



HOWARU® SHAPE

Feel Like Yourself, While Naturally Trimming Inches from Your Waist

Help Consumers Feel Great While Improving Their Body Shape

Consumers have a strong desire to manage their weight proactively. In fact, in 2016 the global weight loss supplement market was an almost \$5 billion category and growing¹. For consumers, this is not about dieting, but about overall wellness while keeping fit and looking good.

A Majority of Global Consumers are Struggling with Weight



Consumer research conducted by DuPont reveals 54% of the global market identifies with being a “Weight Struggler”². These are consumers motivated to lose weight for their health, but need help. They have tried in the past to lose weight without success and they are looking for a way to lose weight and keep it off without sacrificing taste or feeling guilty.

Product Attributes

10B CFU

Bifidobacterium lactis
(HOWARU B420™)

- ⊙ Controls body and trunk fat mass
- ⊙ Promotes an increase in Akkermansia (linked to lean and healthy body weight)
- ⊙ Controls waist circumference



A Clinically-Documented Probiotic + Prebiotic for Weight Management

In a study published in EBioMedicine, compared to placebo, HOWARU® Shape (10B CFU *B. lactis* B420™ alone or in combination with 12g of prebiotic fiber Litesse® Ultra™ polydextrose) reduced body fat mass, trunk fat mass, waist circumference, and energy intake in overweight adults³. The six-month gold-standard study conducted at four leading research centers demonstrated that both the probiotic alone and probiotic in combination with prebiotic fiber reduced total body fat compared to placebo. This was coupled with a reduction in an important target area of the body—the waistline. These impressive results were obtained with no change to participants' diet or exercise habits.

Key Findings

(combination product vs. placebo)

- ✓ 4.5% reduction in total body fat mass
- ✓ 6.7% reduction in trunk fat
- ✓ 1 inch (2.6 cm) reduction in waist circumference

References

Stenman, Lotta K.; Lehtinen, Markus J.; Meland, Nils, Christensen; Jeffrey E., Yeung, Nicolas; Saarinen, Markku T.; Courtney, Michael; Burcelin, Rémy; Lähdeaho, Marja-Leena; Linros, Juri; Apter, Dan; Scheinin, Mika; Kloster Smerud, Hilde; Rissanen, Aila; Lahtinen, Sampo; Probiotic With or Without Fiber Controls Body Fat Mass, Associated With Serum Zonulin, in Overweight and Obese Adults—Randomized Controlled Trial, EBioMedicine (2016; 13: 190-200), doi: 10.1016/j.ebiom.2016.10.036.

1. Euromonitor International Jan 2017. Weight Loss Supplements Category.
2. Source: HealthFocus, Intl., Shopping for Family Health Global Segmentation Analysis, Oct. 2014
3. Probiotics Patent family: WO2010/146568 and WO2011/013106 European patent applications filed April 2016: EP16165376 + EP16165379

*Based on 134 participants who completed the intervention with at least 80% study product compliance and no antibiotic use, as predefined in the study protocol.

HOWARU® Shape study design

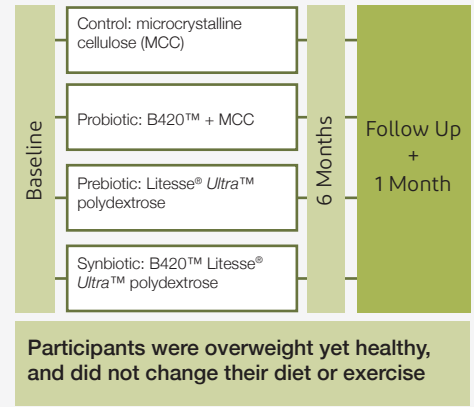
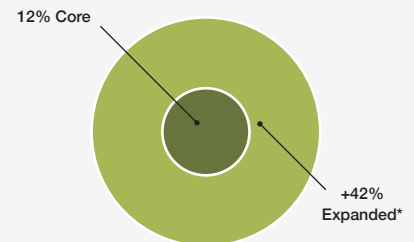


Figure adapted from Stenman *et al.* 2016

Weight Strugglers 54% Total Market



*Possess one or more, but not all defining characteristics of the core.

