

agel[®]



PRODUCT PROFILE

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PRODUCT PROFILES

who we are...

Agel Vision

The Global Leader in Suspension Gel Technology
based Nutritional Products

Agel Purpose

AGEL and our Product Profiles in *Innovation, Research, Quality and Safety* provide the necessary components for a confident, well-informed community of empowered team members through:

- Safe and beneficial products
- Clear and organized information
- Compliance to well-defined systems



Marketing Summary

Life-sustaining nutrients in a revolutionary delivery system

Superior absorption

PRO provides life-sustaining nutrients in a revolutionary delivery system. Don't let the dry form fool you, PRO is still based on suspension gel, an advanced nutrient delivery system that delivers superior absorption when compared to conventional delivery systems. The guar and xanthan ingredients combine with PRO ingredients to form a smooth suspension gel when added to water. This superior absorption ensures your muscles get the fuel they need allowing your body to perform at its best.

Begin using Agel PRO now

and let your body benefit from a protein product that simply has no competition. With an unmatched amino acid profile achieved by combining several sources of protein, PRO is able to deliver effective nutrition like nothing else. And that's just the start. PRO contains Green Tea Extract which is extremely high in the super nutrients known as polyphenols. Recent studies show that polyphenols can boost your metabolism and assist you in burning fat, making it even easier in your desire to manage body weight and keep in shape. Powerful muscle fuel, fat-burning super nutrients, amino acids like no other product on the market, all delivered to your body faster and easier than ever before. PRO is a strong catalyst. When PRO is combined with exercise, and reduced caloric intake, and delivered to your body faster and easier than ever before, PRO is the BEST way to start your day.

The FIT Challenge

The Agel PRO Shake is a primary component of the Agel FIT Challenge. The FIT Challenge is designed to enable team members to reach their greatest potential. The FIT Challenge is a holistic active lifestyle that encourages you to do more so you can be more.

Research MONOGRAPH

Product History & Traditional Use

The PRO protein product and concept for weight management and lean body health was first introduced in gel packet form at Agel in 2008. The original PRO product was discontinued as the gel packet was limited in size. The new PRO Nutrition Shake Mix was re-designed as a food product and was introduced in a bulk zip-lock bag in January 2012 to address this issue. The new PRO occurs as a dry free flowing powder with just over one kilogram (2.25 lb or 1020g) per package. The new PRO contains the same low glycemic suspension gel ingredients (xanthan and guar gums, fructose).

PRO can be reconstituted in a suspension gel dosage or milkshake-like form with the addition of water or milk. When hydrated with water or milk, PRO has a similar viscosity to suspension gel.

The new PRO contains traditional sources (whey, soy and milk) of protein formulated with Green Tea Extract, Inulin Soluble Fiber, Xanthan and Guar Gums, along with B vitamins and chromium to support nutritional weight management.

Green Tea has a long history of use as a popular beverage (considered 2nd is consumed daily in Asian and European cultures. In addition to popular use as a beverage, Green Tea has an emerging use as an ingredient for weight management.

PRO INGREDIENT	PHYTONUTRIENT	TRADITIONAL USE*	CURRENT USE
B Vitamins	B2, B3, B6	Nutritional and health wellness	Rich source of Vitamin B2, B3, B6
Chromium Chloride	Chromium	Trace essential mineral	Rich source of Chromium, metabolic support
Green Tea Extract	Polyphenols	Cultural anti-oxidant beverage	Claims not allowed DS claims not allowed**
Inulin	Soluble Fiber	Prebiotic, intestinal health	High in Fiber

**Traditional use claims have not been verified by modern scientific research.*

***Dietary supplement structure function claims are not allowed on food/beverage products.*

Scientific Summary

& CURRENT USE

Agel PRO is a food product. PRO is not a dietary supplement.

Normal structure function claims are not allowed for foods. Only specific FDA allowable nutritional claims can be made on food products. PRO and other food products cannot make drug claims. Any non-drug and non-supplement claims that are made for PRO must be truthful and not misleading.

