

YourBiotix InstaMelt

For cholesterol
health



VEGAN



ALLERGEN-
FREE



NON
GMO



YourBiotix *InstaMelt* is a food supplement that combines two science-backed natural ingredients to provide a multi-target mechanism of action approach for reducing cholesterol levels and promoting overall heart wellness.

- 1** *Lactobacillus plantarum* LP_{LDL}[®], a naturally occurring and proprietary probiotic strain discovered by ProBiotix with scientifically demonstrated efficacy to regulate the metabolism of bile acids from the liver to support normal LDL and HDL cholesterol levels*.
- 2** **Thiamine (Vitamin B1)**, a vitamin that plays a key role in energy metabolism in all cells and contributes to the normal function of the heart¹. Thiamine deficiencies may lead to heart health complications.

- Scientifically validated efficacy
- Turnkey, finished formulation - ready to market
- Clinical dose delivered through end of shelf life (2 years)
- Manufactured under cGMP

InstaMelt Technology

Innovative & convenient way
to take a daily probiotic

- Original *InstaMelt* probiotic formulation
- Clinically documented strains in optimal amounts
- Superior organoleptic properties
- Natural fruit flavors
- Unique dosing technology
- Laser cut foil for easy tear-open



EFSA Health Claim:

- Contributes to the normal function of the heart¹

US Structure Function Claims*

- Helps maintain cholesterol levels already in the normal range
- Supports normal LDL and HDL cholesterol levels
- Positive effect on cholesterol levels within the normal range
- Benefits long term cardiovascular health

Unique Features:



GREAT TASTING
POWDER



DISSOLVES
INSTANTLY



VERY PLEASANT
MOUTHFEEL

Directions for use

Pour one sachet of YourBiotix InstaMelt directly onto tongue, allow to melt and swallow. Take once daily after a main meal for full health benefits.



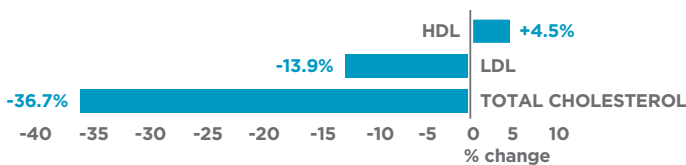
Scientifically validated in independent human intervention studies to reduce cholesterol



Safety and efficacy of LP_{LDL}® in normal to mildly hypercholesterolemic adults.

A 12-week, independent, double blind, randomised, placebo-controlled human intervention in 49 adults (total cholesterol at baseline between 5.16 and 7.64mM), taking 4x10⁹CFU encapsulated LP_{LDL}® or placebo. Results are based on 12 weeks consumption LP_{LDL}® vs placebo².

LP_{LDL}® was shown to be completely safe, well-tolerated and showcased statistically significant improvements to multiple risk biomarkers for cholesterol:

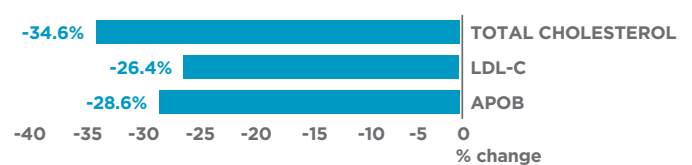


University of Reading: Costabile et al., 2017

The cholesterol lowering efficacy in LP_{LDL}® in hypercholesterolemic adults

A 9-week, independent, double blind, randomised, placebo-controlled human intervention study in 16 adults taking 4x10⁹CFU encapsulated LP_{LDL}® or placebo³. Results are based on 6 weeks consumption of LP_{LDL}® vs placebo on a daily basis, followed by a 3-week washout period.

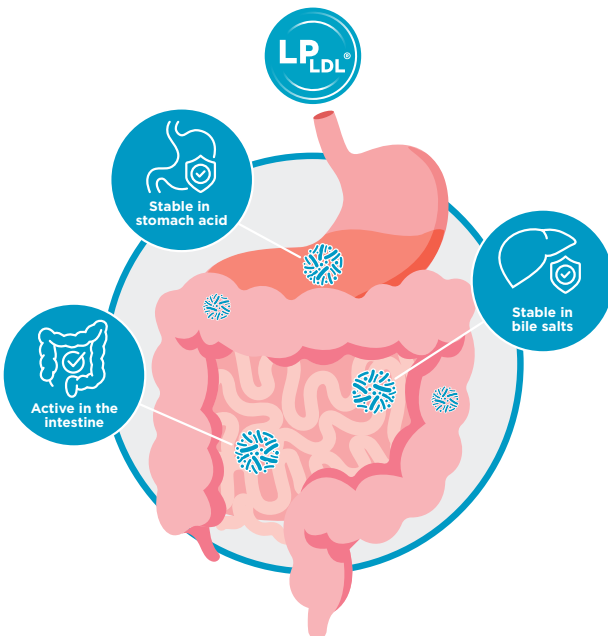
LP_{LDL}® was shown to be completely safe, well-tolerated and showcased statistically significant improvements to multiple risk biomarkers for cholesterol within 6 weeks:



University of Roehampton: Kelezade E. et al., 2021

Superior Gastric Stability

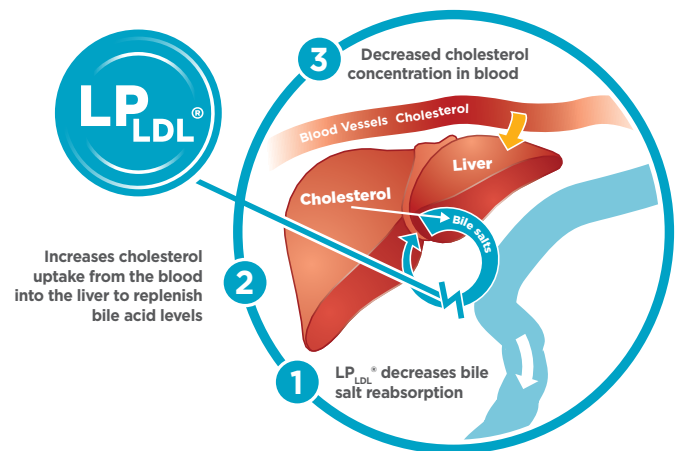
LP_{LDL}® is gastric pH and bile salt tolerant to ensure optimum efficacy on delivery



The Link Between the Gut Microbiome and Cardiometabolic Health

The liver and the gut microbiome have an intense functional and bidirectional communication known as the Gut-Liver Axis. Within this metabolic cooperation, the liver produces and releases bile salts influencing cholesterol metabolism.

LP_{LDL}® deconjugates bile salts in the intestine, preventing their uptake by the liver. This triggers the liver to utilise cholesterol to restore the bile acid pool.



Supporting literature

- (1) EFSA Journal (2009). 7(9):1222
- (2) Costabile A et al., (2017). PLoS One, 12 (12): e0187964
- (3) Kelezade E et al., (2022). JFF, 89: 104939

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



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Commercialisation

