



***100% of Women Taking Satiereal
Report Decreased Hunger***

Decrease in weight and inches

Decrease in feeling of hunger

Decrease snacking and sugar cravings

Promote a healthy mood and lifestyle

International Patent WO 2007/125243 A1

INo'Real

plt
p.l. thomas



- Satiereal is a unique satiety ingredient with demonstrated clinical efficacy confirmed double-blind against placebo
- Satiereal has a unique mechanism as a satiety ingredient
- Satiereal is believed to act directly at the level of neurotransmitters to increase satiety and reduce overeating behaviors
- It is safe and cost-effective
- GRAS for food as extract of saffron
- It promotes weight loss and reduces snacking without frustration!

Satiereal Origin

Saffron threads



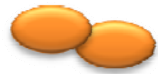
Saffron crocus



- Satiereal is a patent-pending ethanol extract of saffron
- Derived from stigmas harvested from *Crocus sativus* L., the saffron crocus, cultivated exclusively for Satiereal
- Saffron is grown in the eastern zone of the Mediterranean basin
 - Greece, Spain, Italy
- Saffron is a star in the culinary world since Ancient Persia, Greece, and Rome: prized in risotto, bouillabaisse, and paella, and in Persian and Indian aromatic rice dishes, desserts, and sauces
- Historical uses: ease digestion of spicy food, soothe irritated stomachs, used in the middle east to treat “melancholia” and depression*

* Food in Medieval Times. Adamson, M. 2004 Greenwood Publishing . and Saffron (Crocus Sativus) Production and Processing. Kafi, M. et al. 2006 Science Publishers.

Satiereal vs. Saffron



~ 200 mg

or



Calories: negligible

Calories ~ 3000

200mg Satiereal = 1.72 tsp of saffron
enough for 14 servings of paella!

Patents Pending

French Patent FR 0651443

International Patent WO 2007/125243 A1

- Use of saffron and / or its active ingredients: safranal and / or the picrocrocine and / or the crocine and / or their derivatives for the production of an agent of satiety asset for the care and / or treatment of overweight individuals.
- Use of saffron and / or its active ingredients: safranal and / or the picrocrocine and / or the crocine and / or their derivatives in the production of an active agent of satiety for the care and / or treatment eating disorders, compulsive desires snacks stress-related and / or depression.

Stress and Food Behavior

Stress, anxiety and depression influence food intake.

They often lead to “reactional hyperphagia” (compulsive overeating)

Experimental subjects reported that this phenomenon induces weight gain, that subjects try to stop overeating by enforcing food restrictions, and that these restrictions are sources of stress and anxiety for those subjects accustomed to finding comfort in food.*

**Greeno CG & Wing RR (1994), Lattimore P & Caswell N (2004), Polivy J and Herman CP (1999), Laitinen J & Sovio U (2002)*

Consumers turn to supplements:

In 2007, U.S. consumers spent \$1.7 billion on weight-loss pill form supplements.*

(*Nutrition Business Journal, 2008)



