

# GO LESS™



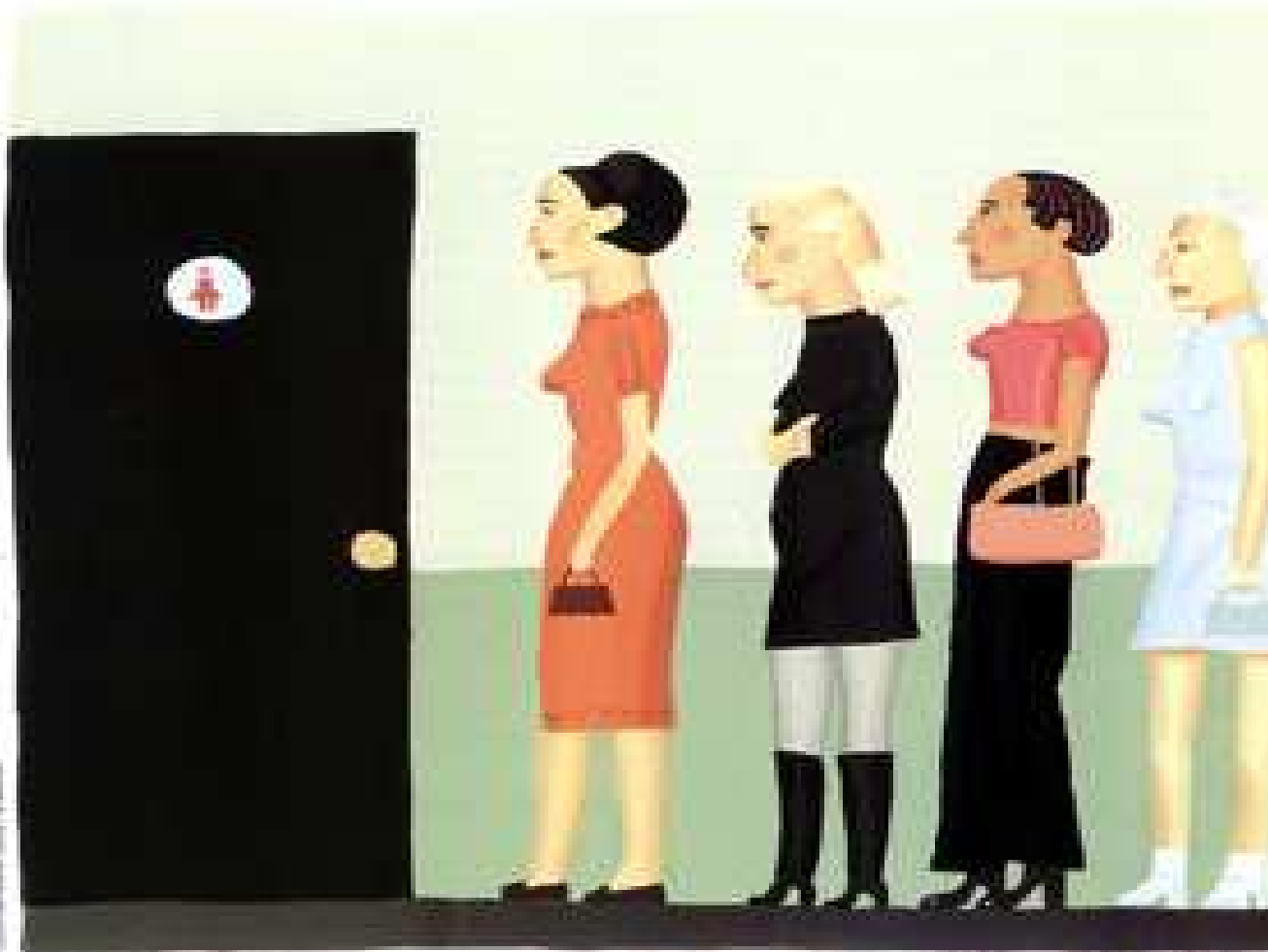
Proprietary blending concept  
for Natural Bladder Support for  
Women & Men

