

Creating a New Market in Personal Health



**FITOGURU all natural,
clinically proven formulas
give your body exactly what
it needs in precisely right
amounts to stay healthier.
It tastes great!**

**2 bottles gives your exact
daily RDA of active nutrition
(vitamins, antioxidants,
minerals, amino acids and
more) to charge your specif-
ic health needs**

**Product efficacy is proven by
clinical studies carried out
by Altay State Medi-
cal University on
behalf of Russian
Ministry of
Health.**



**NO SUGAR AND ANY OTHER SUGAR SUBSTITUTES,
NO PRESERVATIVES, NO GMO
NO ARTIFICIAL COLORS AND FLAVORS**





Rhodiola
rosea



Aronia (black
chokeberry)



Pomegranate



Baikal skullcap



Marals root
(Leuzea)



Gojiberry



Red
grape



Gotu Cola



Lemon balm



Grapefruit
bones



+25% memory

Memory not what it used to be?
According to clinical studies,
regular daily drinking
of 2 bottles of FITOGURU
Intellect for 30 days improves
concentration by 72%
and enhances memory
up to 25%.

Two bottles per day = 100%
recommended daily intake
of needed active ingredients
to support your brain
and memory capacity.

FITOGURU INTELLECT functional efficiency is proven by clinical study



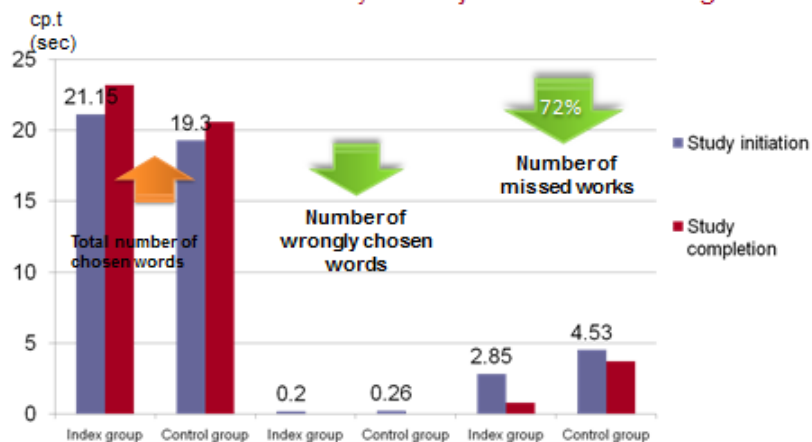
Results of psychometric testing of memory and attention



Result of memory and attention testing increased on average from **8.0%** to **25.7%**

* - statistically significant differences at the beginning and at the end of the study ($p < 0.05$)

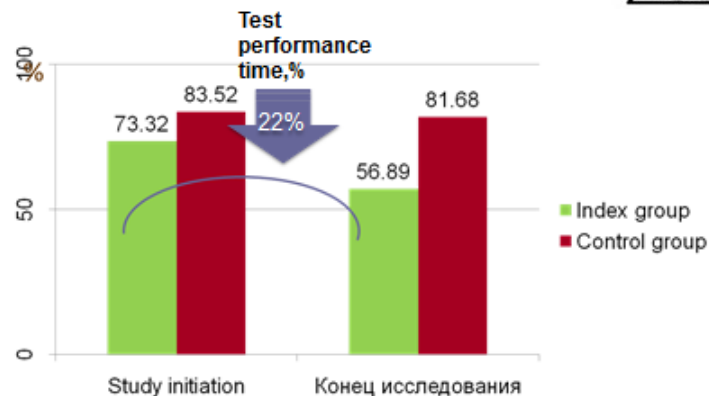
Attention selectivity of subjects in Munsterberg test



The speed of test performance increased by **12%**, number of missed words decreased by **72%**

* - statistically significant differences at the beginning and at the end of the study ($p < 0.05$)

Attention concentration Test "numerical order"

