

Brief Overview	<ul style="list-style-type: none"> ● Your First Prolon Collaboration: Introducing Your Audience to Prolon's 5-Day Fasting Mimicking Diet
Goals & Measurement	<p>Goal(s):</p> <ul style="list-style-type: none"> ● Build awareness of Prolon's 5-Day Fasting Mimicking Diet with your followers and network. ● Boost sales of the Prolon 5-Day Program while creating a valuable revenue stream for you as a trusted Prolon Partner!
The Ideal Conversation You Spark	<ul style="list-style-type: none"> ● Our goal is for your content to spark reactions like 'I want to try this!' and inspire shares with friends and family. Check out our new Content Creation Best Practices Guide for storytelling prompts, engaging hooks, and much more to elevate your content!
Our Target Audience & Their Beliefs	<ul style="list-style-type: none"> ● Age: The average age of our core target is around 55 years old ● Gender: Female ● Location: She tends to live in places like Brooklyn Heights, the West Village, Manhattan Beach, Brentwood, Lincoln Park, Buckhead, Mill Valley, and Bethesda. ● Beliefs <ul style="list-style-type: none"> ○ She is fit & healthy and wants to take her wellness to the next level as a well-educated health optimizer. Some may even be interested in "biohacking." ○ She is thoughtful & intentional, and does her research. She cares about organic ingredients and their intentional origin and story. ○ We hypothesize that only a portion of the audience we are targeting is aware of Prolon. ○ We also hypothesize that the audience may not be familiar with longevity science or how fasting works, so getting someone from being relatively unaware of fasting's benefits all the way to highly interested in Prolon is one of our biggest opportunities. ○ For this reason, we will need to ensure we use familiar language, concepts, and ideas to help teach the audience about Prolon. ○ For those who are familiar with Prolon, they may have mixed beliefs: <ul style="list-style-type: none"> ■ She may believe the products and programs are too expensive and that the products don't taste great ■ At the same time, she may believe that the program is intuitive and easy to follow and that the products are healthy & organic. <p><i>(The audiences we target using paid media may differ from the majority of your followers. For this reason, what normally works for your followers may or may not work with the audience we target. We are here to collaborate and experiment with you to navigate what works best for our audiences.)</i></p>

Prolon's Key Messages

(You don't need to use our specific language, so please think about synonymous phrases and concepts that best convey our key message territories in your authentic, passionate voice)

The Prolon 5-Day FMD: Backed by 32 clinical trials at 18 universities and 36 million dollars in R&D, improves biological age score by 2.5 years after three consecutive cycles, #1 recommended Fasting-Mimicking Diet (FMD) by doctors worldwide.

Select YOUR Content Angle: We encourage you to focus on the benefit that best aligns with you and your audience. While the weight loss for longevity angle performs very well, there are several other compelling options to explore. Choose the message that resonates most with your community for the best impact!

- **Weight Loss** - Highlight how Prolon can help your followers lose 5 pounds in just 5 days. Prolon's clinical trials have shown impressive results, including reducing waist circumference, lowering BMI, and maintaining lean muscle mass—all while supporting overall health and wellness.
- **Metabolic Support** - Highlight Prolon's role in supporting metabolic health. Clinical trials show that Prolon helps improve metabolic markers, such as insulin sensitivity, after just a few cycles, aiding in long-term health and balanced energy levels.
- **Cellular Rejuvenation** - Highlight the cellular benefits of Prolon, which has been shown to promote autophagy, a natural process where the body clears out damaged cells and promotes regeneration. This rejuvenation supports overall vitality and long-term health, helping your audience feel renewed from the inside out.
- **Mental Clarity upon Completion of Fast** - Focus on the cognitive benefits your audience can experience upon completing the Prolon fast. Many report increased mental clarity, sharper focus, and a sense of calm, all of which contribute to a more productive and focused lifestyle post-fast.
- **Skin Hydration and Texture Improvements (That Prolon GLOW)** - We'd love for you to emphasize the visible benefits of Prolon on skin health. Users often experience improvements in skin hydration and texture, thanks to the balanced nutrition and cellular renewal that occur during the fast, leaving skin looking refreshed and radiant.
- **Changed Relationship with Food** - Prolon is more than just a fast; it can help your audience reset their relationship with food. After completing a cycle, many experience greater mindfulness in their eating habits, improved portion control, and a stronger understanding of what their body truly needs.
- **Energy Support** - Prolon is designed to help users maintain balanced energy levels, even during a fast. Highlight how this unique approach can provide sustained energy support while promoting overall wellness, leaving your audience feeling revitalized and ready to take

	on their day.
Your Concept Using Our Framework	<p>It's critical that your level of passion is high as research shows that high levels of authentic passion drives sales.</p> <p>We are here to help you as your strategists, coaches, and analysts, guiding you to produce content that works for your audience and ours.</p> <ol style="list-style-type: none"> 1. Hook: Start with a captivating and emotional or entertaining opener. 2. Why Care: Think about why the audience will care about your post. 3. Personal Connection: Build on the hook with a personal story. 4. Core Passion: Link passion and values to ProLon. 5. Introduce ProLon: Seamlessly introduce the program or product. 6. Emphatic Storytelling: Engage with dramatic or humorous stories. 7. Detailed Benefits: Share specific benefits and experiences. 8. Connect to Audience: Relate benefits to audience emotions. 9. Call to Action: Motivate with an authentic call to action. 10. Why Share: Inspire viewers to share the content with their friends and family
Deliverables	<ul style="list-style-type: none"> ● 1 organic video on your social platform of choice - Instagram, YouTube, and TikTok (please note that for TikTok you should avoid terms like "fast" or "fasting") ● 3 organic story slides for Instagram ● We will select the best partner content to boost with paid ads to drive more traffic to your links and help you build your own platform!
Timeline & Deadlines	<ul style="list-style-type: none"> ● We ask that you post your content as soon as you can after receiving your 5-Day Program. Please note that we'll be reviewing your content for potential boosting and ad investment. We love to showcase our partners!
Content Guidelines	<p>Guidelines for Communication:</p> <ul style="list-style-type: none"> ● Dos <ul style="list-style-type: none"> ○ Use evidence-based claims provided in this brief. ○ Be precise, accurate, and consistent in language. ○ Emphasize the science and benefits behind ProLon products. ○ Use correct capitalization and formatting (e.g., ProLon 5-Day, Fasting Mimicking Diet). ○ Refer to ProLon as the ProLon 5-Day Fasting Mimicking Diet (FMD) ● Don'ts <ul style="list-style-type: none"> ○ Avoid terms like "cure," "heal," or "fix." ○ Do not make unfounded health claims. ○ Avoid nicknames or short forms of product names. <p>Tone & Voice</p> <ul style="list-style-type: none"> ● Trailblazing and Knowledgeable: Expert, precise, and consistent.

- **Relatable and Welcoming:** Clear, approachable, and empathetic.
- **Transparent and Trustworthy:** Honest and communicative.
- **Empowering and Inspirational:** Encouraging and supportive.

Visuals

- Record High Definition Photo and Videos
- Don't Use Non L-Nutra or Prolon Logos
- Ensure Content is Clean and Well Lit
 - Do Not Use Filters
 - Film in Upscale // Modern Locations When Possible
 - Film in locations with natural light

Audio

- Ensure Sound is High Quality and Clear
- Only Use Royalty-Free Sounds and Music that we Approve
 - Please Avoid Using Popular Music or Sounds