PASSION FOR TASTE AND HEALTH

June 15, 2011



## Go Less to the Toilet

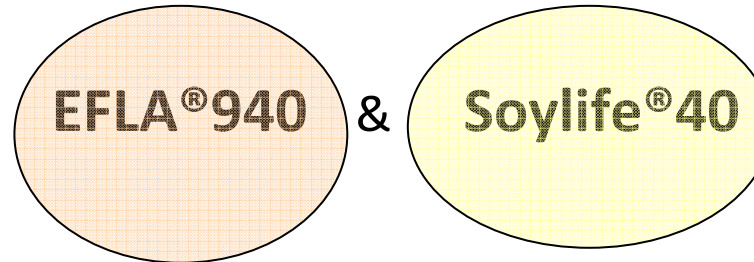




# For what stands **GO LESS™** ?

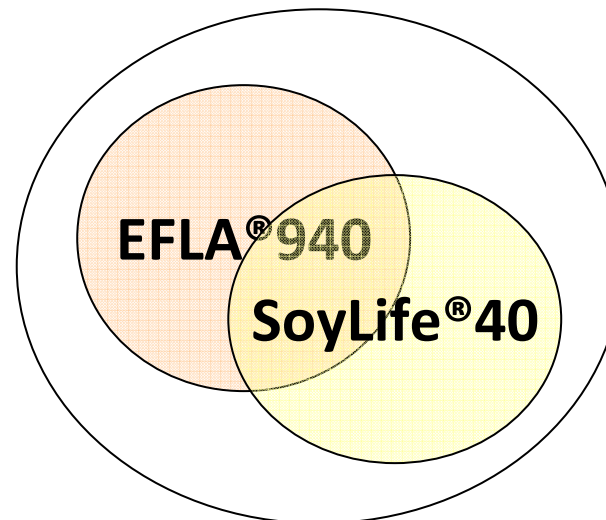
- GoLess™ is a registered concept for urinary health which stands for 3 different options:

1. 1+1 = Single ingredients:



2. GMP Blend FRCH:

3. Non GMP Blend FRUS:





# Is a pure natural solution: **GO LESS™**



General



Proprietary blending concept of Pumpkin seed extract EFLA® 940 and SoyLife® 40%

Patented: EFLA® HyperPure process

SoyLife® – soy germ patents (PMS and Menopause)

Efficacy and safety supported by proprietary studies

Drug Master Files available for EFLA® 940 and SoyLife® 40%

Co-branding opportunities

New logo available since 2011

Frutarom own products and fully supported globally

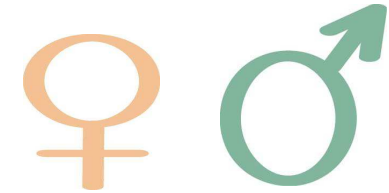
Informative website available [www.go-less.com](http://www.go-less.com)





**GO LESS™**

## Positioning

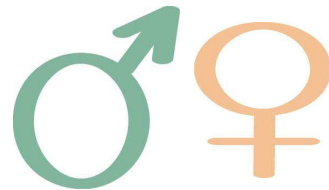


- GoLess™ is a registered concept for the combination of Pumpkin Seed Extract (EFLA®940) and SoyLife® 40% which allows us to offer tailor made solutions
- GoLess™ is a registered concept for urinary health which is backed up with proprietary studies
- This concept offers you different purchasing options:
  1. Obtain separate ingredients (EFLA®940 & SoyLife® 40%)
  2. Obtain the GMP blend from Frutarom Switzerland
  3. Obtain non GMP blend from Frutarom US



