

# THE OSOLEAN® POWDER

## Comparative Market Research on Osolean Powder vs Competition

### OSOLEAN POWDER

As you know, OsoLean powder contains a proprietary whey protein blend that, when combined with an increase in physical activity and a reduced calorie diet, allows people to lose fat and keep more muscle. The whey protein that is used in OsoLean powder is a highly refined and standardised version of the Prolibra line of whey protein ingredients. There are various versions of Prolibra, just as there are various versions of aloe, arabinogalactans, green tea, whey protein, etc. Virtually every ingredient comes in various versions or grades. This is why, in some instances, our Associates can find Prolibra named as an ingredient in other products in the weight management marketplace.

Mannatech entered into an agreement to obtain a specific version of Prolibra, standardised for sialic acid content, a glyconutrient. This particular formulation is being produced exclusively for Mannatech, and is being sold as OsoLean powder. Again, this version of the Prolibra whey protein (OsoLean powder) is exclusive, and the formulation is proprietary, to Mannatech.

### MARKET RESEARCH ON COMPETITION

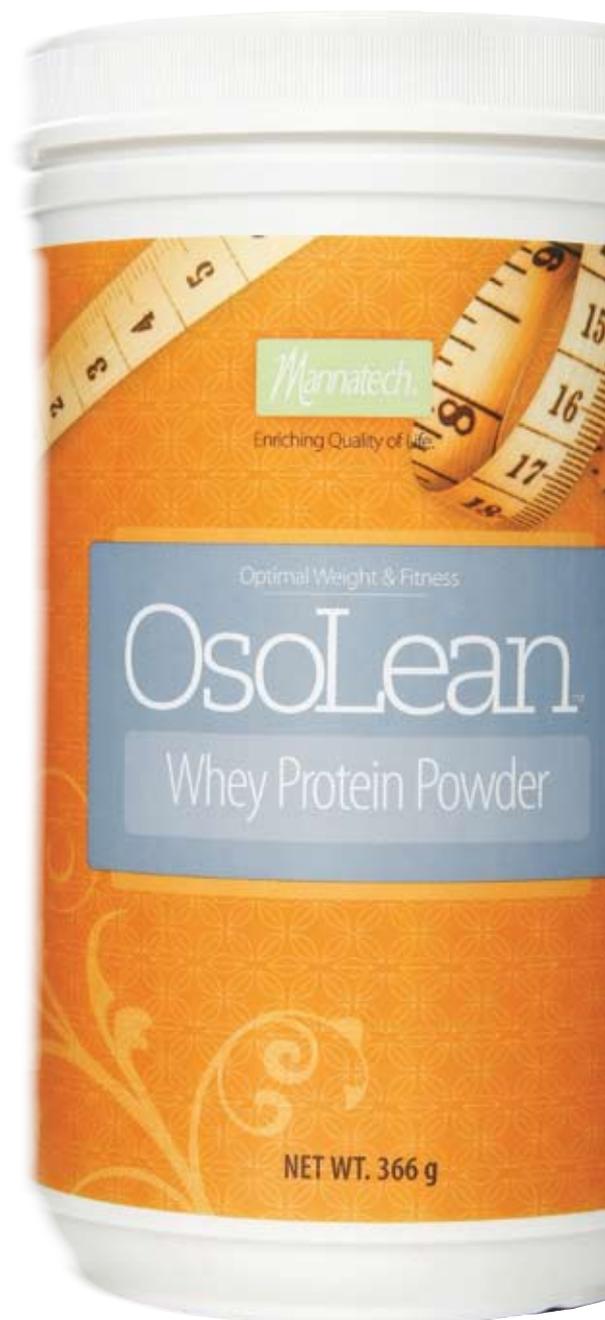
We have conducted some research and the below is our findings on IsoWhey and on Celebrity Slim 4 Him and Slimm products which are marketed suggesting that they have the same claims as OsoLean Powder. As for our competitive position, we still think we have a significant space for OsoLean Powder in the markets with Prolibra products. The two main products we found in Australia, have formulas that mix other "non natural" ingredients, so we get to keep the "natural" purchase driver. Also, our Prolibra formula is exclusive to us with the standardized sialic acid content. Sialic acid is one of the eight "essential sugars" in our glyconutrient story and it is also receiving current attention for anti-inflammatory and immune system function according to Dr. Rob Sinnott.

***Here is the detailed research performed on the other Australian product...***

### OSOLEAN POWDER VS ISO WHEY

#### ISO WHEY Company Facts

Developed by Dr Robert Buist and launched in 2004. Iso Whey owned by Pharma Foods in partnership with Biosuiticals. Currently available in Australia/ New Zealand and the company is looking to branch into the UK. Iso Whey is distributed in most Pharmacies, health Food Stores and Vitamin shops nation-wide.



