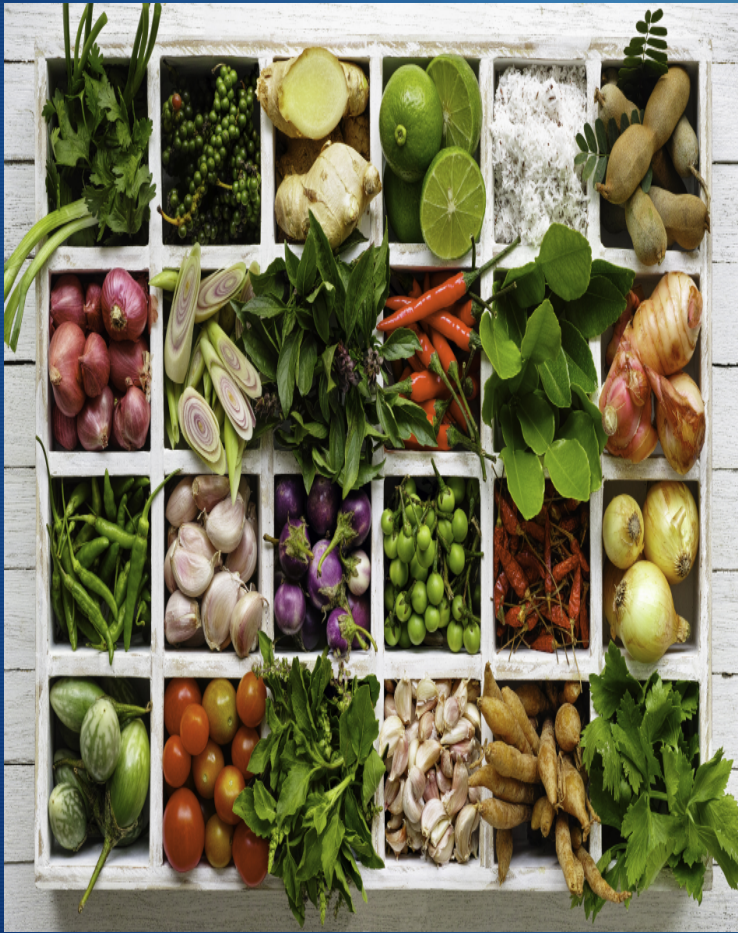




adult life

a scientific edge

Believe in Nutrition



- With local and international demand for nutritional dairy powders increasing rapidly for adults, an opportunity to develop a range of products with a scientific edge exists.
- Consumer focus on health and nutrition and the aging populations throughout the world and the recent pandemic make the timing of such a launch important for the concerning younger, middle age and elderly adults.
- Governments in all countries are realising that investing in preventative care is an initiative that will save lives, improve wellbeing and increasingly saves society billions of dollars.

Scientifically formulated. Emphasis on strong immunity



- 💧 We have formed relationships and built partnerships with leading research teams globally.
- 💧 Our range of scientifically formulated nutritional products is designed to nourish the body of all adult ages based on premium ingredients.
- 💧 The dairy component is sourced from Victorian dairy farms. A balanced blend of macro and micronutrients, vitamins, minerals and selected bioactive proteins uniquely acquired from international research and technological companies.

Pro Physical

High Protein

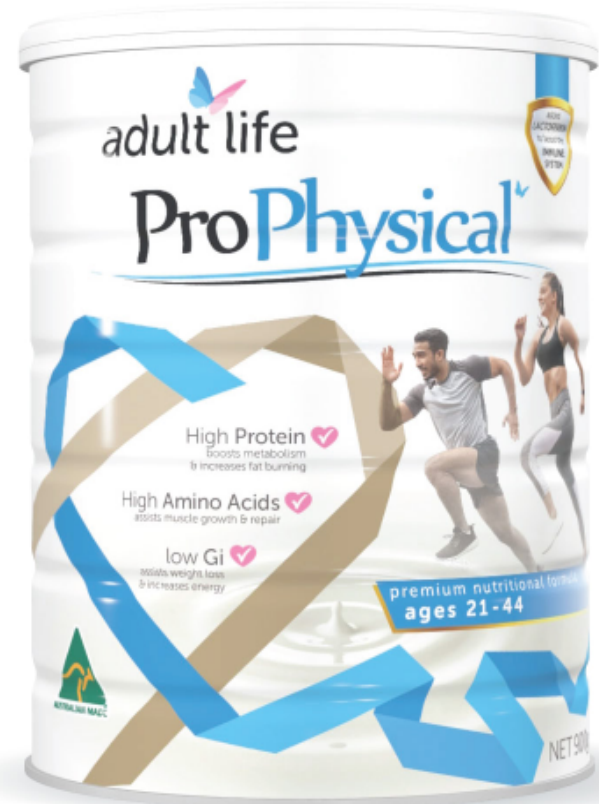
Protein is one of the foundational nutrients that make up your body.