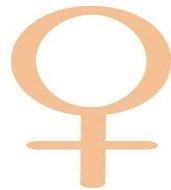
# GO LESS™ for Urinary Health

	Overactive bladder (♂ & ♀)	Stress incontinence (♀)
Indication	X	X

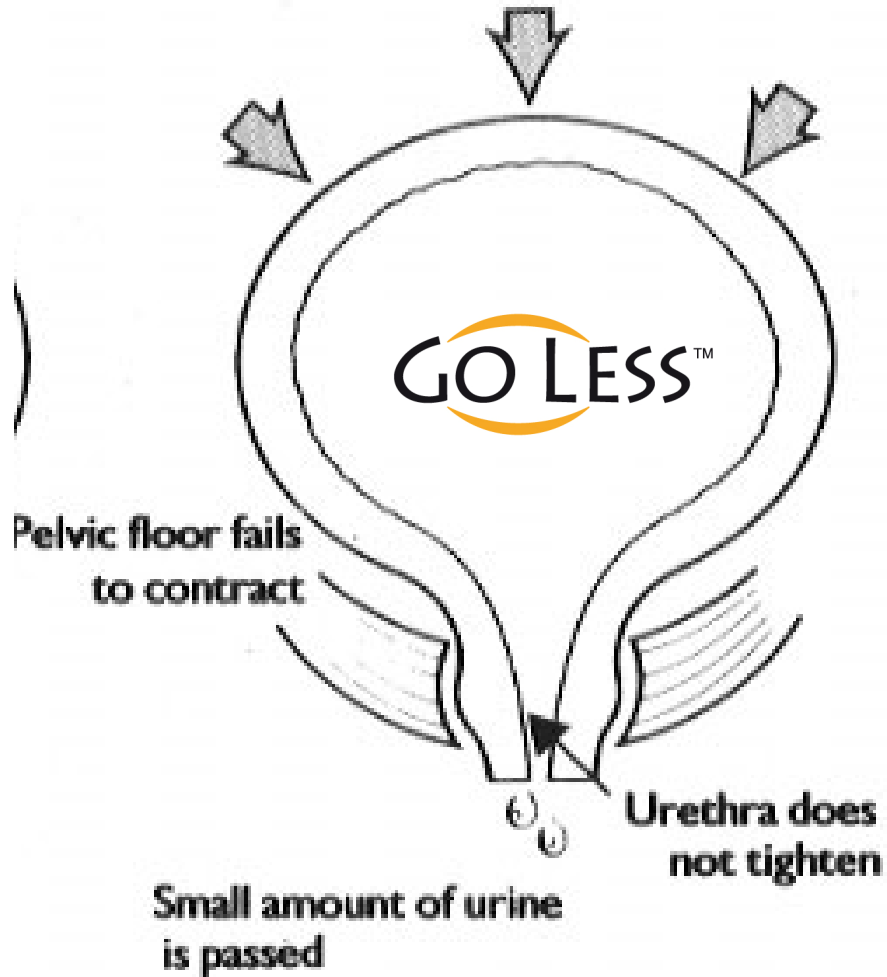




# Stress incontinence:



Coughing, laughing, running etc, causes rise in intra-abdominal pressure



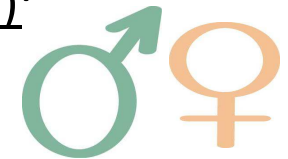




**ACTIVITY**

Addresses the cause of overactive bladder (in women and men):

- Relaxation of bladder wall



Addresses the cause of stress incontinence in (postmenopausal) women:



- Strengthening of pelvic floor & spincter muscles
- Supports elasticity of urethral wall







# GO LESS™ Pumpkin Seed (EFLA®940) & SoyLife®

Ingredient	Activity profile	Health condition
<p><b>EFLA® 940</b> <b>Pumpkin Seed</b></p> 	<ul style="list-style-type: none"> <li>– Strengthening of pelvic floor &amp; sphincter muscles</li> <li>– Relaxation of bladder wall</li> <li>– Slowed down growth of prostate tissue</li> </ul>	<p>Overactive bladder and urinary incontinence</p> <p>Benign prostate hyperplasia</p>
<p><b>SoyLife® 40 %</b></p> 	<ul style="list-style-type: none"> <li>– Supports elasticity of urethral wall</li> </ul>	<p>Overactive bladder and urinary incontinence</p>



# GO LESS™ Proprietary Studies overview


- Sogabe H. und Terado T. (2001), „Open Clinical Study of Effects of Pumpkin Seed Extract/Soybean Germ“
