The Leading Cause of Death in the World is Heart Disease

(World Health Organization - 2012)

80% of Diabetics will die of CVD

The most significant problem of our times: Cardio Metabolic Syndrome

"The epidemic proportion of Cardio Metabolic Syndrome and its subsequent downstream impact on the cardiovascular system, renal system, cerebrovascular system, immune system, and on cancer diagnoses collectively herald a catastrophic impact on the world population with anticipated tens of millions of avoidable deaths."

"Considering the health and economic factors projected..., the forecast is dismal and bodes poor for humanity as a whole. Unless concerted efforts...are carried out by the world community to address this silent and little noted epidemic, the cost in lives lost may be in excess of those caused by natural disasters, man-made disasters, accidental deaths and even major conflicts and wars. The ever-growing dimension of this health problem justifies a global "call-to-arms.""
What’s Driving this Megatrend?

*Increasing Fat = Increasing Body Mass Index (BMI = Weight/Height)*

Why are we getting fatter?

**Diet, Microbiome, Metabolic Dysfunction**

- High Carbohydrate Diet
- Change in Microbiome
- Endotoxemia
- Inflammation & Insulin Resistance
- Metabolic Dysfunction

- Overweight & Obese
- Dyslipidemia
- Diabetes
- CVD
Correlation between body-weight and gut microbial ecology

Humans

Obese – More Firmicutes

Lean – More Bacteriodetes

Who Are We Aiming to Help?

Overweight and Obese Individuals (BMI ≥ 27 kg/m²) who have findings suggestive of cardiometabolic dysfunction including:

- Visceral adiposity defined as a waist circumference ≥ 35 inches for women and ≥ 40 inches for men
- Decreased High Density Lipoprotein Cholesterol defined as HDLc < 50 mg/dl for women and < 40 mg/dl for men
- Increased Low Density Lipoprotein Cholesterol defined as LDLc ≥ 100 mg/dl or medication for high cholesterol
- Elevated Triglycerides defined as TG ≥ 150 mg/dl
- Increased blood glucose defined as ≥ 100 mg/dl or medication for high blood sugar
- Increased Blood Pressure ≥ 135/85 mm or medication for high blood pressure

Lifestyle is IN.FORMation.

Unlock your true potential!
High Phyto-Pro Diet

- Encourages quality protein-rich foods, and phytonutrient-packed vegetables and quality fats.
- 5 meals and snacks are eaten daily to support stable blood sugar and insulin levels.
- Portion controlled diet in which servings of allowed foods are counted; this results in lower total caloric intake.
- Limits sugars, refined carbohydrates, and grains.
- Improves insulin management which reduces hunger and cravings—reduces hyper/hypo glycemic swings.

### DAILY MEAL PLAN

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>TOTAL DAILY SERVINGS</th>
<th>SERVING SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meal Protein</td>
<td>3</td>
<td>Palm Size</td>
</tr>
<tr>
<td>Snack Protein</td>
<td>2</td>
<td>1/2 Palm Nise</td>
</tr>
<tr>
<td>Vegetables</td>
<td>6</td>
<td>1/2 - 1 cup</td>
</tr>
<tr>
<td>Fresh Greens</td>
<td>5 ounces</td>
<td>Varies</td>
</tr>
<tr>
<td>Fruit</td>
<td>1</td>
<td>Varies</td>
</tr>
<tr>
<td>Legumes (optional)</td>
<td>1</td>
<td>1/2 cup</td>
</tr>
<tr>
<td>Dairy (optional)</td>
<td>1</td>
<td>Varies</td>
</tr>
<tr>
<td>Oils/Fats</td>
<td>5</td>
<td>Varies</td>
</tr>
<tr>
<td>Water</td>
<td>Half of your body weight</td>
<td>Up to 100 ounces</td>
</tr>
</tbody>
</table>

### IN.FORM Nutritional Supplements

- CardioxLDL two capsules with dinner
- Berberine-IR one capsule three times per day with meals
- Probiotic 11 one capsule two times per day after meals
- Super Supplemental two tablets two times per day with meals
- Super Omega one softgel two times per day with meals
A DAY IN THE LIFE...

<table>
<thead>
<tr>
<th>Breakfast</th>
<th>Lunch</th>
<th>Dinner</th>
</tr>
</thead>
<tbody>
<tr>
<td>IN.FORM Berberine</td>
<td>IN.FORM Berberine</td>
<td>IN.FORM Berberine</td>
</tr>
<tr>
<td>IN.FORM Probiotic</td>
<td>IN.FORM Probiotic</td>
<td>IN.FORM Probiotic</td>
</tr>
</tbody>
</table>

2 Metabolic Age Support Shakes (count as servings of protein)

**BREAKFAST:**
- 1 IN.FORM Berberine
- 1 IN.FORM Probiotic

**LUNCH:**
- 1 IN.FORM Berberine
- 1 IN.FORM Probiotic

**DINNER:**
- 1 IN.FORM Berberine
- 1 IN.FORM Probiotic
- 1 Cardio Kit

**IN.FORM Protein Shakes**

- 2 Shakes per day
  - Replaces 1 Meal
  - Replaces 1 Snack

**Protein Feature-Set**
- 20 grams of protein
- 2 grams of phytosterols
- Low glycemic load
- Potent multi-vitamin and mineral core
- 3 Protein Sources (Soy, Whey, or Vegetarian)
Exercise Program

