

Company & Key Nutritional Tenets

when presenting to Registered Dietitians



Company Overview

think! is focused on developing delicious, protein-rich portable foods that support a healthy approach to nutrition and wellness for every lifestyle need.

HIGH PROTEIN • PLANT BASED • KETO FRIENDLY • LOWER CALORIE • KID FRIENDLY



*When you give your body what it needs,
it gives you the strength to do the things that you love.*



Protein-rich. Smart. Delicious.



Key Nutrition Attributes in our Products

- Protein
- Lower sugar options
- Gluten Free
- Fiber
- Whole grains



Protein Refresher

- Protein is the body's building block and vital for MANY functions in the body:
 - Cell structure, function, regulation, and transport
 - Enzymes and hormones
 - Muscle repair, recovery, and growth
 - Metabolism and satiety
- Muscle is more metabolically active than fat mass
 - Maintaining your muscle mass helps your metabolism from slowing down as you age



Make maintaining muscle health a point of discussion
when counseling adults of all ages

Why is protein important?

Muscle protein synthesis is optimized in response to exercise by consuming protein (at least 15-25g protein) up to two hours post-exercise



- Preservation of lean body mass (LBM) can help prevent drastic decline in resting energy expenditure (REE) that accompanies weight loss

Include higher protein foods in snacks and meals throughout the day, especially after exercise and if client/patient has weight loss goals

Current Protein Recommendations

- The current dietary recommendation for healthy adults is **0.36 g protein/lb or 0.8 g protein/kg of body weight per day**
 - Minimally 56 grams per day for the average sedentary man and 46 grams per day for the average sedentary woman
 - Many studies suggest higher intakes to ensure optimal health and body composition, especially for older adults to prevent sarcopenia
- From a macronutrient perspective, recommendation is **10-35% of calorie intake**
 - Higher end of recommendation for those trying to lose or maintain weight loss or an older healthy adult
 - Along with protein intake, **importance of exercise**, especially including strength training to preserve lean body mass
 - **All adults after the age 30** begin to lose muscle mass if they are physically inactive



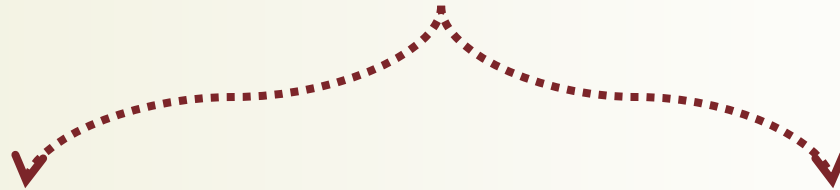
Food First!

Whole foods are always first!

When clients are looking for convenience and portability, especially for breakfast and snacks



Protein Bars /
Oatmeal Bowls



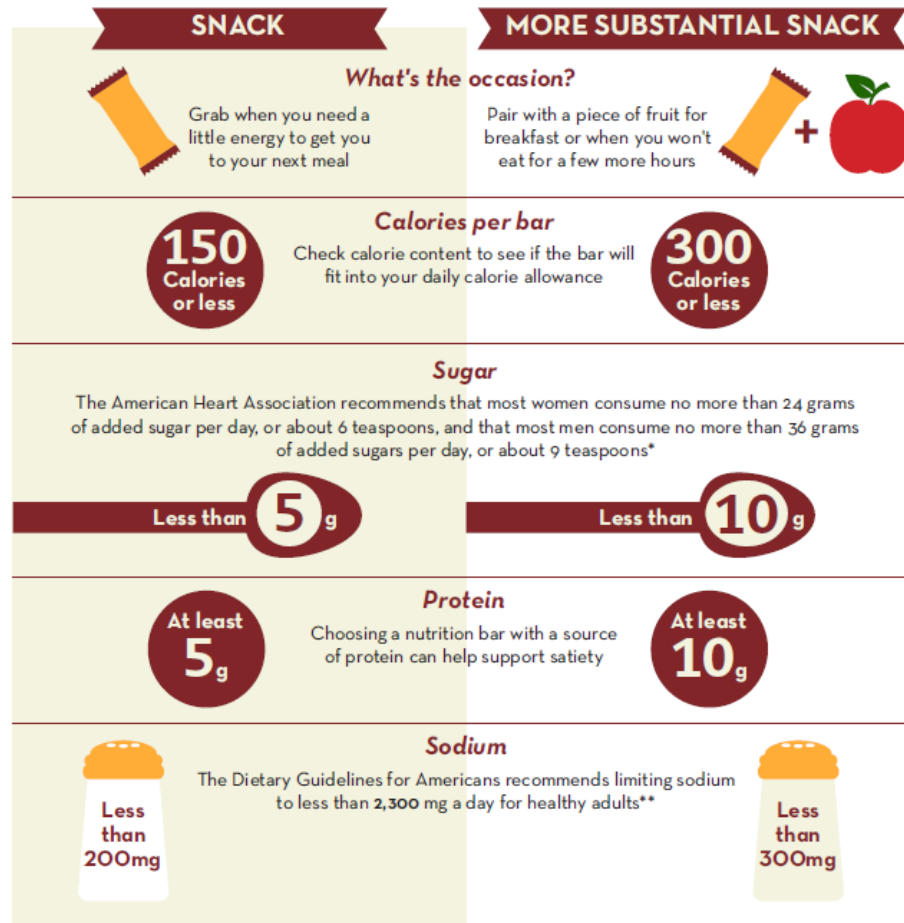
Help meet protein
recommendations
throughout the day