The Agel PRO nutrition shake mix is an advanced formulation including:

A synergistic blend of 5 different protein sources in a base of vitamins and minerals. Protein has been reported to provide multi-dimensional approach support to weight management including: 1) high protein diets

are associated with an increase in metabolic thermogenesis; 2) increased feeling of fullness and lower food cravings; and 3) supports fat-free mass development in some individuals as lean body mass is favored.

Inulin and the suspension gel technology ingredients (Xanthan and Guar Gum) provide a dual function of increasing PRO viscosity and providing a feeling of satiety (fullness) when hydrated. Complex carbohydrates in the form of fiber provide a slower release of nutrients and discourage food cravings or in-between meal snacking. Low glycemic ingredients modulate changes in blood sugar and provide a balanced sustainable energy to support weight management systems such as the FIT

Lifestyle. Inulin also functions as a prebiotic to support digestive, cardiovascular, and cholesterol management.

Green Tea is not fermented or processed, which helps preserve its anti-oxidant properties.

Black Tea on the other hand is fermented. Green Tea has been used as a beverage, dietary supplement, topical cosmetic and in multiple forms such as raw leaves, liquid infusions, and extracts standardized for polyphenol content which supports metabolic enhancement. Decaffeinated as well as naturally occurring caffeine containing forms appear in the market. The Agel PRO incorporates a Green Tea extract standardized for 40% polyphenol that is decaffeinated or low in caffeine content.

Features of Agel PRO

- Low cholesterol (10mg or 3% Daily Value)
- High in fiber (5g per serving)
- Five Protein Sources (12g per serving)
- Green Tea Extract with Polyphenols
- Gluten Free
- Rich source of B Vitamins
- Low in sodium



FIT Challenge

& WEIGHT MANAGEMENT CONCEPTS

- 1** Our FIT weight management program includes exercise, reduced caloric intake, Agel supplements and willpower.
- 2** Keep hydrated. Drink four liters of water daily or as needed.
- 3** Exercise 30 minutes daily, 5-6x weekly.
- 4** An initial 7 day cleansing regimen to prepare for weight management is advised.
- 5** Use 1-2 PRO Shakes daily, GRN Packets 2x daily, FIT Packets daily depending on your program and market. 2x
- 6** Daily protein 70-100 grams as needed (breakfast target of 30g).
- 7** Do not eat within 3 hours of retiring to sleep.
- 8** Weight management is a long term process. A long term sustainable weight management lifestyle is recommended over short term use of diet pills. Programs are more effective than supplements alone !
- 9** Go to the FIT Challenge website at Agelfitness.com for additional information, diet plans, BMI calculator, and exercise programs.

Incorporating PRO into the FIT Challenge

The Agel FIT Challenge incorporates the Agel PRO Shake into a nutritional weight management system. When Agel PRO is combined with reduced caloric intake and exercise it will help you feel and look your best. A commitment to the FIT Challenge program will enable you in your journey to good health and a positive self image.

Product Label

US FORMULA

Nutrition Facts

Serving Size: Approx. 34 g (1 scoop)

Servings Per Container: 30

Amount per Serving	1 Scoop	with 1 Cup Skim Milk
Calories	140	220
Calories from Fat	40	45
Calories from Saturated Fat	10	15
% Daily Value*		
Total Fat 4.5 g	7%	7%
Saturated Fat 1 g	6%	7%
Trans Fat 0 g		
Polyunsaturated Fat 0 g		
Monounsaturated Fat 2 g		
Cholesterol 10 mg	3%	5%
Sodium 125 mg	5%	11%
Potassium 270 mg	8%	20%
Total Carbohydrates 14 g	5%	9%
Dietary Fiber 5 g	20%	20%
Soluble Fiber 4 g		
Sugars 5 g**		
Protein 12 g	24%	40%
Vitamin A	0%	10%
Vitamin C	0%	4%
Calcium	10%	40%
Iron	0%	2%
Riboflavin	30%	50%
Niacin	30%	30%
Vitamin B6	30%	35%
Pantothenic Acid	30%	40%
Chromium	30%	30%

* Percent Daily Values are based on a 2,000 calorie diet.

