



Flourish. Inside & Out.

Press Release

21 January 2014

## “Size Loss is More Crucial than Weight Loss in Slimming”:

### No. 1 Scandinavian Slimming Brand, 30days™

Natural Pharma Pte. Ltd. has introduced the revolutionary 30days™ slimming concept from Norway, which focuses on the size of a person’s waistline and size loss as opposed to pure 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.^

The patented 30days™ formula combines 100% natural herbal extracts, beta glucans and minerals to target slimming from the viewpoint of reducing inflammation, supporting internal detoxification, the digestive system and the immune system. The two 30days™ products are 30days™ Waistline (“Waistline”) for waistline reduction and 30days™ Hips, Buttocks & Thighs (“HBT”) for the reduction of fat in the hips, buttocks and thighs. This unique slimming solution combines 30days™ supplements with colon cleansing, coupled with supportive exercising and eating for optimal results.

#### 30days™

- Supports and facilitates digestion;
- Supports internal cleansing of the body by preventing the accumulation of metabolite wastes, fat and water;
- Prevents constipation and normalizes bowel transition time;
- Activates and supports the natural immune system;
- Reduces inflammation and its resultant fat accumulation;
- Balances blood sugar level thus reduces hunger pangs; and
- Helps the body to optimize and normalize metabolism.

A scientific trial was conducted with a group of 8 women over a period of 30 days in Singapore. The age range was from 25 to 60 years old with an average age of 39.4 years of age. Participants used either Waistline or HBT supplements. All participants used these supplements together with the 30days™ Anti-Cellulite Lotion.

#### 30days™ Waistline Statistics\*

	<b>Weight</b>	<b>BMI</b>	<b>Total Fat</b>	<b>Midrift</b>	<b>Navel</b>	<b>Hip</b>	<b>Thigh</b>	<b>Buttocks</b>
<b>Average</b>	-0.66kg	-0.23	-0.86%	-1.93cm	-2.93cm	-5.67cm	-2.3cm	-2.23cm
<b>Best Reading</b>	-0.8kg	-0.3	-1.9%	-2.6cm	-4.3cm	-11cm	-3.6cm	-4.7cm

\*1 participant’s data was not used as she did was not consistent throughout the 30 days and did not follow given instructions.



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30days™ HBT Statistics

	Weight	BMI	Total Fat	Midriff	Navel	Hip	Thigh	Buttocks
<b>Average</b>	-0.14kg	-	-0.7%	-2.2cm	-0.83cm	-1.35cm	-1.53cm	+0.78cm
<b>Best Reading</b>	-1.4kg	-0.5	-3.4%	-3.8cm	-3.0cm	-2.6cm	-2.3cm	-2.4cm

The results demonstrate that every participant who was consistent with the programme and followed given instructions did experience a reduction by at least 1 to 2 sizes\*\* in 30 days. It is also noteworthy visceral fat remained stable and 3 participants lost 0.5% in visceral fat (i.e. fat around the organs or abdominal fat). This demonstrates that that 30days™ supplements can reduce such fat after just 30 days.

The efficacy of the 30days™ supplements have also been studied, reviewed and affirmed by way of peer review. Waistline has been published in journals internationally<sup>+</sup> and findings for HBT will be published by Summer 2014.

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

^ For Asians, waistline measurements above 80cm and 94cm for women and men respectively indicate a higher risk for heart disease, diabetes, high blood pressure etc.

<sup>+</sup> Italy – NutraCos Journal, May/June 2012 Issue pp12-15; Hong Kong – CMR Journal Jan 2010 volume 13, issue.

\*\* 1 size is 2.5cm.

Ends

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**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

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

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