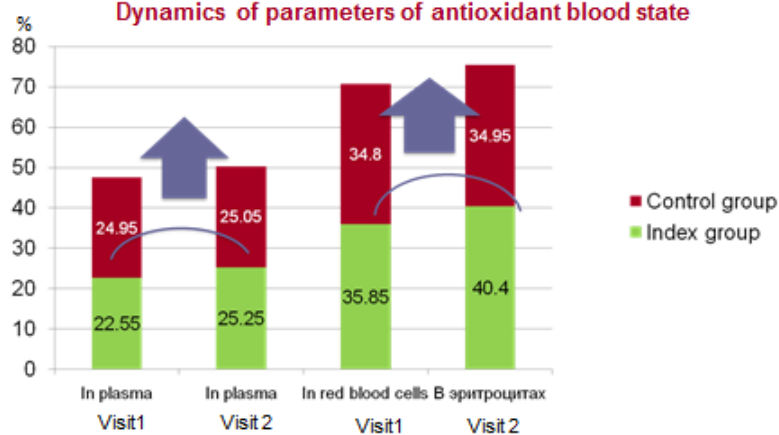


Speed of test performance increased on average by **22%**

* - statistically significant differences at the beginning and at the end of the study ($p < 0.05$)

Efficacy

Dynamics of parameters of antioxidant blood state



Increase in total antioxidant activity by **11 %** in red blood cells and by **13%** in plasma.

* - statistically significant differences at the beginning and at the end of the study ($p < 0.05$)



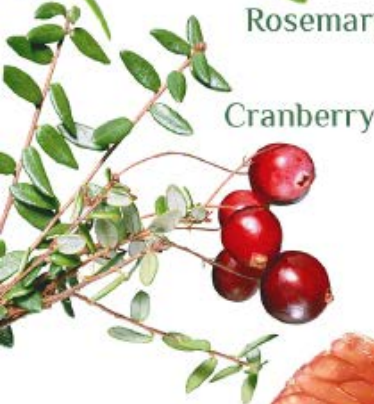
Echinacea



Eleutheroroot



Rosemary



Cranberry



Blackcurrant



Linden



Propolis



Sea buckthorn



Alfalfa



Grapefruit bones



Increase oxidant
antioxidant defense by

↑↑↑ **14%**

**Do you catch more colds than
you used to?**

**According to clinical tests,
regular daily drinking
of 2 bottles of FITOGURU
Immuno for 30 days leads
to the improvement of the
oxidant antioxidant defense
indices up to 14%.**

**Two bottles per day = 100%
recommended daily intake
of needed active ingredients
to support your immune
system.**

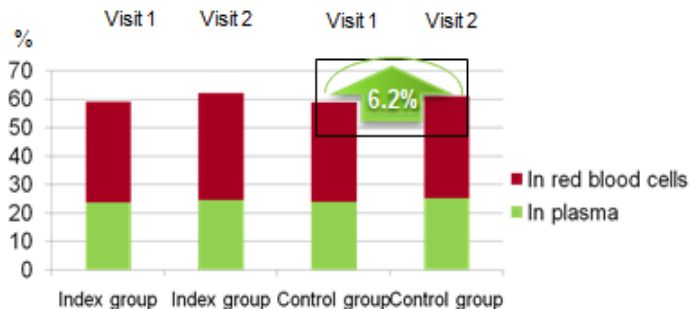
FITOGURU IMMUNO functional efficiency is proven by clinical study



