

Prolon® Brand Guidelines & Claims Cheat Sheet

Company Overview

- **Mission:** To extend human healthspan and lifespan up to the age of 110 through Nutri-Technology.
- **Vision:** Leading the “Nutrition as Medicine” and “Nutrition for Longevity” science and markets.
- **Founding:** Founded by Professor Valter Longo and The Longevity Institute at USC.

Brand Pillars

1. **Leadership in Nutri-Technology and Innovation:** Evidence-based, university lab-tested nutrition.
2. **Quality and Integrity:** Sourcing clean, longevity-focused ingredients.
3. **Commitment to Sustainability:** Promoting health for both people and the planet with plant-based products.
4. **Community and Social Impact:** Inspiring a global shift toward healthy longevity.

Voice and Tone

- **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.

Prolon® Product Line

- **Prolon 5-Day Fasting Mimicking Diet (FMD)**
- **Prolon 1-Day Reset**
- **Fasting Bar**
- **Fasting Shake**
- **L-Protein**
- **L-Spread**
- **L-Pill**
- **L-Biome**

Key Terms and Concepts

- **Nutri-Technology:** Integrates discovery, sourcing, and formulation technologies for longevity and medical nutrition.
- **Longevity Diet:** Plant-based, low protein and sugar, healthy fats, periodic fasting, time-restricted eating.
- **Nutrient Sensing Pathways (NSPs):** Cellular mechanisms that detect and respond to nutrient availability, critical for regulating metabolism and aging.
- **Healthspan vs. Lifespan:** Healthspan focuses on quality of life, free from serious illness, while lifespan is the total years lived.

Guidelines for Communication

- **Dos**
 - Use evidence-based claims.
 - 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).
- **Don'ts**
 - Avoid terms like "cure," "heal," or "fix."
 - Do not make unfounded health claims.
 - Avoid nicknames or short forms of product names.

Claims and Benefits

- **Prolon 5-Day FMD:** Clinically backed, improves biological age score by 2.5 years after three cycles, #1 recommended Fasting Nutrition Diet (FMD) by doctors worldwide. Clinical trials have shown that three consecutive cycles of Prolon can reduce waist circumference by 1.6 inches, reduce BMI by 3.4% (while preserving lean muscle mass), and reduce body weight by 5 pounds.
 - Other benefits include:
 - Metabolic Support
 - Cellular Rejuvenation
 - Mental Clarity upon Completion of Fast
 - Skin Hydration and Texture Improvements
 - Changed Relationship with Food
 - Energy Support
- **Prolon 1-Day Reset:** Supports ketosis and fat burning within one day.
- **Fasting Bar:** The only nutrition bar you can eat during your fasting window while keeping your ketones elevated and your body in a physiologically fasting state. Based on 25 years of research. Free from gluten, soy, dairy, GMOs, or added chemicals. Keto friendly and low glycemic index.

- **Fasting Shake:** A proprietary blend that avoids triggering the body's nutrient sensing pathways (NSPs), keeping it in a fasting, fat-burning state for longer. Contains 21 vitamins & minerals, prebiotic fiber, and is free from gluten, dairy, GMO, gluten, and soy.
- **L-Protein:** Supports muscle repair and healthy aging simultaneously. Its 100% plant-based proteins are formulated to keep IGF-1 in perfect balance. Contains 21 vitamins and minerals, plant-based proteins, clean ingredients (is free from gluten, dairy, GMO, soy and silica).
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- **L-Pill:** Enhances overall healthspan with longevity-supporting antioxidants and DHA.
- **L-Biome:** Combines prebiotics, probiotics, and DHA, all in one daily capsule (dual-cap technology). The prebiotics used are those present in ProLon's 5-Day Fasting Mimicking Diet, while the probiotics are those that flourish once the program is complete.

Scientific Research (5-Day Program)

- **Over 25 years of research** conducted by longevity scientists at The Longevity Institute at the University of Southern California (USC) as well as 18 other prestigious universities around the globe.
- **48+ million invested** in research & development, including from the National Institute of Health (NIH)
- **130+ Global patents** on L-Nutra's proprietary nutrition technology.
- **32 human clinical trials.**
- **18 prestigious university research partners**, like the University of Southern California, Stanford, Heidelberg, and Leiden University.

Content Creation Tips

- **Authentic Passion:** Ensure you convey high levels of authentic product passion, bordering on obsession
- **Storytelling:** Use personal journeys and authentic experiences to highlight ProLon's benefits.
- **Educational Content:** Provide clear explanations of scientific concepts and product benefits.
- **Visuals:** Use approved images and consistent branding elements.

Approved Claims:

Autophagy & Rejuvenation

- Clinically shown to stimulate autophagy.
- Prolon 5-Day helps your body reset and rejuvenate.
- Supports intracellular clean-up and cell renewal.
- Promotes cellular rejuvenation and detoxification.
- Offers a cleanse at the cellular level.

Fat Loss (over 5 days)

- Three cycles of Prolon help reduce waist circumference and visceral fat while protecting muscle mass.
- Promotes fat-focused weight loss without muscle loss.
- Helps reduce abdominal fat by an average of 9.6% over three cycles.

Muscle Protection

- Helps protect muscle mass during three cycles.
- Maintains lean body mass, unlike other fasts.
- Supports athletic performance by preserving muscle function.

Cardiometabolic Benefits

- Supports overall metabolic health and cardiovascular health as part of a healthy lifestyle.
- Reduces IGF-1, a marker associated with aging and cancer risk, by an average of 13% over three cycles.

Cholesterol

- As effective as a heart-healthy diet in supporting weight loss and maintaining healthy cholesterol levels.
- Supports healthy cholesterol levels over multiple cycles.

Blood Pressure

- Supports healthy systolic blood pressure for those already within healthy levels over multiple cycles.

Blood Sugar

- Supports healthy blood sugar levels, similar to a heart-healthy diet.
- Can improve insulin sensitivity and restore normal glucose tolerance in pre-diabetic individuals.

Biological Age

- Three consecutive cycles reduce biological age by 2.5 years.
- Suggests a potential decrease in biological age by about 11 years over 20 years.
- Supports healthy aging.

Mediterranean Diet (20 vs 120)

- Four cycles are equivalent to 120 days of the Mediterranean Diet regarding weight loss and heart health measures.
- Offers more muscle mass protection with weight loss than the Mediterranean Diet.

Skin Claims

- Three consecutive monthly cycles improve fine lines, skin appearance, radiance, clarity, and even skin tone.
- Increases skin hydration by 25%.
- Users report smoother and more confident skin after three cycles.

Energy & Sleep Claims

- Users report improved energy and sleep quality after completing one 5-day fast.
- The majority of users experienced better sleep quality by the end of their fast.

Digestive Health

- Users report feeling less bloated upon completion of Prolon 5-Day.

Mental Clarity

- Users report greater focus and clarity after completing their first cycle and up to two weeks after.
- Over 60% report improved mental clarity and focus.

Cravings & Hunger

- Supports healthy leptin levels, helping control hunger and cravings.
- Reduces mindless snacking and sugar cravings.
- The majority of users report fewer food cravings after completing their first fast.

Emotional Claims

- Users report an increased sense of wellbeing and feeling better about themselves after completing one cycle.
- Provides a sense of personal achievement.

Relationship to Food

- Helps ignite a healthier diet and lifestyle in just 5 days.

- Empowers users to take control of their health.
- Helps develop a healthier relationship with food.
- The majority of users feel more in control of their health after their first cycle.

Immune Health

- Supports a healthy immune system.