Basal metabolic rate

Activity thermogenesis

Thermic effect of food

Kcal/day

0

1000

2000

3000

Non-exercise Activity Thermogenesis

Exercise Plan Basics

- Utilizes a pedometer and a daily log of steps/activity
- Focus on aerobic/movement exercising, but personalized with added resistance training and flexibility exercises

Goals:
- 5,000 steps per day (about 2.5 miles)
- 5 days per week exercise at a moderate intensity
IN.FORM Coach-driven Group Experiences

- A series of weekly classes focused upon fostering the group experience during education and behavioral change
- Topics vary from Diet and exercise instruction to goal setting and long-term maintenance of change
- A full curriculum has been developed in conjunction with Hughes Center staff and experts in nutritional counselling

IN.FORM Lifestyle Change Program

- High Protein, High Phytonutrient Diet
- Exercise Program
- IN.FORM Coach-driven Group Experiences
- Cutting Edge Science-based, Research-substantiated Nutritional Supplements
- IN.FORM Study Design

... and PROVE IT!
Clinical Trial Design - Overview

<table>
<thead>
<tr>
<th>Phase</th>
<th>Subject Visit Details</th>
<th>Trial Week 0</th>
<th>Trial Weeks 1-13</th>
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<tbody>
<tr>
<td>Recruitment</td>
<td>Screening</td>
<td>IN.FORM Diet</td>
<td>IN.FORM Program</td>
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<tr>
<td>Trial Week 0</td>
<td>Baseline Evaluations (Vitals signs, Body Composition and Lab)</td>
<td>IN.FORM Diet</td>
<td>IN.FORM Program</td>
</tr>
<tr>
<td>Trial Weeks 1-13</td>
<td>Counseling: Weekly Evaluations (Vitals signs, Body Composition and Lab) at weeks 9 and 13</td>
<td>High Phyto-Pro Diet</td>
<td>High Phyto-Pro Diet</td>
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<tr>
<td></td>
<td></td>
<td>• Physical activity</td>
<td>• Physical activity</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Group Support</td>
<td>• Group Support</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• IN.FORM Shakes and Supplements</td>
<td>• IN.FORM Shakes and Supplements</td>
</tr>
</tbody>
</table>

55 total visits with Hughes Center clinical staff

Who Was Eligible?

Generally Healthy People with Cardiometabolic Risk Factors:
- Men and women ≥ 18 and ≤ 65 years old
- Body Mass Index ≥ 28.5 kg/m² and < 40 kg/m²
- Waist circumference ≥ 35 inches for women and ≥ 40 inches for men
- Elevated LDLc ≥ 130 mg/dl
- Subjects must have one of the following criteria:
  - Decreased HDLc defined as HDLc < 50 mg/dl for women and < 40 mg/dl for men
  - Elevated TG defined as TG ≥ 130 mg/dl
  - Increased blood glucose defined as blood glucose ≥ 100 mg/dl
  - Elevated HOMA score defined as ≥ 2.0

Supplement Arm Had Greater Fat & Weight Loss

27.8%* Fat Mass Lost or 26.4 Pounds of Fat!

11.9% Weight Reduction (26.4 Pounds)*

7.8% Weight Reduction (17.8 Pounds)*

P=0.0172

* p<0.0001

13.7%* Fat Mass Lost or 11.8 Pounds of Fat!
Competitor Comparison: Weight Loss

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Program Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitor A</td>
<td>26 Weeks</td>
</tr>
<tr>
<td>Competitor B</td>
<td>26 Weeks</td>
</tr>
<tr>
<td>Competitor C</td>
<td>26 Weeks</td>
</tr>
<tr>
<td>Competitor D</td>
<td>26 Weeks</td>
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<tr>
<td>Competitor E</td>
<td>8 Weeks</td>
</tr>
<tr>
<td>Competitor F</td>
<td>12 Weeks</td>
</tr>
<tr>
<td>Competitor G</td>
<td>12 Weeks</td>
</tr>
</tbody>
</table>

📍 Up to 2.5 times greater weight loss with IN.FORM Program!

*P<0.05; **P<0.01; †P<0.001; ‡P<0.0001

Competitor Comparison: Total Cholesterol

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Program Length</th>
</tr>
</thead>
<tbody>
<tr>
<td>Competitor B</td>
<td>12 Weeks</td>
</tr>
<tr>
<td>Competitor C</td>
<td>12 Weeks</td>
</tr>
</tbody>
</table>

📍 Up to 2.2 times greater total cholesterol reduction with IN.FORM Program!

*P<0.05; **P<0.01; †P<0.001; ‡P<0.0001

InForm Scale Validation

- Kal vs. Baseline
- Body Fat vs. Metabolic Age
- Metabolic Age vs. Baseline Age

Note: Strictly Company Confidential Proprietary Information

30 outliers removed using an iterative Grubbs method with the alpha set to 0.05
2 outliers removed using an iterative Grubbs method with the alpha set to 0.05