† Daily Value not established.

	Calories	2,000	2,500
Total Fat	Less than	65 g	80 g
Saturated fat	Less than	20 g	25 g
Cholesterol	Less than	300 mg	300 mg
Sodium	Less than	2,400 mg	2,400 mg
Potassium		3,500 mg	3,500 mg
Total Carbohydrate		300 g	375 g
Dietary Fiber		25 g	30 g
Protein		50 g	65 g

Calories per gram:

• Fat 9 • Carbohydrate 4 • Protein 4

INGREDIENTS AGEL® Protein Blend (Whey Protein Concentrate, Soy Protein Isolate, Soy Protein Concentrate, Calcium Caseinate, Pea Protein Isolate, Whole Milk Powder, Skim Milk Powder, Sodium Casienate), Inulin, Alkalized Dutch Cocoa Powder, Fructose, Corn Syrup Solids, Sunflower Oil, Green Tea Extract, Natural Flavor, Guar Gum, Dipotassium Phosphate, Xanthan Gum, Lecithin, Sodium Chloride, Stevia Extract, Niacinamide, Calcium

** One serving, when mixed with 1 cup skim milk contains 12 g of additional sugar (from lactose, a natural milk sugar).



Product Label

EU FORMULA

INGREDIENTS AGEL®

Protein Blend 12g (Whey Protein Concentrate, Soy Protein Isolate, Soy Protein Concentrate, Calcium Caseinate, Pea Protein Isolate, Whole Milk Powder, Skim Milk Powder, Sodium Caseinate), Inulin 3g, Flavour (Cocoa Powder), Sweetener (Fructose), Corn Syrup Solids, Sunflower Oil, Green Tea Extract 1000 mg, Natural Chocolate Flavor, Thickeners (Guar Gum (E 412), Xanthan Gum (E 415)), Dipotassium Phosphate, Lecithin, Sodium Chloride, Sweetener (Sucralose), Niacin (as Niacinamide) 6mg, Vitamin B5 (as Calcium Pantothenate) 3mg, Vitamin B6 (as Pyridoxine HCl) 0.6 mg, Riboflavin 0.5mg, Chromium (as Chromium Chloride) 36 mcg.

NUTRITION INFORMATION INFORMACIÓN NUTRITIVA INFORMAZIONI NUTRIZIONALI L'INFORMATION NUTRITIONNELLE VOEDINGSWAARDE

Serving Size: Approx. 34 g (1 scoop) / Tamaño de porción: 1 cucharada (34 g) / Porzione: 1 cucchiaino (34g) / Taille de la portion: 1 cuillerée (34 g) / Portie: 1 schep (34 g)

Each Serving Contains:

Cada porción contiene:

Ogni porzione contiene:

Chaque part contenant:

Elke portie bevat:

	Per/Port/ Pour 34g	Per/Port/ Pour 100g
Calories / Calorías / Valore Energético / Valore Energetico / Energiewaarde	140 kcal	411.8 kcal
Carbohydrates / Hidratos de carbono Carboidrati / Glucides / Koolhydraten	14 g	41.2 g
of which sugars / de los cuáles azúcares di cui zuccheri / dont sucres / waarvan suikers	5 g	14.7 g
Fat / Grasa / Grassi / Matières grasses / Vetten	4.5 g	13.2 g
of which saturates / de la cuál saturada: di cui saturi / dont acides gras saturés / waarvan verzadigde	1 g	2.9 g
Fiber / Fibra / Fibres / Vezels	5 g	14.7 g
Sodium / Sodio / Sodium / Natrium	125 mg	367.5 mg
Protein / Proteína / Proteine / Protéine / Eiwitten	12 g	35.3 g

