

## US Fast Bar Claims

**Note:** We will be using the approximates (~) symbol instead of the equals symbol in the Fast Bar and Water comparison creative asset as of 1/27/2022. We will also not claim “same” but use “similar” which is more accurate reflection of clinical testing results.

### 1. Product Benefits (icons)



Clean Label



Gluten-Free



Made Without Soy



Made Without Dairy



Mostly Whole Food Ingredients



Plant-Based Protein



Diet Friendly

### Avoid:

- Made with whole food ingredients. It is acceptable to say “made with mostly whole food ingredients.”

### GMO Statements:

- The statement **non-GMO** may **ONLY** be used when discussing:
  - ✓ FB Coconut Macadamia
  - ✓ FB Lemon Berry
  - ✓ FB Blueberry Acai
- The statement **non-GMO** may **NOT** be used when discussing:
  - ✓ FB Nuts & Honey 40g and 20g
  - ✓ FB Chocolate Chip
  - ✓ FB Brownie Macadamia / Dark Chocolate
  - ✓ L-Bars

### CLAIMS

**Instructions when posting:** The disclaimer needs to appear on the same page, and immediately after the claims. There needs to be an asterisk after the claims. The disclaimer should not appear below the fold or on another page. On websites, if the disclaimer is repetitive throughout, it can be at the end of the page, but if used sporadically it is applied immediately at the end of the section / banner in which the claim appears.

**ALL claims with an asterisk in this list must include the disclaimer\*:** Benefits seen in a randomized, controlled study in 105 adults after a 15-hour overnight fast comparing the glucose and ketone results every hour for 4 hours in the Fast Bar group, breakfast group and water-fast group. Data on file.

**ALL claims with an asterisk in this list which are used on materials/collateral where word count is an issue (i.e., social media, small packages, videos) must include the**

## US Fast Bar Claims

**disclaimer\***: Benefits seen when comparing glucose and ketone levels following a 15-hour overnight fast. Learn more at [fastbar.com](https://fastbar.com). o Learn more at [fastbar.com](https://fastbar.com) may be altered to Learn More and be a hyperlink.

**Note:** (Where there is a slash (/) please choose the most appropriate word listed for your context and purposes.)

### 2. **Extend Your Fast / Doesn't Trigger Nutrient Sensing Pathways / Doesn't Break Your Fast**

- Our proprietary formula does not trigger your body's nutrient sensing system.\*
- Nourish your body without your body sensing you have eaten.\*
- Your body remains in a fasting state as long as the nutrients you ingest do not trigger your nutrient sensing system. Fast Bar has been developed to ensure just that. You can eat this bar without signaling your system you have eaten.\*
- Extend your physiological fast with Fast Bar.\*
- Extend your physiological ketogenesis with Fast Bar.\*
- Only bar you can eat without breaking your fast.\*
- Snack on a Fast Bar and keep your fasting window going.\*
- It's true, you can eat Fast Bar without disrupting the fasting state.\*
- Science is about to change all your preconceived notions of fasting.
- Eat me, I won't tell your body.\*
- Fast Bar provides plant-based protein that you can eat during your fasting window without breaking your fast.\*
- You see a Fast Bar, your body sees fasting.
- The first intermittent fasting bar that fuels your morning without breaking your fast.
- Fuel your body without breaking your fast.\*
- Keto-friendly
- First intermittent fasting bar.
- The proprietary formula does not trigger your body's nutrient sensing system.
- Fast Bar is similar to water in that it does not raise your blood glucose levels.\*
- Fast with food.\*
- Fast Bar makes intermittent fasting even easier – eating without breaking your fast.\*
- Tested to not break your fast.\*
- Allows you to eat and still meet your fasting goals.\*
- Fast Bar extends your fast.\*

## US Fast Bar Claims

- Extend your fast / fasting window with Fast Bar.\*
- Fast Bar allows you to fast for longer.\*
- Fast Bar curbs your hunger without breaking your fast, so you can fast for longer.\*
- With Fast Bar, you can fast with food.\*
- Fast Bar nourishes you without breaking your fast.\*
- Groundbreaking study shows you can extend your fast with Fast Bar.\*
- Fast Bar extends your intermittent fasting window to get to a 12:12, 16:8, or longer....\*
- The impossible is possible, with Fast Bar. Now you can still achieve your fasting goal / 16:8 or 18:6 fasting goal!\*
- Fast Bar has reinvented fasting – now you can eat without breaking your fast!\*
- Now you can eat, and still get to your fasting goal / 16:8 or 18:6 fasting window goal.
- Fast Bar® has reinvented fasting - new clinical study shows that you can eat without breaking your fast.\*
- Eating a Fast Bar does not break your fast and it reduces your desire to eat till the next meal, compared to people who fast with water.\*
- Eating a Fast Bar extends your overnight fast and makes you feel fuller than water / than not having anything at all.\*
- Get the Benefits of fasting without all the effort.\*
- Keep the same blood glucose levels and keto impact while you still get to eat.\*
- All the intermittent fasting without all the work.\*
- The benefits of a 16:8 with the effort of a 12:12.\*
- Extend your physiological ketogenesis with Fast Bar.\*
- Fast Bar can help you stick to you fast by helping with hunger while keeping you in a fasting state.\*
- Fast Bar®, the bar scientifically developed to not break your fast.
- Fast Bar does not impact your blood glucose levels, and keeps your body in a fasting state.\*
- Anti-hangry fasting tool.  
(Do not use “solution” which implies the bar puts a person into a fast and is much higher risk from a regulatory compliance perspective.)