Can be a nutrition
solution for questions
your clients pose

Not all protein bars are created equal

Choose a Better Nutrition Bar!

Bars are a convenient snack option, especially when you're on the go. However, some can be high in sugar, sodium, and calories without offering much of a nutritional benefit. Follow this bar road map to choose a better bar!



Fiber is always a plus! Aim for 3-5 grams per bar!

*http://www.heart.org/1ICARTORC/1healthy/living/HealthyLiving/Nutrition/AddedSugars_UCM_305958_Article.jsp#WUWv1Cg
**<http://www.health.gov/dietaryguidelines/2015/guidelines/execute/summary/>

Dietary Fiber Refresher

- Complex carbohydrates that your body cannot fully digest or absorb with many benefits
 - Helps support healthy cholesterol and blood glucose levels
 - Helps your digestive system and adds bulk to help support bowel regularity
 - Helps you feel fuller longer by stimulating certain gut hormones
 - High fiber foods are digested slower, less energy-dense, and larger in volume
- Recommendations:
 - Women: 28g/day
 - Men: 38g/day
 - Most men and especially women are consuming less than half of the dietary fiber recommendation

Help clients/patients increase their dietary fiber intake!

Dietary Fiber cont.

- Add fiber to the diet by including:
 - Whole grains (oats are great sources!)
 - Whole fruits & vegetables
 - Nuts
 - Beans
- thinkThin® products with 5g or more fiber:



Protein+ 150 Calorie bars
(formerly Protein & Fiber)

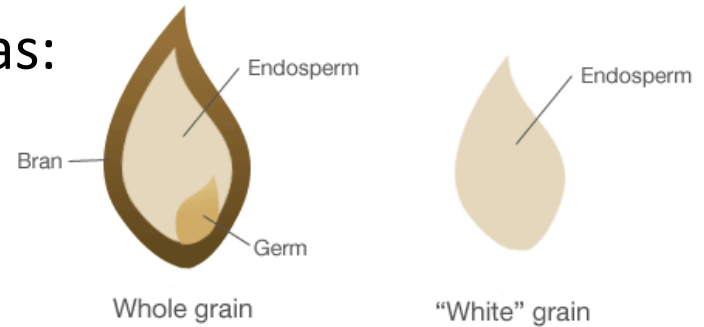


Protein & Fiber Oatmeal



Whole Grain Refresher

- Have been shown to reduce the risk of heart disease, stroke, cancer, diabetes, and obesity.
- Great sources of many nutrients such as:
 - Fiber
 - B vitamins and vitamin E
 - Magnesium and iron
 - Phytonutrients
 - Antioxidants
- Include the following to increase whole grain intake:
 - **Oats**
 - **Quinoa**
 - Brown rice
 - Barley
 - Corn (including popcorn)
 - Products containing whole wheat...



Recommend at least half grain intake be whole grains!
Adults should aim for at least 3 servings of whole grains/day

Oatmeal Provides An Easy Breakfast with Benefits

An Easy Breakfast with Benefits

Oatmeal can make an easy, sensible breakfast even when you are on-the-go. Oats naturally contain protein, both soluble and insoluble fiber and important minerals. Plus, they can help keep you feeling fuller longer avoiding that mid-morning visit to the vending machine. Here's what to look for in your oatmeal!

PROTEIN for muscle support

It's the body's building block and important for:

- Cell structure, function, regulation, and transport
- Enzymes and hormones
- Muscle repair, recovery, and growth
- Satiety, energy source (protein takes longer to digest than carbs!)

Aim to get 10-35% of your calories from protein targeting the higher end of the range if you are trying to maintain muscle tone or manage your weight.