- Yanagisawa, Ei et al (2003), „Study of Effectiveness of Mixed processed Food Containing Curcubita Pepo Seed Extract and Soybean Seed Extract on Stress Urinary Incontinence in Women“
- Terado T et al. (2004), „Clinical Study of mixed processed foods containing pumpkin seed extract and soybean germ extract on pollikiuria in night in elderly men“
- Bongseok Shim et al. (2010, not published), “Evaluation on the Functionality of Cucuflavone for Improvement of Overactive Bladder-related Voiding Dysfunction and Quality of Life”



# Korean clinical study 2010

“Evaluation on the Functionality of Cucuflavone for Improvement of Overactive Bladder-related Voiding Dysfunction and Quality of Life”



<b>STUDY</b>	<b>Clinical</b>  (Bongseok Shim et al. 2010, Korea, not published)	Decrease in urination frequency
		Decrease of frequency of urgency
		Decrease in nocturia frequency
		Dosage: 2 x 500 mg GoLess / day

- Purpose of this study was to approve the results of the previous studies done in Japan where another soy germ extract was used
- In this new Korean study both Frutarom extracts were used (EFLA<sup>®</sup>940 and SoyLife<sup>®</sup> 40%) and the results of the previous studies were confirmed by using SoyLife<sup>®</sup> 40%



## Study design:

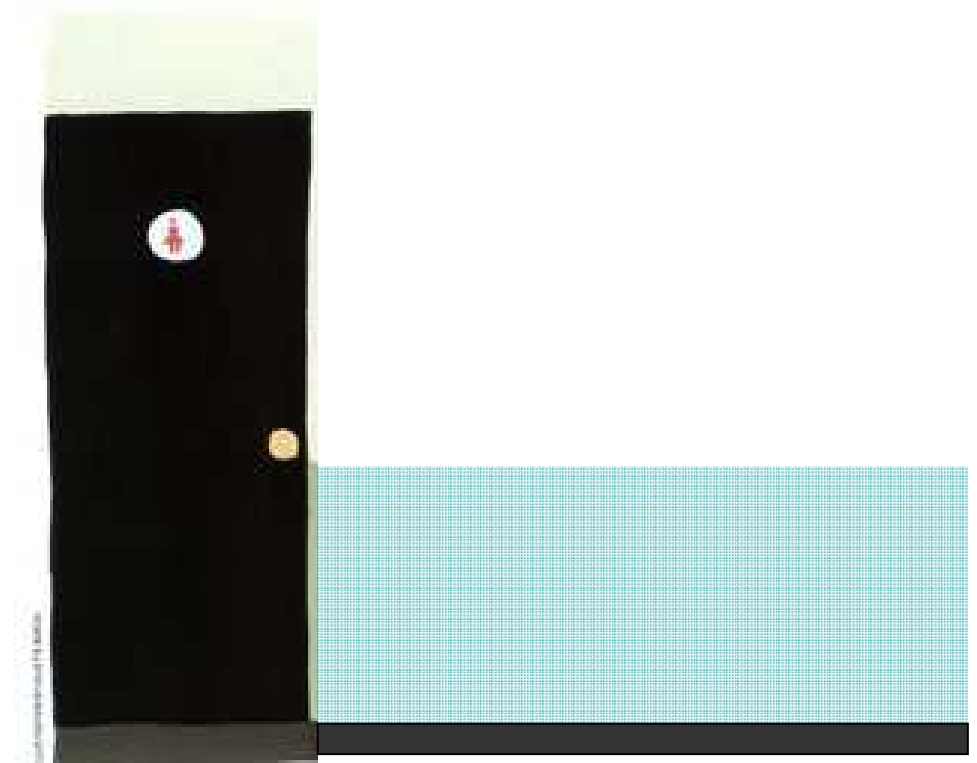
- 120 Korean women, aged 35-70 years
- At least 3 months symptoms of overactive bladder:
  - > 8x / day
  - > 2x during night.
  - Urge incontinence
- 2x 500 mg GoLess, during 12 weeks