### 3. Science / Amount of Research

- Only bar with a PhD

## US Fast Bar Claims

- 20+ years of research and science.
- 20+ years of research and science have led to our perfectly formulated bar you can eat without breaking your fast.\*
- 20+ years of science does not mean there are any ingredients you don't recognize, just a perfectly formulated blend of quality ingredients to nourish you while maintaining your fast.\*
- We have studied the body and its reaction to fasting, all to create the first intermittent fasting bar designed to maintain your fast for longer.\*
- Our scientists understand the body's nutrient sensing systems and the impact fasting has on your body.
- Back by science. Works like magic.
- B.S. Back by Science. (This is a play on what B.S. stands for.)
- Backed by science.
- The science is science-ing.
- The bar with a PhD and over 20 years of research behind it.
- Over 20 years of science and it all comes down to trickery (fooling your body, not you!).
- The science is so precise it feels like magic / like a magic trick.
- Science is magic.
- Science is about to destroy all your preconceived notions of fasting.
- The first I.F. bar.
- We put scientific research and pioneering discoveries front and center.
- We use breakthrough science to create products that enhance health and create mindfulness of your body and healthy eating.
- We provide true solutions for improving health and supporting healthy aging.
- L-Nutra is the leading voice in the scientific discoveries in fasting.
- Our products are a result of decades of scientific research, preclinical studies, and clinical trials to demonstrate the safety and effectiveness of our products.
- Our products are based on a body of research performed at the University of Southern California Longevity Institute as well as over 15 other leading universities and hospitals in the US and Europe.
- Decades of research funded by institutions including the National Institutes of Health (NIH) and European agencies.
- Fast Bar is the first bar specifically designed for intermittent fasting.
- Fast Bar is the first and only nutrition bar that mimics fasting.\*

## US Fast Bar Claims

- Supports your ketogenic diet.
- Part of your ketogenic diet.

### 4. Taste / Ingredients / Flavors / Texture

- Variety of flavors that actually taste good.
- Real ingredients.
- Actually taste the nuts & honey.
- Cacao Fast Bar is the chocolate flavored treat you don't feel bad about.
- Tired of bars that hurt your teeth and taste like leather?
- Not complicated, fake flavors.
- Designed for intermittent fasting.
- Clean label ingredients.
- Clean and simple ingredients.
- Premium, plant-based protein.
- High quality ingredients, like macadamia nuts, pecans, and almonds.
- Only ingredients that you know and can pronounce.
- Made with a delicious blend of macadamia nuts, pecans, and almonds to provide fuel.

### 5. General Claims & Support of Health Goals

- The smart way to intermittent fast.
- Conveniently packaged to be consumed on-the-go when you are short on time to eat.
- Fast Bar provides nourishment that helps fight hunger and aids in your weight management efforts.
- Fast Bar<sup>®</sup>, for an uncompromising snack.
- Fast Bar<sup>®</sup>, the first ever fasting-mimicking snack.
- Take a break with Fast Bar<sup>®</sup>.
- Fast Bar<sup>®</sup>, stay the course.
- Satiating hunger, getting fueled.
- The ultimate bio-hack.
- The only bar of its kind, developed for intermittent fasters.

## US Fast Bar Claims

- Fast Bar is designed to mimic physiologic and cellular fasting, not fasting that's just lack of food.

### 6. Blood Glucose / Glycemic Index

- Fast Bar has a similar impact on blood glucose / glucose levels as water.\*
- Fast Bar does not increase your blood glucose / glucose levels.\*
- Fast Bar does not raise your blood glucose levels.\*
- Fast Bar is similar to water, as it does not raise your blood glucose / glucose levels.\*

### 7. Gut Health

- Supports gut health and wellbeing.
- Good source of fiber.
- Good source of fiber which supports gut health.

### 8. Intermittent Fasting Claims – these claims may be used in reference to benefits of intermittent fasting. Be certain to not imply or state directly that Fast Bar delivers these benefits. For example, intermittent fasting support fat and weight loss. Struggling with IF? Fast Bar can keep you in a fasted state\* while allowing you eat, so you can unlock the benefits of IF.

- Intermittent fasting supports weight loss
- Intermittent fasting supports fat loss