Efficacy

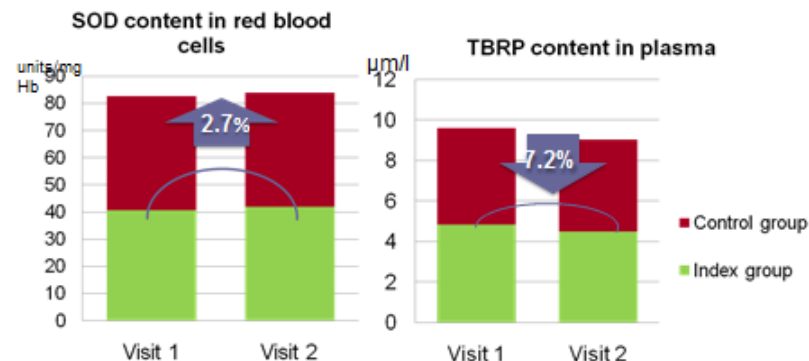
Numl
wo

Dynamics of antioxidant blood state parameters



Increase of total antioxidant activity parameters in red blood cells by **6.2%**

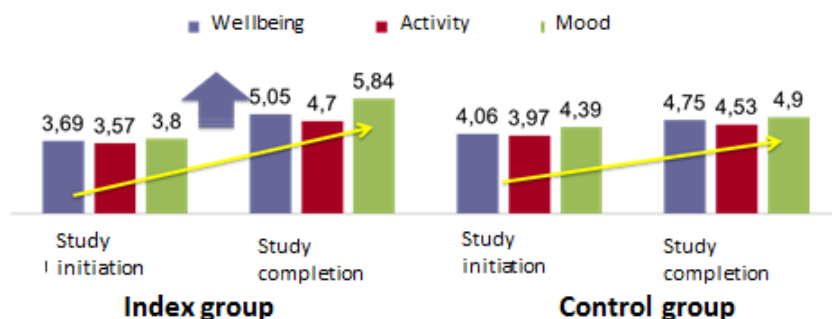
Content of superoxide dismutase in red blood cells and thiobarbiturate-reactive products in plasma



Increase in superoxide dismutase content in red blood cells by **2.7%** and decrease in thiobarbiturate-reactive products in plasma by **7.2%**.

* - statistically significant differences at the beginning and at the end of the study ($p < 0.05$)

Parameters of WAM scale



Improvement of testing results for wellbeing, activity, mood according to WAM scale in **90%** of cases

* - statistically significant differences at the beginning and at the end of the study ($p < 0.05$)

Conclusion

- ✓ Study product intake lead to positive dynamics of such parameters as total antioxidant activity in red blood cells to **6.2%**,
- ✓ to significant increase in content of superoxide dismutase in red blood cells by **2.7%** and
- ✓ to decrease in content of thiobarbiturate-reactive products in plasma by **7.2%** in index group.
- ✓ **100%** compliance* of the subjects has been noted.



Boost your
energy

in 90% of cases

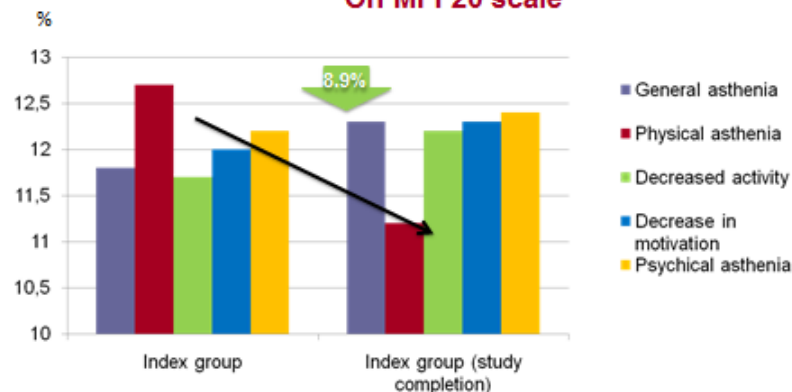
**Getting a little tired
in afternoon? According
to HMA (Health, Mood, Activity)
clinical tests, drinking
2 bottles of FITOGURU Tonus
daily for 30 days increases
your HMA (Health, Mood,
Activity) in 90% of people and
boost energy level by 91,1%.**

**Two bottles per day = 100%
recommended daily intake
of needed active ingredients
to support your tonus and
pshyical endurance.**

FITOGURU TONUS functional efficiency is proven by clinical study



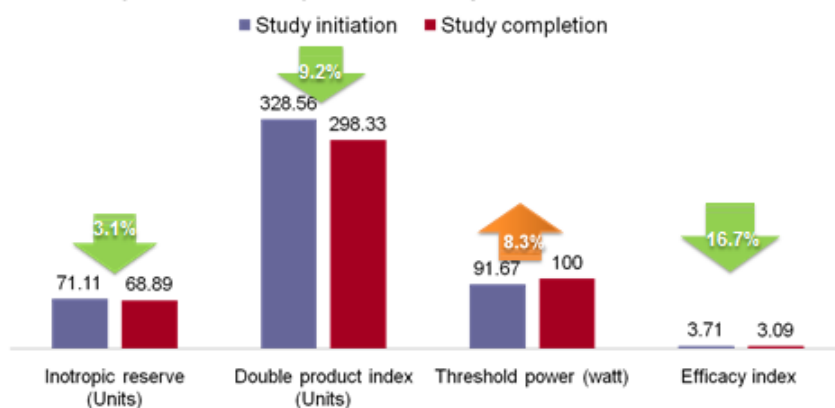
Evaluation of asthenovegetative syndrome severity On MFI 20 scale



Decrease of physical asthenia by **8.9%**.

