

# Prolon® Brand Guidelines and 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 the University of Southern California (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

### Voice & 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

### **Do's**

- 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 (next page)**

**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 Fasting Mimicking Diet:** 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).

**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.