Clinical results indicate HOWARU® Shape*

	B420™	B420™ + Litesse® Ultra™
Has a weight management benefit	✓	✓
Reduced body fat mass	✓	✓
Increased lean mass		✓
Reduced energy intake	✓	✓
Reduced trunk fat mass	✓	✓
Reduced waist circumference	✓	✓

* As compared to placebo

Figure adapted from Stenman *et al.* 2016



www.howaru.com

HOWARU® Shape | HO 9049-2 • 04.19

© 2021 by International Flavors & Fragrances Inc. IFF is a Registered Trademark. The information contained herein is based on data known to IFF or its affiliates at the time of preparation of the information and believed by them to be reliable. This is business-to-business information intended for food, beverage and supplement producers, and is not intended for the final consumer of a finished food, beverage or supplement product. The information is provided "as is" and its use is at the recipient's sole discretion and risk. It is the recipient's sole responsibility to determine the suitability and legality of its proposed use of IFF products for its specific purposes. Information and statements herein shall not be construed as licenses to practice, or recommendations to infringe, any patents or other intellectual property rights of IFF or others. IFF HEREBY EXPRESSLY DISCLAIMS (I) ANY AND ALL LIABILITY IN CONNECTION WITH SUCH INFORMATION, INCLUDING, BUT NOT LIMITED TO, ANY LIABILITY RELATING TO THE ACCURACY, COMPLETENESS, OR USEFULNESS OF SUCH INFORMATION, AND (II) ANY AND ALL REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, WITH RESPECT TO SUCH INFORMATION, OR ANY PART THEREOF, INCLUDING ALL REPRESENTATIONS AND WARRANTIES OF TITLE, NON-INFRINGEMENT OF COPYRIGHT OR PATENT RIGHTS OF OTHERS, MERCHANTABILITY, FITNESS OR SUITABILITY FOR ANY PURPOSE, AND WARRANTIES ARISING BY LAW, STATUTE, USAGE OF TRADE OR COURSE OF DEALING.




OUR HOWARU® PROMISE

As a trusted global leader in probiotic solutions, we offer the broadest range of robust, clinically-studied strains. You can be confident that our extensive portfolio, strong consumer insights, and unmatched global support and services make us your ideal partner in probiotic innovation.






Our Strains Area:

- ✓ Backed by Science
- ✓ Identified with complete genome. Every strain has been sequenced and fully assembled
- ✓ Tested for virulence and toxigenic properties and the absence of antibiotic resistance transfer potential
- ✓ Tested for toxicity to confirm safety for human consumption
- ✓ Formulated and evaluated to ensure viability through end of shelf life
- ✓ Generally Recognized as Safe (GRAS) or FDA notified without objection as a New Dietary Ingredient
- ✓ Manufactured in the USA under FDA Good Manufacturing Practices

Exceptional Quality

-  High Performance
-  High Stability
-  High Functionality

Our Areas of Expertise

-  Women
-  Weight Management
-  Immune
-  Oral
-  Digestive
-  Brain

Howaru
www.howaru.com

© 2021 by International Flavors & Fragrances Inc. IFF is a Registered Trademark. The information contained herein is based on data known to IFF or its affiliates at the time of preparation of the information and believed by them to be reliable. This is business-to-business information intended for food, beverage and supplement producers, and is not intended for the final consumer of a finished food, beverage or supplement product. The information is provided "as is" and its use is at the recipient's sole discretion and risk. It is the recipient's sole responsibility to determine the suitability and legality of its proposed use of IFF products for its specific purposes. Information and statements herein shall not be construed as licenses to practice, or recommendations to infringe, any patents or other intellectual property rights of IFF or others. IFF HEREBY EXPRESSLY DISCLAIMS (I) ANY AND ALL LIABILITY IN CONNECTION WITH SUCH INFORMATION, INCLUDING, BUT NOT LIMITED TO, ANY LIABILITY RELATING TO THE ACCURACY, COMPLETENESS, OR USEFULNESS OF SUCH INFORMATION, AND (II) ANY AND ALL REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, WITH RESPECT TO SUCH INFORMATION, OR ANY PART THEREOF, INCLUDING ALL REPRESENTATIONS AND WARRANTIES OF TITLE, NON-INFRINGEMENT OF COPYRIGHT OR PATENT RIGHTS OF OTHERS, MERCHANTABILITY, FITNESS OR SUITABILITY FOR ANY PURPOSE, AND WARRANTIES ARISING BY LAW, STATUTE, USAGE OF TRADE OR COURSE OF DEALING.