## Parameters:

- Safety:
  - Vital signs (BP, pulse);
  - Blood analysis;
  - Reported side effects
- Efficacy:
  - Bladder diary
  - Flow rate and remaining urine
  - OAB-q V8 to evaluate overactive bladder syndrome and quality of life
  - SQoL-F: sexual quality of life questionnaire – female

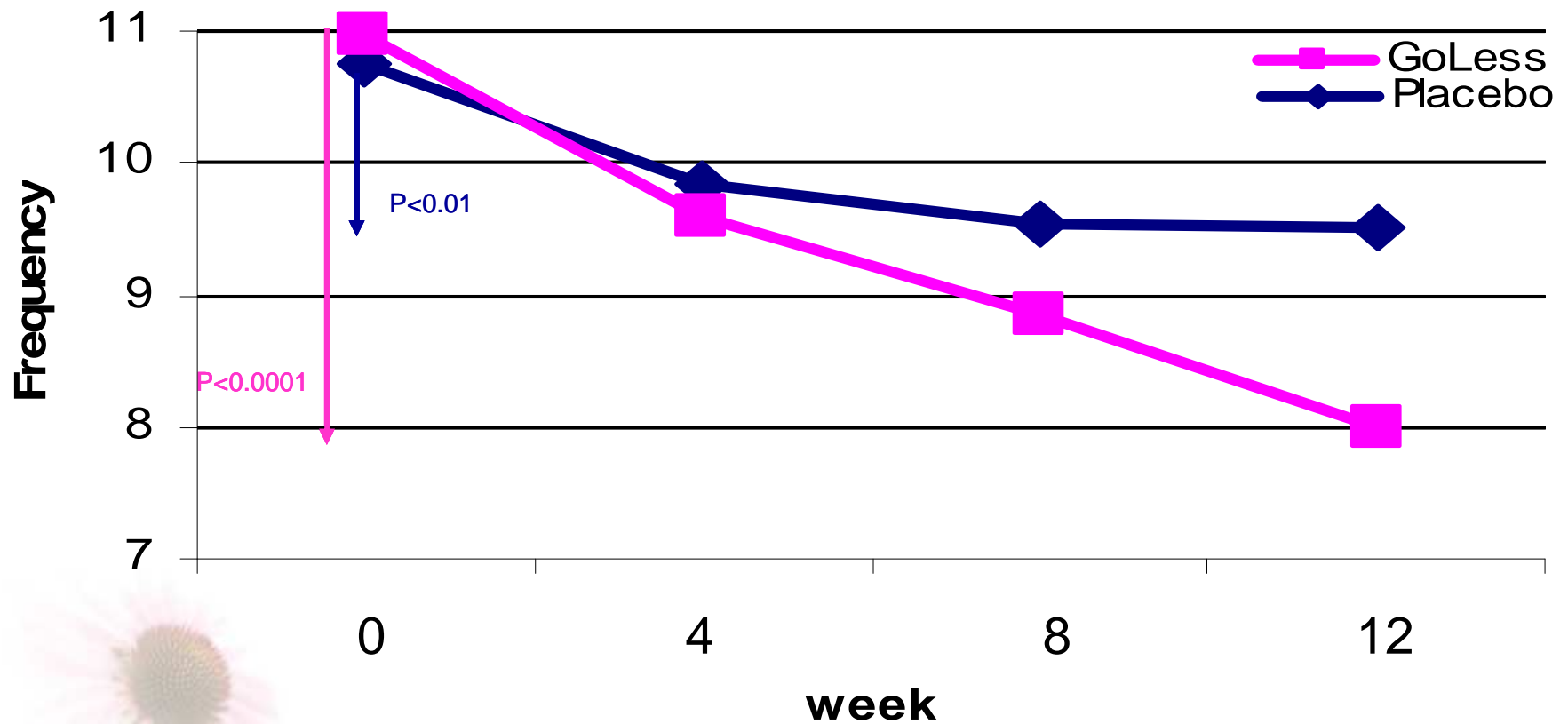


## Main outcomes:





### Daily average frequency of urination (times)

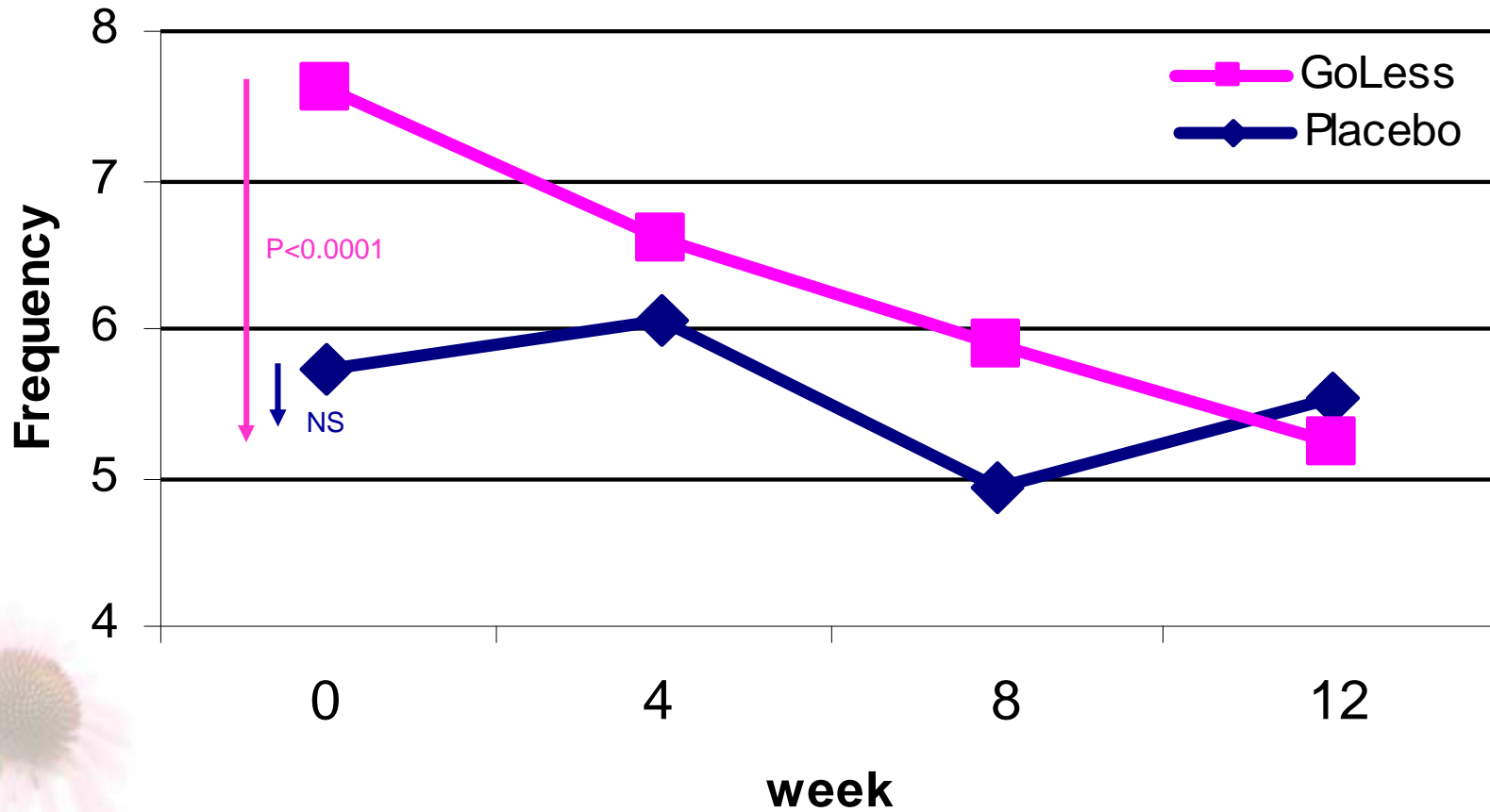


Daily average frequency of urination: - 27%





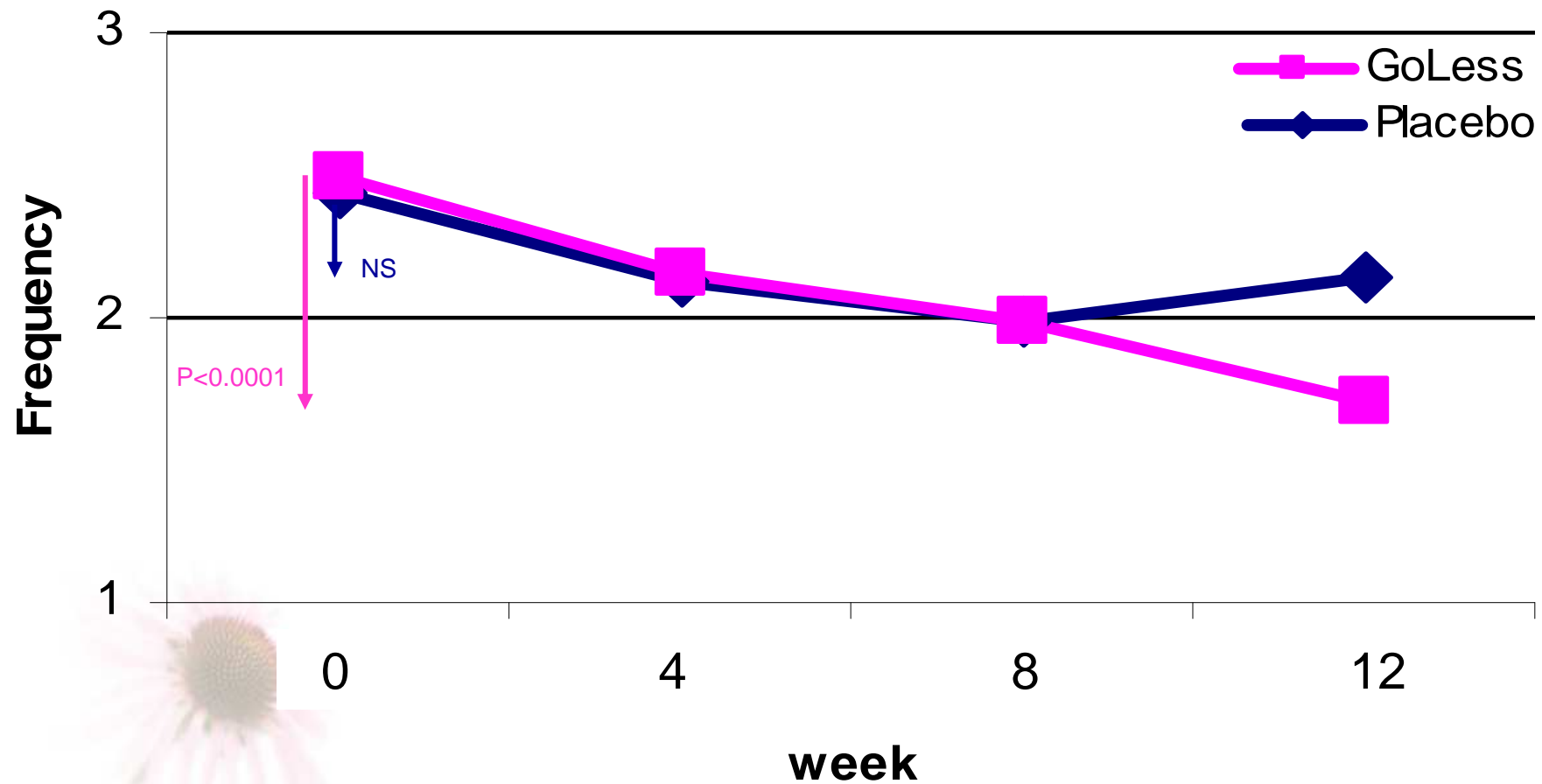
### Daily average frequency of urgency (times)



Daily average frequency of urgency: - 31%



## Average frequency of nocturia (times)



Average frequency of nocturia: - 31%



## Subjective satisfaction level



Subjective satisfaction level: > 90%



## Summary :


- Statistically significant improvements were observed in the most important factors of overactive bladder syndrome :
  - Urination frequency
  - Nocturia frequency
  - Frequency of urgency
- Safety was confirmed by absence of adverse effects reported, and parameters of blood analysis and vital signs were within normal range
- The subjective satisfaction level was over 90% with all the tested persons

