



calocurb™

Meet calocurb

- A 100% plant-based, weight management supplement designed to support healthier food choices when snacking and portion control at mealtimes.
- A world-first, calocurb is a breakthrough innovation in supporting healthy weight management.

Plant power

- calocurb is 100% plant based and contains no fillers, stimulants or synthetic properties.
- calocurb is GMO-free, sourced in New Zealand, GRAS approved and manufactured in the USA.
- calocurb only has four ingredients:
 - o **Hops flower extract.** Sourced from a specific variety of hops flower grown in clean, green New Zealand. A concentrated hops extract called Amarasate™ is the active ingredient in calocurb.
 - o **Rosemary extract.** This natural preservative makes calocurb stay effective longer.
 - o **Canola seed.** Rich in Omega-3s and low in saturated fats, it's canola seed that makes calocurb easily absorbable.
 - o **Capsule.** Calocurb's industry leading capsules are vegetarian, non-GMO certified and used in pharmaceutical products in all major markets.



Science, at your service

- It all started with recognized research that bitter compounds can support feelings of fullness and satiety. Using the established science as a starting point, scientists at Plant & Food Research worked on a six-year project to screen more than 900 plants to find the most effective, all-natural bitter compound.
- A New Zealand hops flower extract came out on top and progressed through clinical testing to become Amarasate – the active ingredient and bitter compound in calocurb.
- The last piece of the puzzle is calocurb's patented capsule technology, which enables delivery of the hops flower extract directly to the upper intestine, where canola oil helps release the bitter compound to best effect.





calocurb and you

- calocurb is a simple tool for supporting healthy weight management. The only guideline is to take one capsule an hour before meal or snack time (up to two capsules per day).
- While calocurb represents a breakthrough in weight management innovation, it is not a silver bullet for weight loss. calocurb is designed to be used alongside any and all fitness and diet regimes in support of your health and wellbeing goals.
- calocurb is not intended for use by anyone under 18 years of age or for woman who are pregnant or breastfeeding. As with any dietary supplement, concerned customers should consult their healthcare provider before using calocurb, especially those with a medical condition, who are taking medications, or have known adverse reactions or allergies.
- calocurb is sold via www.calocurb.co.nz only. Monthly subscriptions can be cancelled or skipped at any time.
- Currently, calocurb is only available in New Zealand.



The team behind calocurb

- calocurb is licensed and commercialized by calocurb Ltd – a new company specializing in nutrition and e-commerce.
- Plant and Food Research is a New Zealand-based science company providing research and development that adds value to fruit, vegetable, crop and food products. With over 900 people based at sites across New Zealand, as well as in the USA and Australia, at the heart of Plant & Food Research is a goal to underpin the growth of plant and marine-based industry through the successful application and commercialisation of research-based innovation. Plant & Food Research is a New Zealand government-owned Crown Research Institute.
- Customers are also reminded to always read the label and use as directed. Weight management products like calocurb should be used in conjunction with a balanced diet and exercise.

For more information on calocurb:

Please visit www.calocurb.co.nz or contact **Jacqui Kenna** at jacquik@peadpr.co.nz

For more information on Amarasate and Plant & Food Research:

Please contact **Emma Timewell** at emma.timewell@plantandfood.co.nz