Every cell in your body relies on protein to function and particularly muscles, during physical exertion.

Protein is essential for healing, building and repairing cells and body tissue.

Without protein, your body starts to break down muscle mass and bone strength.

A diet high in protein can protect you from losing muscle.



Women's Health

Iron carries oxygen in the body, aids in the reproduction of red blood cells, supports immune function.

Calcium makes and keeps your bones and teeth strong and helps muscles function.

Magnesium maintains normal muscle and nerve function, keeps your heart rhythm steady, supports a healthy immune system.

Vitamin A ensures the proper development and function of your eyes, skin, immune system.



Pro Active

Prebiotic fibres help feed and strengthen probiotic bacteria.

Taking the two in combination can help make your probiotics more effective.

Prebiotics and probiotics support the body in building and maintaining a healthy colony of bacteria and other microorganisms, which supports the gut and aids digestion.

Probiotics are friendly bacteria that are essential in maintaining a healthy digestive system and boosting vitality. They support our immune system and protect us from getting sick!



Nucleotides

Nucleotides are found naturally in human breast milk. Nucleotides are non-protein nitrogenous compounds that play a role in almost all biological processes; they are the building blocks for DNA and RNA. Nucleotides have been identified as conditionally essential nutrients to achieve optimal growth, repair and maintenance of tissues. Nucleotides improve the maturation of the immune system and the gut.



Pro Longevity

For people in this age 65+ category, maintenance is the key.

Reasons the following are added to the formula.

Lactoferrin

Omega 3 fatty acids

High in Vitamins & Minerals

Amino acids

FOS & GOS



The Elderly

Antioxidant to support immune health

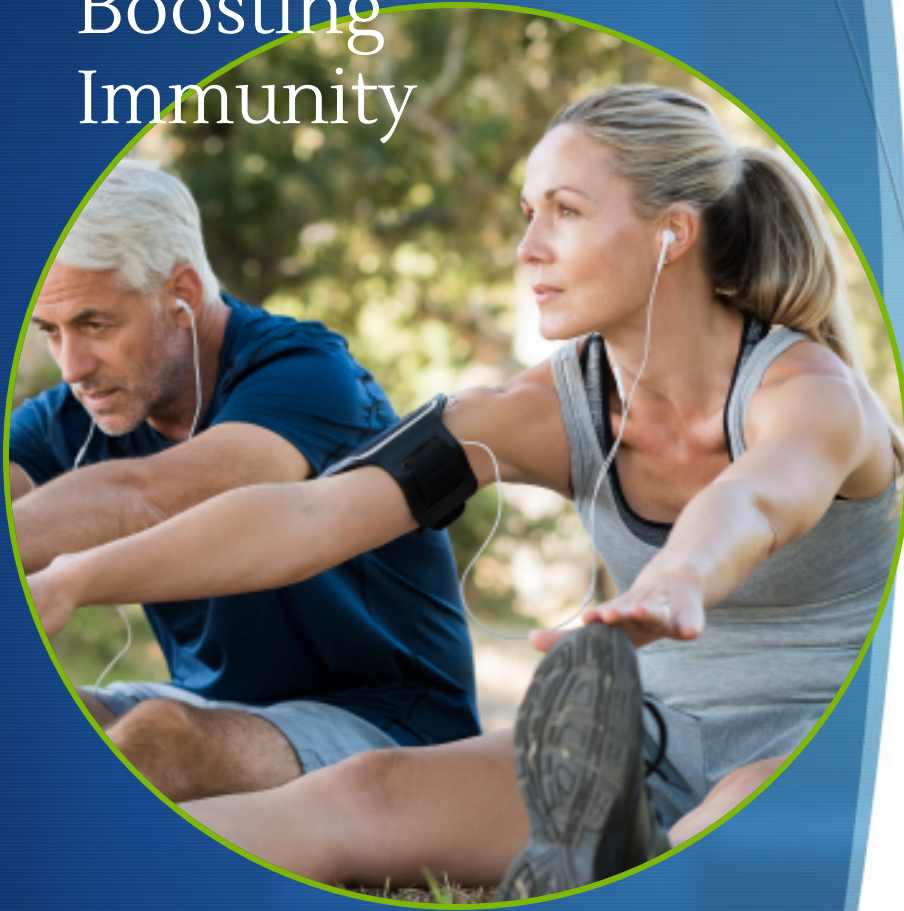
FOS & GOS prebiotic & probiotic to build and maintain immune health