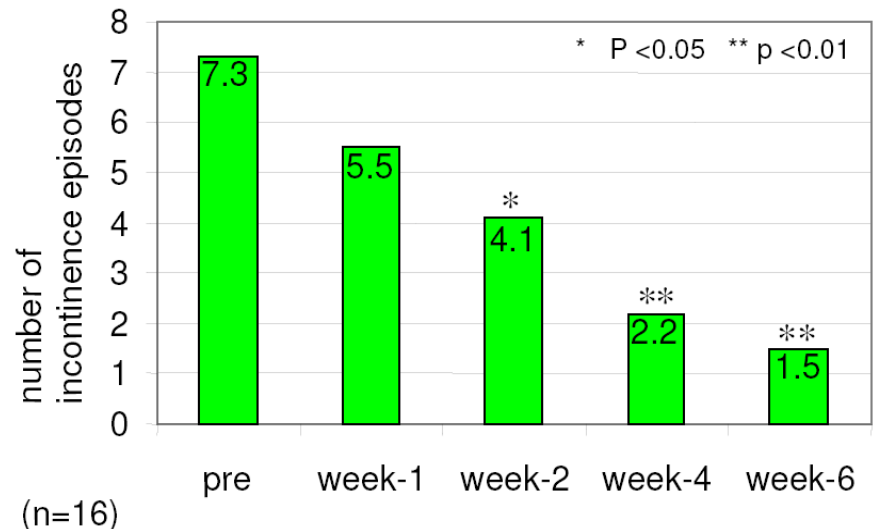
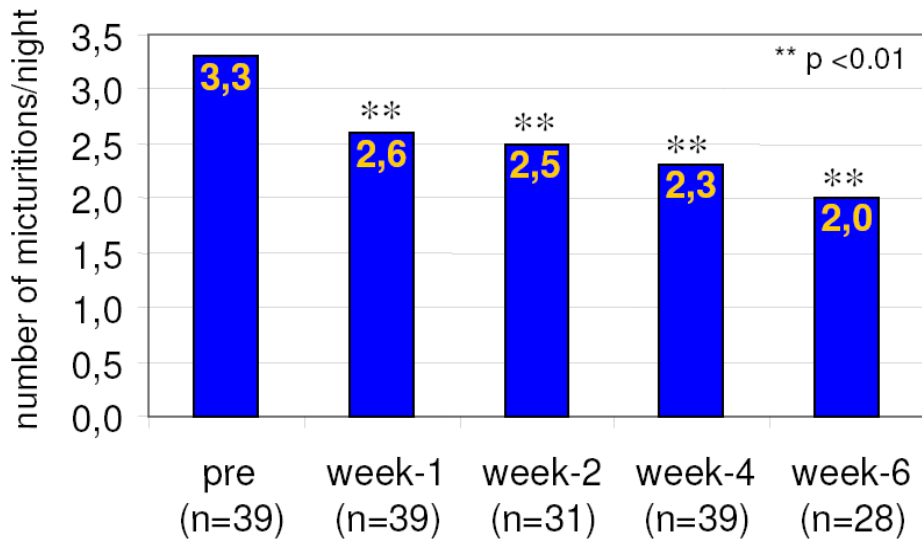


# Japanese clinical studies





<b>STUDIES</b>	 <b>Clinical</b> (Sogabe H. et al. (2001) (Yanagisawa Ei et. Al., Japan (2003))	Decrease in urination frequency during the day
		Decrease in urination frequency during the night
		Reduction of incontinence episodes
		Improved sleep satisfaction
		High subjective improvement rate
		Dosage: 525 mg EFLA®940 + 30 mg soy germ isoflavones/ day



➔ **Number of nocturnal micturitions: - 40%**

➔ **Number of incontinence episodes: - 80%**

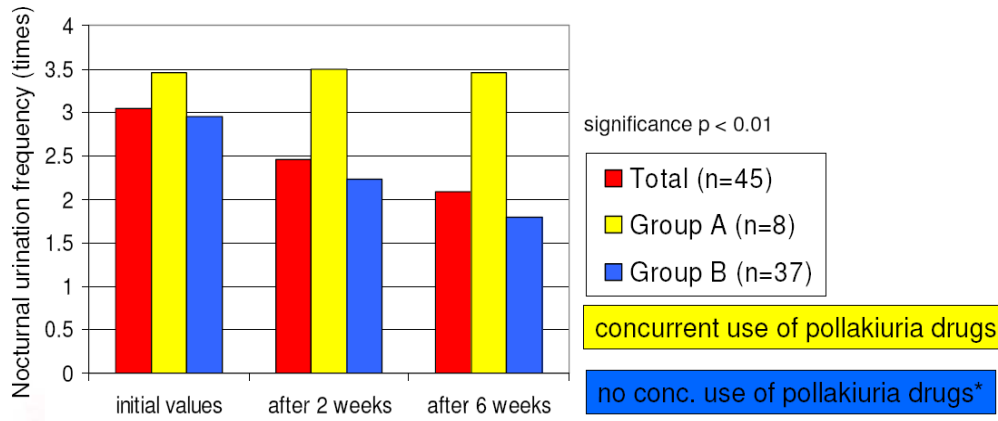




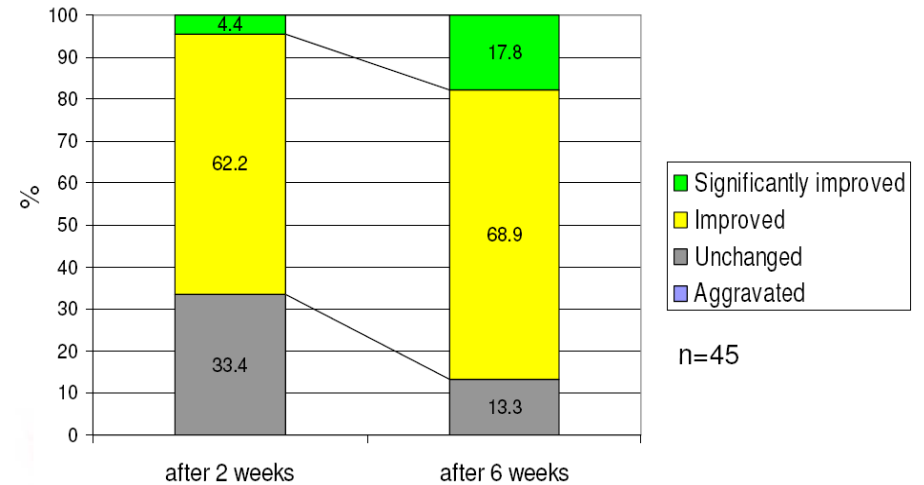
**STUDIES**

♂  
Clinical  
(Terado T. et al.  
(2004) Japan)