Satiereal's unique advantage

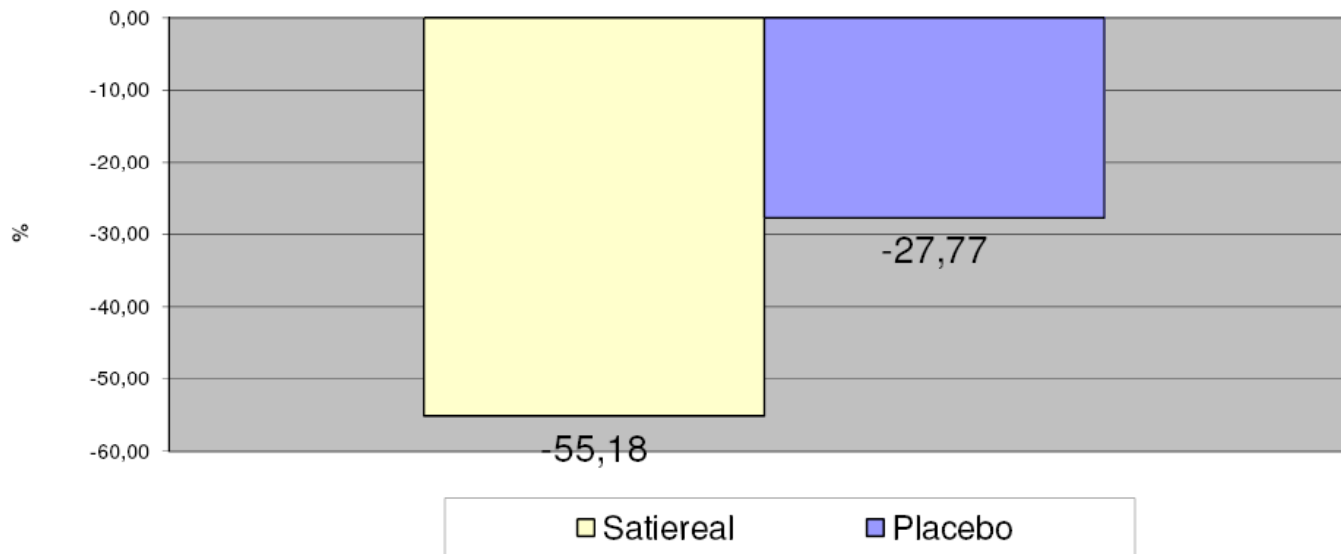
- Many satiety products work on physiological factors or interfere with absorption of the food itself.
- But many people snack due to habit, stress, anxiety, boredom or frustration, even if they don't feel hungry. Satiereal is perfect for compulsive snackers
- Satiereal can increase satiety, decrease stress, and improve emotional health
- Satiereal seems to act at the brain-behavior level!
- Satiereal works on the cause of overeating – it doesn't just delay it

