Fructose</b> , Wheatgrass, <b>Citric Acid</b> , Vitamin C, Chlorophyll.	Inulin, Oligosaccharide, Psyllium Husk, Lemon powder, Barley grass, Chlorophyll, Celery, Wheatgrass, Asparagus, Vitamin C, Sucralose.	<b>Fructose, Dextrose Monohydrate</b> , Psyllium Husk, <b>Maltodextrin, Fibersol</b> , Orange powder, <b>Citric Acid, Tricalcium Phosphate, Guar gum</b> .
Pack size	10g x 15 sachets	15g x 15 sachets	15g x 15 sachets	15g x 15 sachets
Price (\$)	RM 79.90	RM 63.35	RM 74.05	RM 41.10
Direction of use	Cleansing and health maintenance: 1 sachet daily Expert Cleansing plan: 3 sachets a day	Detoxification and health maintenance: 1 sachet on alternate day Slimming and constipation: 1 sachet daily	Detoxification and health maintenance: 1 sachet daily 2 week slimming plan: 2 sachets daily	Detoxification and health maintenance: 1 sachet on alternate day Slimming and constipation: 1 sachet daily
Price per day	RM 5.33 – RM 15.99	RM 4.22	RM 4.94 – RM 9.88	RM 2.74
Recommended for	Cleansing, slimming, health maintenance, beauty, bowel regularity	Detoxification, health maintenance, slimming, bowel regularity	Detoxification, health maintenance, slimming	Detoxification, health maintenance, slimming, bowel regularity