

ReSet by ProLon Claims

Survey results are currently the backbone of ReSet claims and cannot be used as “I feel” statements which imply a testimonial, and not a survey outcome.

1. General Claims

- The majority of users agree that ReSet is better than other products they have tried.
(do not attribute this outcome to a specific reason – i.e., cannot say “over 80% of users found it so easy they’d recommend it to a friend”)
- The majority of users view ReSet as a unique product that works better than other products they have tried in the past
- Our users agree – ReSet is a quality food product
- Made with high quality food ingredients – and users can tell
- 1-day mental and physical reset / reboot / refresh
- Cleanses like a 1-day fast
- 1-Day fast
- Take a break
- ReSet keeps you in a fasting state*
**Based on the fasting mimicking technology of ProLon.*
- Amazingly when you do a ProLon Reset, your body thinks it’s doing a 1-day fast. Your ketone levels **may** rise as your body starts to break down fat stores for fuel, and your glucose levels will remain steady – similar to what happens when you’re fasting.*
**Based on fasting mimicking technology of ProLon.*
- Gives you nourishment, fuel, and curbs hunger while keeping your body in a fasting state.*
**Based on the fasting mimicking technology of ProLon.*
- Many of the benefits of a full-day fast
- 1-Day cleanse
- Nourished fasting
- Inspired by nature, supported by science
- Based on Nobel Prize winning science
- Give your body a 1-day break from mindless eating and a high-calorie, sugar, and carb diet, and allow your body to recover through active fasting.
- Amp up your cleanse and intermittent fasting routines

2. ReSet / Offset / Balance

- From mindless eating to mindful eating (can use an arrow in place of “to”)
- From constant / passive eating to active fasting (can use an arrow in place of “to”)
- Recalibrate your eating habits
- Offset your binge-eating with a day of ReSet
- Balance out your caloric intake with a day of fasting
- Break the cycle of unhealthy eating with a one-day intervention: take a break from eating
- Offset over-indulgence
- Balance over-indulgence
- Users agree that ReSet gives them an option to reset instead of feeling regret
- Most users say that ReSet is calorie recheck so bad habits don’t creep back in
- A calorie recheck to help prevent bad habits from creeping back into your routine
- Users report it helps prevent calorie creep
- The majority of users report it helped recover after overindulging
- Most users felt ReSet compensated for previous bad eating
- Users report it helped them offset their indulgences
- Most users feel it helps them undo a splurge
- Users reported in a survey that it helped them feel less bloated (*Must be used in the context of a survey result.*)
- Users report that ReSet can keep you in check
- Need to keep bad habits at bay? ReSet can help with that.
- Most users say ReSet can help them keep bad habits at bay
- Users report feeling ReSet offsets their weekend indulgences, helps them balance splurges, and helps them make better choices the rest of the week.
- Users say it broke the cycle of mindless eating
- Break the cycle of mindless eating
- Keeps you from falling off your health goals
- Helps you adhere to your health goals
- ReSets your body after a fun weekend eating out
- Enjoy your weekend with less regret. Let ReSet be your Monday restart.
- Had a fun, food-filled weekend? Feel ReSet, not regret.

- Users say ReSet helped break the cycle of unhealthy eating habits
 - ReSet can give you a boost to make the right choices for the rest of the week
 - ReSet users report that ReSet helped them reset my bad eating habits
 - Over 70% felt it inspired them to adopt healthier habits
 - Looking for inspiration to adopt a healthy lifestyle? Look no further. ReSet.
3. Balance
- Amping up your cleansing routine / game with the benefits of a 1 day ReSet
 - We did the research, you just get to fast
 - Take out the guesswork, simple, we've done the research for you
4. Recommend to a Friend / Feelings Afterward
- The majority of users reported improved mood the day after ReSet
 - ReSet can improve your mood the next day
**Based on a user survey*
 - Over 80% of ReSet users would recommend it to a friend
 - 80% plan on doing ReSet again, and over 70% plan on doing it at least monthly
 - A fast you will want to do again
 - Over 70% of users said they felt physically lighter after using ReSet
 - ReSet can help you feel physically lighter*
**Based on a user survey*
 - Feeling guilty about recent bad eating habits? ReSet can help with that.
 - Most users said they felt less guilty about their bad eating in days prior to using ReSet / less guilty about bad eating in previous days
 - (Most) Users report feeling more energetic the next day.
 - Users report increased energy and feeling empowered to take more on the day after ReSet.
 - The majority of users feel empowered to take on more the next day
 - Empower yourself with ReSet
 - Users report that ReSet made them feel better the next day
5. Fear of Fasting
- Helps you fast without hunger
 - Fast without the fear
 - Keeps you from feeling hangry

- Fast for a day with the hunger. Without fear. And without the hanger.
6. Easy
- The easy way to do a 5:2 or alternate day intermittent fast
 - An easy way to intermittent fast / Easy way to do IF
 - It was easy to do – no thinking, no planning, just flexibility
 - An easy way to start intermittent fasting.
 - Users reported feeling that they could do ReSet regularly
 - So good you'll plan on doing it again
 - ReSet eases you into a fasting lifestyle
7. One Step / First Step / One Day
- Most users said they felt that ReSet was a first step in a longevity lifestyle
 - Most users say ReSet was a positive step toward a healthy lifestyle
 - Most users report a sense of achievement
 - ReSet can help you feel better after a fast
 - Users agree that ReSet helps them feel better after a fast
 - The path to a longevity lifestyle begins with the first step. ReSet can help you meet the challenge.
 - Users report that ReSet set them up for success on my health journey
 - Users reported that ReSet helped them get back on track to healthy habits
 - Surveyed users agreed that ReSet is the best thing they could do on a Monday to be inspired to/for healthy week
 - The majority of surveyed ReSet user said it gave them a Monday restart
 - Most users reported that ReSet was the fast their body needed to stay on track with healthy habits
 - Break the cycle
 - Break the cycle and balance out over-indulgence with a 1 day ReSet intervention.
 - Start your journey into healthier aging through an intermittent fasting Longevity Lifestyle
 - Set yourself up for success
 - ReSet can help you get back on track to your health goals
 - Getting back on track to healthy habits has been hard – until now
 - A Monday restart, any day of the week