High Iron & Calcium are necessary to support bone structure

Vitamin D strengthens the deterioration of normal muscle function.



Boosting Immunity



Lactoferrin

An abundant whey protein is present in human breast milk.

Lactoferrin key pathogen-fighting property is its ability to sequester iron. Many pathogenic bacteria thrive on iron, and lactoferrin stops the bacteria's progress by making iron unavailable to them.

Lactoferrin functions as a natural antioxidant by binding to free ferric ions and inhibiting the formation of free radicals.

Lactoferrin has a demonstrated inhibitory effect on a number of viruses and is thought to bind directly to viral particles and inhibit their replication. It has been shown to have anti-inflammatory effects and build a stronger immune system.

Omega - 3



EPA and DHA may affect aspects of cardiovascular function, inflammation, peripheral artery disease, major coronary events, and anticoagulation.

EPA and DHA have been linked to promising results in prevention, weight management, and cognitive function in those with very mild Alzheimer's disease.

Omega-3 fatty acids have also been tied to numerous benefits for heart health, reducing blood pressure and lowering cholesterol.

Pro Fast Meal Replacer

Developed with the health-conscious in mind.

We have combined the goodness and health benefits of our adult nutritional powders and created an advanced meal replacer formula.

If you have goals to reduce weight and lead an active and healthy lifestyle this is a good beginning then progress to either the -

Pro Physical or the *Pro Active* along with regular exercise you will maintain your optimum weight range and feel more energised.



Shake & Smoothie Options



Energy Nutritional shakes can be as simple as adding the required scoops of powder to a glass of hot or cold water or milk and stirring.

A tasty cream vanilla flavour.
Or make an Energy Smoothie.

- ❑ Add the powder to a blender
- ❑ add water or milk.
- ❑ add ½ a banana some berries.
- or
- ❑ add teaspoon of cocoa and honey.

So many healthy flavour options.

Enjoy one for breakfast or before exercise and another

Australian Dairy. Scientific R & D

We have 40 years dairy industry experience firstly manufacturing premium ice cream and yogurts then establishing a Nutritional infant & adult formula company in 2011.

We have invested extensively in research & development capabilities here and overseas.

We have established an alliance with a leading local and internationally acclaimed dairy company prominent in regional Victoria and Australian dairy farming and processing.

Along with our investigative team, we have access to immense technical support and a range of dairy ingredients that are unmatched in the world.



Advantages of “adult life” *Pro range!*



Our competition

Ensure and Sustagen.

Both have high levels of added sugars, and both have low health benefits. We have formulated using advanced nutrients, for example, Lactoferrin, DHA & RHA, Omega 3 fatty acid and Nucleotides.

We have responded concerning issues facing the younger and aging adult population, including ingredients that will build, protect and energise the immunity system levels.

Marketing & Distribution Opportunities

Each country may require different marketing strategies. Our plan in Australia-

Pro Physical: Direct marketing to the fitness industry which includes health and sporting clubs.

Pro Active: National independent pharmacy groups.

Pro Longevity: Direct selling. Aged Care, hospitals and medical clinics.

Pro Fast: Tiered direct selling. Which includes, mothers groups and kinder garden and child care centres.

Online: Plan to have an online presence however it is to play a more of a supportive role to the direct marketing opportunities.

