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.

Your daily challenge
- Helping your consumer manage their weight naturally
- Tailor-made products for consumers looking to lose weight and inches from their body
- Formulating your products with clinically-documented probiotics
- Safe and efficacious probiotics for your products


**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 probiotic fiber Litesse® Ultra™ polydextrose) reduced body fat mass, trunk fat mass, waist circumference, and energy intake in overweight adults. 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.

**Clinically demonstrated benefits of HOWARU® Shape** (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

**HOWARU® Shape study design**

<table>
<thead>
<tr>
<th>Control: microcrystalline cellulose (MCC)</th>
<th>Probiotic: B420™ + MCC</th>
<th>Prebiotic: Litesse® Ultra™ polydextrose</th>
<th>Symbiotic: Litesse® Ultra™ + B420™</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseline</td>
<td>Follow-up: +1 month</td>
<td></td>
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</tbody>
</table>

Participants were overweight yet healthy, and did not change their diet or exercise habits.

**Clinical results indicate HOWARU® Shape**

<table>
<thead>
<tr>
<th>B420™</th>
<th>B420™ + Litesse® Ultra™</th>
</tr>
</thead>
<tbody>
<tr>
<td>Has a weight management benefit</td>
<td>✓ ✓</td>
</tr>
<tr>
<td>Reduced body fat mass</td>
<td>✓ ✓</td>
</tr>
<tr>
<td>Increased lean mass</td>
<td>✓ ✓</td>
</tr>
<tr>
<td>Reduced energy intake</td>
<td>✓ ✓</td>
</tr>
<tr>
<td>Reduced trunk fat mass</td>
<td>✓ ✓</td>
</tr>
<tr>
<td>Reduced waist circumference</td>
<td>✓ ✓</td>
</tr>
</tbody>
</table>

*(As compared to placebo)*

**Why choose HOWARU® Shape?**

- Without consumers changing their diet or exercise, HOWARU® Shape:
  - Reduces body fat mass by clinically relevant amounts
  - Shrinks waist size
  - Helps you consume less calories
  - No stimulants are included, so consumer will feel like themselves
  - Contains 10 billion CFU DuPont patented B420™ probiotic alone or in combination with 12g Litesse® Ultra™ prebiotic fiber
  - Proven safe, effective, and well tolerated

**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 Saarinen, Markku T.; Courtney, Michael; Burcelin, Rémy; Lähdeaho, Marja-Leena; Linros, Juri; Apter, Dan; Scheinin, Mika; Kloster Smerud, Hilde; Rissanen, Aila; Lahtinen, Sampo; Probiotic

**Why choose DuPont?**

- Industry leader in Probiotic science with the most robust pipeline of studies conducted using good clinical practices (GCP) to support efficacy of DuPont probiotic strains
- Broadest range of clinically-documented probiotics
- Unrivalled dietary supplement formulation expertise
- Global and regional applications expertise to support the food & beverage industry
- Robust regulatory support to help you comply with local requirements
- Marketing support and industry insights to help you successfully position your products

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