



Flourish. Inside & Out.

Press Release

International Slimming Sensation from Norway, 30days™, Launches First Club in Singapore

Natural Pharma Pte. Ltd. announced the launch of the 30days™ Club (the "Club") at Fullerton Bay Hotel on 21 January 2014.

The Club, which is the first of its kind, operates as a platform to support users of the 30days™ slimming concept as the path to a slimmer, healthier body can often be daunting when taken alone. The Club's aim is to provide a sense of community, accountability and camaraderie amongst likeminded individuals who are seeking to live well.

The Club interacts with its members and provides useful information on online media such as its website (<http://30days.naturalpharma.com.sg>) and its social media sites like Facebook, Instagram and Twitter.

Members will be able to obtain advice on eating right with in-house holistic nutritionist, Audrey Wong Mortensen, get access to delicious healthy recipes, exercise tips, and priority to events like exercise classes or cooking classes. The club's website will also be updated periodically with other information like videos and tips and tricks to better living.

The purpose of providing such information is to support, advise, and most importantly inspire members to look for alternative ways of living that support their personal goals for their bodies.

Membership to the 30days™ Club is free.

The revolutionary 30days™ concept from Norway focuses on the size of a person's waistline as opposed to weight loss. This is based on the well-researched premise that the size of a person's waistline is a more accurate indicator of a person's health than the Body Mass Index. For Asians, waistline measurements above 80cm and 94cm for women and men, respectively, indicate a higher risk for heart disease, diabetes, high blood pressure and other severe chronic diseases.^

The 30days™ solution combines 100% natural 30days™ supplements with colon cleansing, coupled with supportive exercising and eating for optimal results. The 30days™ supplements use a combination of herbs, star ingredient beta glucan 1.3/1.6 (which is known for properties that support the immune system) and colon cleanser for its winning formula.

30days™ supplements are currently sold in Norway, Sweden, Finland, The Netherlands, Russia, Portugal, Kazakhstan, Azerbaijan, Lithuania, Hungary, Iceland, United Kingdom, Latvia, Estonia, Cypress, Malta, Slovenia, Bosnia, Sudan, Libya, Thailand, Vietnam and previously USA. 30days will be launched in Canada, Korea and again in USA in 2014.

To date, 30days™ supplements have sold over 1.5 million bottles in Scandinavia alone.

The 30days™ range is available at selected Guardian Health & Beauty, John Little and Watson's stores from March 2014.



Flourish. Inside & Out.

^Another indicator is the Waist-to-Hip-Ratio. It is calculated by dividing the measurements for the waist by the hip. A result greater than 0.8 for women and 1 for men represents a higher risk for severe diseases like heart disease.

Ends

*

Notes for Editors

Natural Pharma Pte. Ltd. is an associate company of 2 Norwegian wellness companies that specialize in health and skincare. Its philosophy that healthy living is the foundation towards leading a fulfilling life stems from the belief that life is not just about breathing, but flourishing.

30days™ Waistline RRP SGD108.00

30days™ Hips, Buttocks & Thighs RRP SGD108.00

30days™ Anti-Cellulite Lotion RRP SGD78.00

<http://30days.naturalpharma.com.sg>

*

Contact Details:

Elizabeth Chew (Ms.) | Office: +65 6734 0618 | Mobile: +65 9270 6206

Email: elizabeth.chew@naturalpharma.com.sg | Website: www.naturalpharma.com.sg