- Decrease in urination frequency during the night
- Improved sleep satisfaction
- High subjective improvement rate
- High compliance and safety
- Dosage: 525 mg EFLA®940 + 30 mg soy germ isoflavones/ day



➔ **Number of nocturnal micturitions: - 40%\***



➔ **Overall efficacy rate judged by investigators + 87 %**





# GO LESS™ Summary

- Brand new study results showed: Statistically significant improvements in the most important factors of overactive bladder syndrome in women :  
Urination frequency; Nocturnal frequency; Frequency of urgency
- Decreased of frequency of nocturnal and diurnal micturitions confirmed in human studies: both men and women
- GoLess™ significantly improved urinary incontinence in postmenopausal women and thereby significantly improve mobility and quality of life of affected individuals.
- GoLess™ is safe and effective for use in dietary supplements to support bladder health



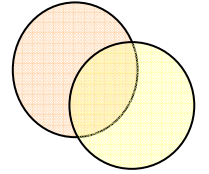
# GO LESS™





**GO LESS™**

# Dosage recommendation



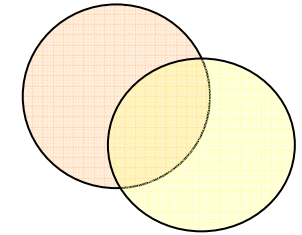
**DOSAGE**

600 mg/day (525 mg EFLA® 940 & 75 mg SoyLife® 40%)



# GO LESS™

## Flexible Applications



- Capsules
- Tablets
- Powdered beverages
  
- Bladder Support formulations
- Women's specific formulations
- Prostate OTC formulations

Futarom Health  
Innovation. Science. Quality.

application idea #02-07

### Bladder Control

Every 1 in 8 aging adults is affected by overactive bladder or urinary incontinence affecting their quality of life and confidence. Futarom's new "Go-Less" formulation has been clinically studied and shown to be effective for improving bladder control. The proprietary blend of ingredients in Go-Less targets both the symptoms and the cause of overactive bladder. Contact us today for a copy of our science and FDA applied Structure/Function claims. Use it in capsules, tablets, food and beverage applications.



Clinically shown to help:

- Reduce urinary urgency
- Regain bladder control
- Support prostate health

Supplement Facts	
Serving Size: 2 capsules daily	
	Amount Per Serving
Go-Less	600 mg
Ingredients: EPA-140 special pumpkin seed extract, SoyLife soy germ extract	



Clinically shown to help:

- Reduce incontinence
- Regain bladder control

Supplement Facts	
Serving Size: 1 sachet, add water with your favorite sweetener	
	Amount Per Serving
Fiber 2 Life	10 grams
Ingredients: Citrus, MEFM, EPA-140 special pumpkin seed extract, SoyLife soy germ extract, lecithin, gums Arabic salt, organic vanilla	

Futarom USA Inc.  
2000 Railroad Ave., North Bergen, NJ 07047  
Tel: 800 526-7147 Ext. 213, Fax 201 881 5511  
info@usa.futarom.com www.futarom.com

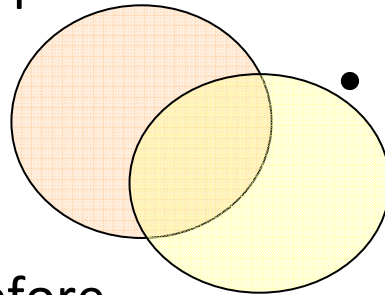





# GO LESS™ Summary Quality

Proprietary, patent protected blending concept of Frutarom ingredients

- **EFLA® 940** is very stable and due to the patented hyperpure process used it is absolutely free of oxidized lipids unlike many other Pumpkin seed preparations.
- **EFLA® 940** is produced with a validated and patented manufacturing process therefore reflecting a true multi-component system maintaining all active constituents
- **SoyLife®** clinically studied for effectiveness and safety; patent protected ingredient (PMS and Menopause)
- Made from soy germ; standardized on isoflavones





# GO LESS™ Our Assurance Your Success

## Quality

- Conforms with monographs (EFLA®940)
- Validated procedures
- EFLA® Hyperpure patent; Soy germ patents
- SoyLife®: Halal and Kosher certified

## Efficacy

- Pharmacological studies *in vitro* and *in vivo*
- Clinical studies on humans  
→ Significant effects

## Safety

- Part of daily diet
- Use over centuries
- Toxicity studies







# Some current Products in the market

## Uretin 45+ (Scandinavia)

525 mg EFLA®940

100 mg Soy germ extract



**Go-Less Maximum-Strength  
Bladder Control  
(USA)**



**Bladder Control Formula  
(USA)**



## Verikan (NL)

525 mg EFLA®940

75 mg SoyLife 40%

260 mg Magnesium





# Thank you!



PASSION FOR TASTE AND HEALTH