* - statistically significant differences at the beginning and at the end of the study ($p < 0.05$)

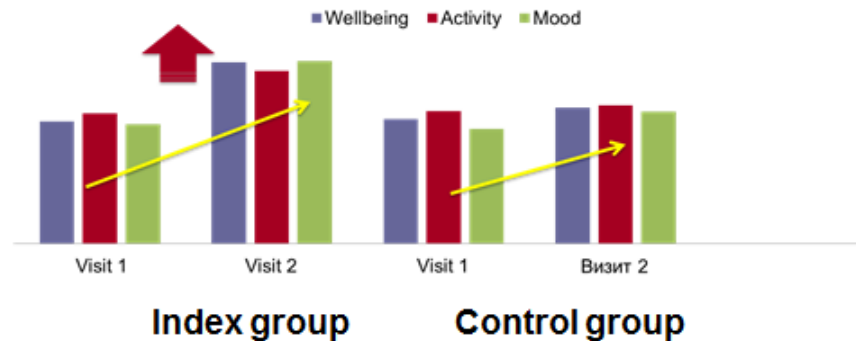
Dynamics of bicycle exercise parameters in women



Decrease in parameters: inotropic reserve by **3.1%**, double product index by **9.2%**, metabolic cost index by **8.3%**, as well as increase in threshold power by **16.7%** in women proves stabilization of cardiovascular system function

* - statistically significant differences at the beginning and at the end of the study ($p < 0.05$)

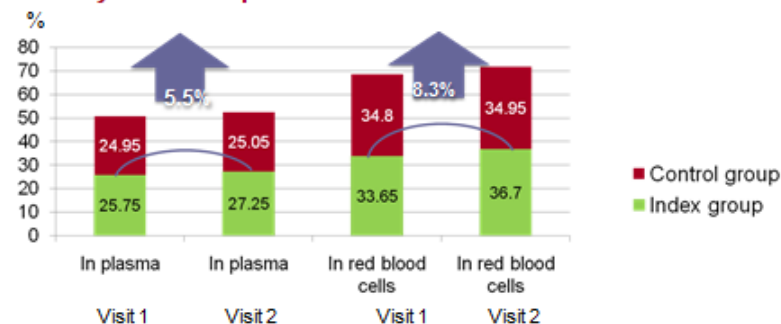
Parameters of WAM scale



Improvement of testing results for wellbeing, activity, mood according to WAM scale in **90%** of cases.

* - statistically significant differences at the beginning and at the end of the study ($p < 0.05$)

Efficacy Dynamics of parameters of antioxidant blood state



Increase of total antioxidant activity in red blood cells by **8.3%** and in plasma by **5.5%**.

* - statistically significant differences at the beginning and at the end of the study ($p < 0.05$)



Aronia
(black chokeberry)

Blackcurrant

Schisandra
chinensis

Chrysanthemum

Red
grapes

Gojiberry

Blueberry

Dill

Marigold
flowers



**Improves visual
acuity**

**Squinting to read that fine
print at the bottom
of contracts? As we got older,
the part of our eyes that allow
light to enter become more
and more opaque. Regular
daily drinking of 2 bottles
of FITOGURU Vision is designed
to slow down or arrest
this process.**

**Two bottles per day = 100%
recommended daily intake
of needed active ingredients
to support your eye's health
and to maintain visual acuity.**



**Increases
endurance**

**Recharge your energy
from nature! Regular daily
drinking of 2 bottles
of FITOGURU Energy
is designed to increase
your physical endurance,
without any harm as it happens
with the most of energy
drinks.**

**Two bottles per day = 100%
recommended daily intake
of needed active ingredients
to to maintain physical
strength and endurance
of the body.**



**Reduces tension
and stress**

Stay calm, life is beautiful.
Regular daily drinking of
2 bottles of FITOGURU Relax
is designed to calm down
your stress and to protect
your health from within.