Clinical Study – 2007

Results: Decrease in Snacking

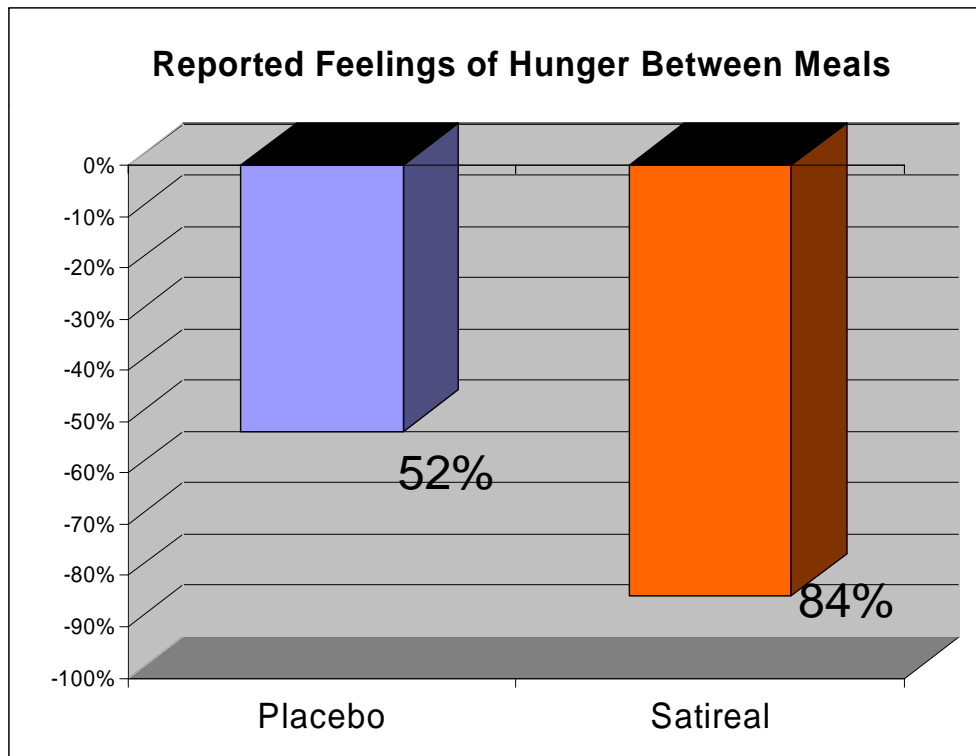
$p=0.012$

Snacking decrease average : -55,18%



Clinical Study – 2007

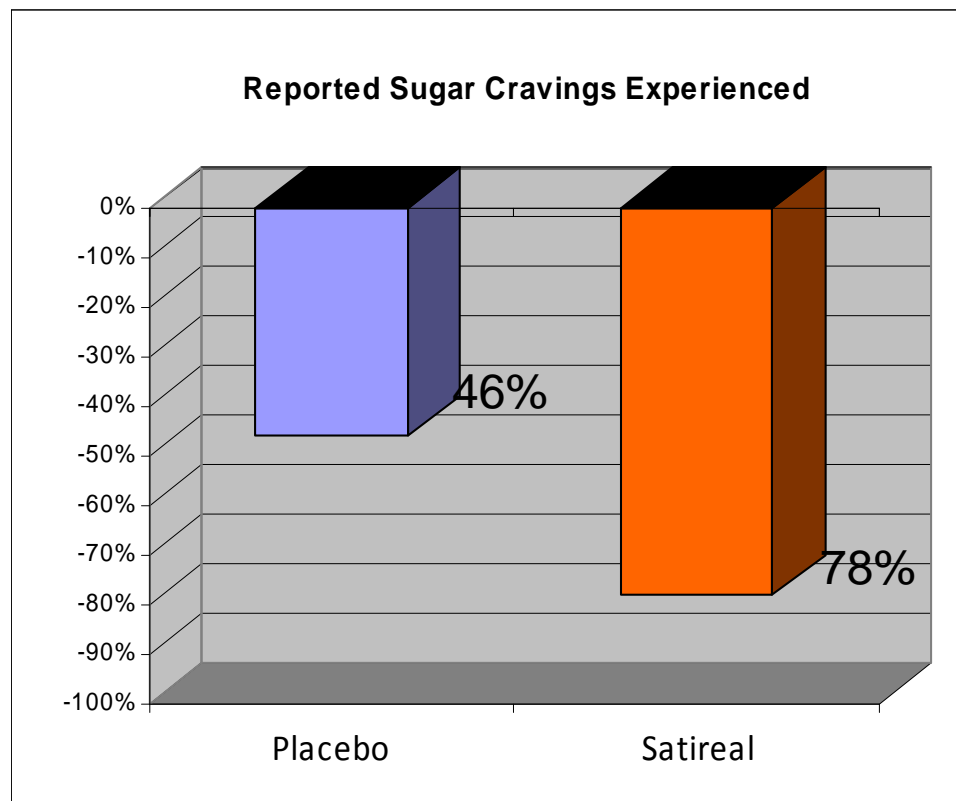
Results: Satiereal Decreases Appetite



$P < 0.01$

Clinical Study – 2007

Results: Satiereal Decreases Desire for Sugary Snacks



$P < .05$

Applications

- To formulate a satiety product, Satiereal can be mixed with vitamins, minerals, starches, flavors, aromas, sweeteners, etc.
- Satiereal does not have strong taste, odor, or texture issues
- Satiety protein beverages, bars, snacks, gels, desserts, dairy, etc.

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The logo for Satiereal features a stylized orange and red 'S' on the left, followed by the word 'atiereal' in orange. A registered trademark symbol (®) is positioned to the right of the word. Below the word, there are several orange scribbles.



Thank you for your attention!

For more information, please contact

P.L. Thomas

973-984-0900 x214

plt@plthomas.com

www.plthomas.com