Amino Acid Profile Per Serving:

Perfil aminoácido por porción:

Profilo amminoacidico per porzione:

Profil d'acides aminés, par portion:

Aminozuurprofiel per portie:

Alanine / Alanina	500 mg
Arginine / Arginina	700 mg
Aspartic Acid / Ácido aspártico / Acido aspartico /	1200 mg
Acide aspartique / Asparaginezuur	
Cysteine/Cisteína / Cisteina / Cystéine / Cysteine	200 mg
Glutamic Acid / Ácido glutámico / Acido glutammico /	2200 mg
Acide glutamique / Glutaminezuur	
Glycine / Glicina / Glicine	400 mg
Histidine / Histidina / Istidina / Histidine	300 mg
Isoleucine / Isoleucina	600 mg
Leucine / Leucina	1000 mg
Lysine / Lisina	800 mg
Methionine / Metionina / Méthionine	200 mg
Phenylalanine / Fenilalanina / Fenylalanine	500 mg
Proline / Prolina	800 mg
Serine / Serina / Sérine	600 mg
Threonine / Treonina / Threonine / Tryptofaan	500 mg
Tryptophan / Triptófano / Triptofano	200 mg
Tyrosine / Tirosina	500 mg
Valine / Valina	600 mg

Approved Claims

Key Ingredients

Agel Proprietary Protein Blend, Total fiber/Soluble fiber (Inulin), Chromium (as chromium chloride) Green Tea Extract

APPROVED	NOT APPROVED
Excellent or rich source of Protein, Dietary Fiber, Riboflavin, Niacin, Vitamin B6, Pantothenic Acid and Chromium	PRO is an excellent source of all essential vitamins and minerals
A Meal-Like replacement	PRO is a dietary supplement
PRO is an important component of Agel's weight management system when combined with regular exercise and a healthy diet	Prevent and treat obesity the natural way with Agel PRO
Studies show regular exercise and a proper diet can help support healthy cholesterol levels and normal cardiac function	Lose weight without exercise or reducing caloric intake
PRO and a healthy lifestyle go hand-in-hand. You will look and feel your best.	PRO is safe for everyone including infants and young children
High Fiber	Certified Organic
Gluten Free	Kosher and Halal certified
5 Protein Sources	Protein is good for treating heart disease
Low Cholesterol	High in "good" Cholesterol
Low sodium	Sodium free or very low sodium

Notes

- 1 The statements in the Not Approved column shall not be used by Agel staff.
- 2 The PRO recommended dosage is 1 scoop (approximately 34 grams) once daily or as needed.
- 3 PRO is a food product. It is labeled and regulated as a food. PRO is not a dietary supplement.
- 4 PRO, GRN, and FIT are nutritional products in the FIT Challenge System.
- 5 PRO is not certified as Kosher or Halal.

Safety Cautions

& ASSESSMENT

- PRO contains: Soy and Milk. Do not use PRO if you are allergic to soy or milk products and whey .
- PRO contains Green Tea Extract which includes polyphenols, flavanols (Epigallocatechin gallate and other catechins), and caffeine. The typical amount of caffeine per serving of PRO is approximately 10-70 mg. If you are sensitive to caffeine or consuming other sources of caffeine exercise appropriate precautions.
- Pregnant or lactating women (or those planning pregnancy) should consult their physician prior to using this product or engaging in any weight management program.
- More than one serving size per day of PRO may cause gastrointestinal distress in sensitive individuals due to fiber content. It is recommended to begin with one serving size per day before advancing to additional servings per day.
- If you are planning a surgery, disclose use of PRO, all medications and other dietary supplement usage to your physician.
- PRO may be used with or without food based on individual weight management program and need. PRO may be used to complement a reduced calorie dietary management system.
- Agel PRO is intended for adult use. It is not intended for use in young children.
- If you experience any unexpected event or reaction to usage of PRO contact Agel at 3400 N. Ashton Blvd, Suite 500, Lehi Utah 840343 or call 1-801-407-5200 or 1-801-407-8801