Two bottles per day = 100%
recommended daily intake
of needed active ingredients
to protect the nervous system
from the harmful effects
of stress.



Emblica

Artichoke

Garcinia
cambogia

Paprika

Basil

Rukkola

Ginger

Milk thistle

Tomato



Clean body gives more energy.
Regular daily drinking of 2 bottles of FITOGURU Detox is designed to help normalize metabolism, remove waste and toxins from the body, control appetite.

Two bottles per day = 100% recommended daily intake of needed active ingredients necessary to improve metabolism and cleanse the body.



**Pure benefits from nature
and nothing extra!**

**Improves metabolism,
cleanses the body of waste
and toxins.**



**Only pure
water and 10%
of cold
pressed lemon
juice.**

- ✓ **Low calories drink,
only 4 calories**
- ✓ **No added sugar
and no sweeteners**
- ✓ **No preservatives**
- ✓ **No aroma added**



**Pure benefits from nature
and nothing extra!**

**Strengthens the immune system
and the body's resistance
to infection**



**Only water and
pure natural
Vitamin C
sourced from
mother nature,
from wild grown**

**rosehip and not from chemical lab
as at the most of functional and
vitamin waters. Cold brew allowed
to preserve natural taste and
all goodies from rosehip berries.**

- ✓ **Low calories drink,
only 4 calories**
- ✓ **No added sugar
and no sweeteners**
- ✓ **No preservatives**
- ✓ **No aroma added**



**Pure benefits from nature
and nothing extra!**



**Unlike the most of so
called ready to drink
teas made of with
extracts of teas
and tons of aroma
and sugar, our tea is brewed using
real tea leafs, herbs and plants.
Thanks to cold brew technology,
it allows us to preserve natural
flavor and all goodies of herbs
and plants to support your
health and wellbeing.**

- ✓ Low calories drink,
only 2 calories**
- ✓ No added sugar
and no sweeteners**
- ✓ No preservatives**
- ✓ No aroma added**

MULTI CHANNEL VOLUME POTENTIAL FOR DISTRIBUTOR IS PROVEN BY ACTUAL SALES AND DISTRIBUTION RESULTS

Premium retail	Avr monthly 245 bottles per shop	
HoReCa	Avr Monthly 265 bottles per shop	
Catering in business centers	Avr Monthly 220 bottles per shop	
Wellness and Fitness clubs	Avr Monthly 110 bottles per shop	
Pharma and drugeries	Avr Monthly 75 bottles per shop	
Petrol stations shops	Avr Monthly 75 bottles per shop	

Company Background Information

Food with Purpose LLC is the market creator and leader of functional juice/herbal drinks market in Russia. Current brand portfolio of the company includes 1 umbrella brand FITOGURU, which consists of 12 products bottled in glass bottles.

Fitoguru gives your body everything it needs that most people don't get in their daily diet. Unlike any other drink of its type, Fitoguru's all natural, clinically proven, formulas give your body exactly what it needs in precisely right amounts. But most of all, it tastes great!

Each functional drink of FITOGURU supports a particular health benefit thanks to the presence of 50% daily dose of biological active ingredients in each bottle arrived from the most powerful and natural food on earth. Our product offers purposeful help which supports, and not exhaust your health unlike energy drinks and food supplements. Functional benefits are supported by results of clinical studies carried out by Altay State Medical University, which acts as The Federal Agency for Healthcare and Social Development in Russia.

Fitoguru brand is available over 5500 retail outlets in Russia, with growing distribution and velocity per retail outlet since its start in 2012. Company distributes its products directly and via distributors to retail chains, drug stores, business-centers, fitness clubs.

Fitoguru is manufactured under strict quality control to ensure 100% compliance with international quality standards (FSSC 22000, CIAA – European Food and Drink Association), using only pure natural ingredients, without sugar and any sugar substitutes, preservatives and artificial flavors, no GMO. We control the high quality standards of production, as we use 100% validated and consistent materials over 12 years, directly supervise every production batch, and conduct regular measurement of active ingredients at independent laboratory.

Company mission – is to make people life better by providing proven, honest and natural solutions to their health needs sourced only from mother nature.



Explore exciting business
growth opportunities
with us!



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