FIBER helps supports digestion

Complex carbohydrates that your body cannot fully digest or absorb with many benefits:

- Helps support healthy cholesterol and blood glucose levels
- Helps your digestive system and adds bulk to help support bowel regularity
- Digested slowly, less energy-dense, and larger in volume
- Helps you feel fuller longer by stimulating certain gut hormones
- Recommendation: 25g (women) and 38g (men) per day.

 Whole grains like oats not only include fiber, but also many vitamins and minerals, phytonutrients and antioxidants, which all work together to play an important role in promoting overall health. Chicory root contains inulin fiber which is a natural good source of fiber and is commonly added to boost fiber content.

Our Hot Oatmeal + Helps Keep Your Body and Belly Healthy

10g Protein

5g Fiber



No artificial flavors or sweeteners



Protein & Fiber Hot Oatmeal

Power up perfectly with a warm, wholesome and delicious protein-fueled blend of whole grains, like rolled oats, steel cut oats and the super-grain red quinoa.

- Contains soy protein, a complete protein with all of the essential amino acids our bodies need.
- Chicory Root Fiber providing a good source of fiber
- 27-40g of whole grains/serving
- 4 Delicious Flavors: Madagascar Vanilla Almonds & Pecans, Farmer's Market Berry Crumble, Peanut Butter Honey, Banana Bread

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Naturally occurring sugars vs.

- Found inherently in nature
- Found in fruit, milk, and unsweetened dairy products
- Consume in moderation as part of a balanced diet



Added sugars

- Sugars added during food processing and production or at the table
- Now declared on new food label
- USDA Recommendation: <10% of daily calories, which translates to <50g sugar (~12-13 teaspoons) for a 2,000 kcal diet.*

Sugar is not inherently bad, but too much can have a negative impact on one's health; key is moderation!

Recommend reading labels and ingredient list for number of grams and added sugar

What is maltitol?

- Maltitol is a sugar alcohol. Sugar alcohols are found naturally in some fruits and vegetables.
 - Sugar alcohols are carbohydrates that chemically have characteristics of both sugars and alcohols, but do not contain ethanol (alcohol).
 - The maltitol used in thinkThin products is mostly derived from Tapioca. We also use GMO free maltitol derived from corn.

Why do we use maltitol?

- 90% sweet as sucrose
 - Similar taste and mouthfeel as sucrose
 - Acts as a bulking agent
 - Lower glycemic index compared to sucrose so less impact on blood sugar levels when consumed
- Contributes only 2.1 calories per gram (compared to 4 calories/gram for sucrose)
- Used for its sweetness properties and moisture control
- Note: When used at high amounts (>30g/day), sugar alcohols may cause certain individuals GI distress.

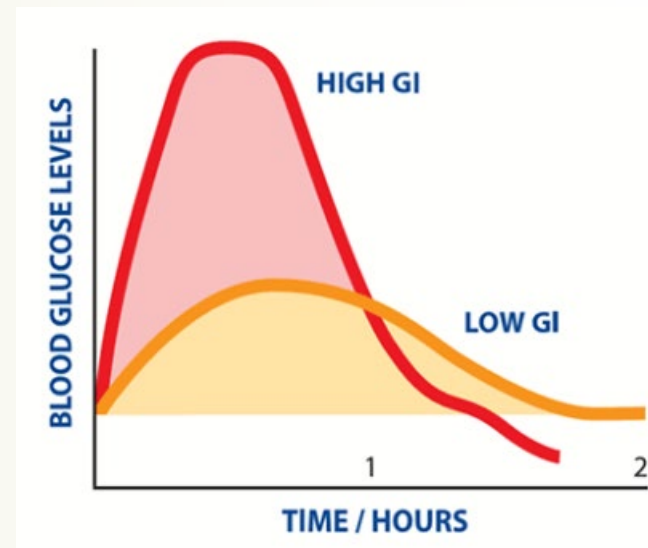
Glycemic Index

- Measure of how fast the body breaks down/converts starches and sugars into blood glucose after you eat a food
- The Index helps people monitoring their blood glucose levels make appropriate food choices
- Some think!® products with a low GI:

High Protein bars



Protein+ 150 Calorie bars (formerly Protein & Fiber)



Why we use chicory root fiber?

- Chicory root is rich in a unique, vegetable dietary fiber called inulin.
- Chicory root fiber is a soluble fiber and considered one type of **prebiotic**
 - When it reaches your gut, it helps stimulate the release of certain gut hormones to help you feel full and may help blood sugar control as well as slow the growth of other harmful bacteria.