Key Ingredients

Protein Blend 12g per serving, Inulin (fiber) 5g per serving, Green Tea Extract 1g per serving, Caffeine derived from Green Tea Ext approx. 10-70 mg per serving

Age Guidelines

FOR USE

AGE GROUP CLASS	APPROXIMATE AGE	USE RECOMMENDATION
Newborn	Birth to one month of age	Not recommended for use
Infant	One month to 2 years	Not recommended for use
Child	2 years to 12 years	Not recommended for use
Adolescent	12 years to 17 years	1 Scoop (34g) daily
Adult	17 years and older	1-2 Scoops daily (34-68g) as needed

Agel Guidelines

- 1** Individual conditions should be considered when considering use, including: weight, sex, pre-existing medical conditions, sensitivity or allergic reactions to ingredients, use of prescription medication or other drugs.
- 2** The adult use recommendation for adults PRO is 1-2 scoops daily or as needed. The term “or as needed” denotes that individuals may select more than 2 scoops daily based on individual need, however, the daily maximum dosage recommended is 4 scoops.
- 3** Individuals should begin Agel product use with one Agel product at the lowest dosage and increase dosage and add other complementary Agel products as needed.

Product Shelf Life

Agel PRO has a shelf life of 24 months when stored under ambient conditions

Glossary

Amino Acids An organic compound comprised of an acid (carboxylic acid) and an amino (nitrogen based) group that are the primary building blocks of protein.

Body Mass Index (or BMI) Is a measurement of your body weight relative to your body height. A BMI less than 18.5 is considered underweight. A BMI of 18.5-24.9 is considered normal range. A BMI 25-29.9 is considered overweight. A BMI of greater than 30 places a person in the obese category. A healthy weight and BMI is based upon many individual factors and may vary for each person.

Catechins Chemical group of compounds related to the flavones and considered to have therapeutic activity as anti-oxidants.

Glycemic Index A measure of the effects of the breakdown of carbohydrates on blood sugar levels. Carbohydrates that break down quickly (simple sugars) and release glucose immediately to the blood have a high glycemic index. Carbohydrates that break down slowly (complex carbohydrates and fibers) release glucose slowly to the blood have a low glycemic index.

Inulin Polysaccharide (soluble fiber) found primarily in the roots and storage organs of plants in the Sunflower family.

Polyphenols A class of organic molecules comprised of multiple phenol groups and associated with metabolic and therapeutic activities such as anti-oxidant and anti-aging.

Prebiotic Non-digestible ingredients that stimulate the growth and/or activity of bacteria in the digestive system in ways claimed to be beneficial to health.

Probiotic Microorganisms (bacteria) thought to be beneficial to the host organism and when ingested in adequate amounts confer a health benefit.

Protein Naturally occurring complex configurations of amino acids which are essential constituents of living cells and perform vital biological functions.

Satiety The sensation of fullness or fed to capacity.

Thermogenic The process of heat production in metabolic systems associated with a weight management system.

Viscosity Is a measure of the thickness of a liquid. Water is thin and has a low viscosity while suspension gel is thick and has a high viscosity.

References

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- The United States Pharmacopeial Convention. USP Dietary Supplements Compendium The Authoritative Reference 2009-2010 1st Edition. Rockville, MD. 2009.
- Paddon-Jones D, Westman E, Mattes RD, Wolfe RR, Astrup A, Westerterp-Plantenga M. (2008) Protein, Weight Management, and Satiety. Am J Clin Nutr. 87(5): 1558S-1561S.

Additional Resources

US Regulatory Requirements
European Regulatory Requirements
Agel Suspension Gel Technology FAQ
Agel Product Allowable Claims
Agel Product Shelf Life
Agel Quality (QA/QA 2011)