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**Comparison:**

	ISO WHEY ORIGINAL	ISO WHEY COMPLETE	OsoLean™
Net Weight	640g	640g	366g
Serving Size	2 Scoops = 32g	2 Scoops = 32g	2 Scoops = 12.2g
Servings per day	2	2	2
Total Serves per pack	20	20	30
Product duration	10 Days	10 Days	15 Days
RRP	\$70	\$70	MP \$76 AP \$72 AUTO ORDER PRICE \$59.40
Cost Per Serving	\$3.50	\$3.50	MP \$2.53 AP \$2.40 AOP\$1.98

MP- Member Price  
 AP- Associate Price  
 SPC- Servings per Container

Cost per serving of IsoWhey (\$3.50) is more expensive than OsoLean (\$1.98).

**Note: IsoWhey Formula appears not to contain prolibra.**

**Celebrity Slim 4 Him ([www.celebrityslim4him.com.au](http://www.celebrityslim4him.com.au))**

**Summary:**

Celebrity Slim 4 Him is a meal replacement drink available in 3 flavours. The front panel of the product indicates that it contains Prolibra, as do the ingredient panel and an expanded ingredient listing on their website. Prolibra is characterized as “a special form of dairy protein that has been shown through clinical trials to stimulate fat loss making it an ideal ingredient for a meal replacement formula.”

Prolibra is not the first ingredient listed on the ingredient panel, so it cannot be determined if Celebrity Slim 4 Him contains enough Prolibra to be effective.

Messaging focuses on the glycemic index (GI) and reduction in carbohydrates / increase in protein to “help you burn fat while maintaining muscle mass.” They attribute the fat burning attributes on reduction of both calories and carbohydrates. Articles on their site have a “kitchen sink” approach to support their product and its ingredients, including articles on soy protein, green tea and dairy calcium.

## Comparison:

	<b>Celebrity Slim 4 Him</b>	<b>OsoLean™</b>
Serving Size	60 g	12.2 g
Energy	869 kJ	189 kJ
Protein / serving	18.5 g	10 g
Protein source(s)	Skim milk powder, calcium caseinate, Prolibra, soy protein isolate	Whey protein complex
Sweeteners	Fructose, glucose syrup solids, maltodextrin, fructooligosaccharides	N/A
Price	A\$44.99 / week	A\$89.00 / 2 weeks (retail)

## Differentiation:

With OsoLean™ powder, you get a naturally derived product with no added kilojoules or sweeteners. You also get an efficacious dose of our specialized protein peptide blend to ensure optimal fat loss.

Celebrity Slim 4 Him includes processed sweeteners and synthetic vitamins, as well as several protein sources which may not provide an effective amount for fat loss. The clinical studies on Prolibra indicate using it before a meal; Celebrity Slim 4 Him is formulated as a meal replacement.

## Slimmm ([www.slimmm.com.au](http://www.slimmm.com.au))

### Summary:

Slimmm is a line of products including meal replacement drinks, meal replacement bars and snack bars. The meal replacement drinks are available in 5 flavors, and the ingredient panel and an expanded ingredient listing on their website list Prolibra as an ingredient in the shakes. Prolibra is characterized as “a patent-pending natural whey-derived protein and mineral complex which has been clinically proven to reduce body fat while maintaining lean muscle mass, effective a positive change in overall body composition.”

Prolibra is not the first ingredient listed on the ingredient panel, so it cannot be determined if the Slimmm meal replacement drink contains enough Prolibra to be effective.

## Comparison:

	<b>Slimmm</b>	<b>OsoLean™</b>
Serving Size	55 g	12.2 g
Protein / serving	19.6 g	10 g
Protein source(s)	Skim milk powder, Prolibra (partially hydrolysed whey protein isolate whey mineral complex), calcium caseinate, soy protein isolate	Whey protein complex
Sweeteners	Fructose, glucose syrup solids, maltodextrin, fructooligosaccharides	N/A
Price	A\$34.95/week	A\$89.00 / 2 weeks (retail)

**Differentiation:**

With OsoLean™ powder, you get a naturally derived product with no added kilojoules or sweeteners. You also get an efficacious dose of our specialized protein peptide blend to ensure optimal fat loss.

Slimmm includes processed sweeteners and synthetic vitamins, as well as several protein sources which may not provide an effective amount for fat loss. The clinical studies on Prolibra indicate using it before a meal; Slimmm is formulated as a meal replacement.

**NOTE:**

Both the Celebrity Slim 4 Him and Slimmm products were developed by one person (Rudi Ganter) and appear to be the same product under different names.

