

US ProLon Consumer / End User Claims



1. One Box Claim

- A better, lighter you in just 5 days
- Welcome a better, lighter you in just 5 days
- Say hello to a better, lighter you in just 5 days
- Lose 5 lbs in just 5 days with ProLon FMD.
- A clinical trial found ProLon FMD can help you lose 5 lbs in just 5 days.
- Every day you use ProLon, you'll lose an average of 1 pound!
- You'll average 1 pound of weight loss each day on ProLon!

2. General Claims

- Unlike dieting, multiple cycles of ProLon helps preserve lean muscle mass.
- For greater weight loss, and health and wellness benefits, we recommend following the clinical trial protocol of 3 consecutive months, and then every 3-4 months afterwards.
- 3 consecutive months greater impact on weight loss, health and wellness, followed by quarterly maintenance (accompanied by a diagram or protocol for use).
- ProLon burns fat fast
- ProLon: 5-day meal program, 20 years of science, \$36 million in research & development
- ProLon® is a 5-day restricted calorie, plant-based meal program **designed to** mimic fasting without a water-only fast.
- ProLon® provides benefits of Weight Loss, Healthy Aging, Metabolic Health, and More.
- Because ProLon provides the macro- and micro-nutrients your body needs, it's a safer, simpler option than a water-only fast.
- The ProLon® Fasting Mimicking Diet® is the first and only clinically tested, scientific breakthrough in Fasting Mimicking technology that rejuvenates your body while getting to eat real food.
- ProLon® is intended for use by healthy individuals who want to enhance their health and wellbeing, and for individuals who want to proactively manage their weight in an easy and healthy way.
- With ProLon®, you get many benefits of fasting – while enjoying food. Avoid the burden and danger of a prolonged water-only fast with our tasty, conveniently packaged, plant-based whole foods.
- ProLon® meals come in 5 small boxes (one for each day) that include plant-based energy bars, soups, a variety of snacks, drinks, and supplements, all studied and carefully designed to nourish your body and support metabolic and overall health for healthy aging.
- The ProLon® FMD® patented recipe is designed to trigger **many benefits** brought on by a prolonged fast. This patented recipe nourishes your cells while being stealth to your body's food sensing system.
- ProLon is unlike any other fasting program and is based on over 20 years of scientific research. The specially designed meal plan provides you with tasty food and delivers nutrition without activating the body's food-recognizing sensors, also known as Nutrient-Sensing Pathways. It keeps these sensors below a certain threshold – so it's essentially a "fast with food".

3. Weight Loss Claims

- In a clinical study, ProLon® was shown over three cycles to help individuals lose an average of 5.7 lbs and 1.6 inches off their waist circumference.*
*Benefits seen in a clinical study of the 5-day ProLon cycle once a month for three months.
- A 5-day cycle of ProLon once a month for 4 months is clinically tested to help individuals lose an average of 8.2 pounds and 1.6 inches off their waist circumference.
- Because the ProLon® Diet provides your body with essential nutrients while it's operating in fasting mode, after multiple consecutive cycles you're actually able to maintain lean body mass—something normally lost during a traditional prolonged fast.
- Multiple cycles of ProLon® Fasting Mimicking Diet induces fat loss without decreasing lean body mass / muscle mass.
- Multiple cycles of ProLon® reduces visceral fat while maintaining lean body mass / muscle mass.
- Every cycle of ProLon® helps with weight loss.
- A 5-day cycle of ProLon once a month for 4 months is clinically tested to have a similar weight loss effect as an everyday heart-healthy diet for 120 days.
- A 5-day cycle of ProLon once a month for 4 months is clinically tested to help lower BMI as effectively as a heart-healthy diet every day for 120 days.
- A 5-day cycle of ProLon once a month for 4 months is clinically tested to have a similar percent in body fat reduction as a heart-healthy diet every day for 120 days.
- A 5-day cycle of ProLon once a month for 4 months is clinically tested to have a similar visceral fat reduction as a heart-healthy diet every day for 120 days.
- A 5-day cycle of ProLon once a month for 4 months is as effective as a heart-healthy diet every day for 120 days in reducing waist circumference.
- A 5-day cycle of ProLon once a month for 4 months is as effective as a heart-healthy diet every day for 120 days in reducing hip circumference.

4. Cellular Reset and Rejuvenation

- ProLon® helps your body reset and rejuvenate.
- ProLon® supports the body's natural processes of intracellular clean-up and cell renewal.
- During autophagy, cells recycle intracellular debris, and worn-out parts (organelles), so they appear to be younger versions of themselves after the fast.

5. Metabolic Claims

- Multiple cycles of ProLon® support overall metabolic health.
- Multiple cycles of ProLon® support metabolic health.
- In a clinical study, users lost weight and maintained healthy systolic blood pressure.*
*Results based on 3 consecutive monthly cycles.
- Multiple cycles of ProLon® have been shown to support healthy systolic blood pressure, while reducing abdominal fat and waist circumference.
- As part of a healthy lifestyle, ProLon can help you support cardiovascular health.

- As part of a healthy lifestyle, ProLon can help you lose weight to support cardiovascular health.
- As part of a healthy lifestyle, ProLon, similar to a heart-healthy diet, can help you support cardiovascular health.
- Losing weight over four cycles of ProLon was more effective than four months of an everyday heart-healthy diet at maintaining healthy levels of adiponectin, which helps maintain healthy blood glucose levels already within the normal range.
- Similar to the effects of a heart-healthy diet, ProLon helps you lose weight to support healthy levels of leptin, a hormone associated with hunger and cravings, which helps support energy balance and healthy eating habits.*
*Benefits seen in a clinical study of a 5-day ProLon cycle once a month for four months versus everyday heart healthy diet for four months.
- ProLon is as effective as a heart-healthy diet in supporting body's ability to lose weight to help maintain healthy cholesterol levels.*
*Benefits seen in a clinical study of a 5-day ProLon cycle once a month for four months versus everyday heart healthy diet for four months.
- Losing weight with ProLon supports the body's ability to maintain healthy HbA1c levels, similar to a heart-healthy diet.*
*Benefits seen in a clinical study of a 5-day ProLon cycle once a month for four months versus everyday heart healthy diet for four months.

6. Performance Claims

- Multiple cycles of ProLon® help maintain lean body mass while lowering body fat, which may help support athletic performance.
- Real ProLon® users reported they noticed improvements in energy after completing the fast.
- ProLon users reported having greater focus and clarity after completing their first cycle of ProLon.
- ProLon users report improved focus and clarity up to 2 weeks after using ProLon.

7. Aging Claims

- ProLon® is a 5-day dietary program that will help your body rejuvenate for healthy aging.*
*Benefits seen when using multiple consecutive cycles of ProLon.

8. Emotional claims

- When surveyed, ProLon users who said they wanted a better relationship with food said that it helped them better understand their relationship with food.
- In a survey, ProLon users who wanted a better relationship with food said it helped them achieve their goal of better understanding their relationship with food.
- In a consumer survey, a majority of ProLon users who set it as a goal reported they had a sense of personal achievement after completing the program.
- Real ProLon users surveyed stated that completing the program gave them the sense of personal achievement they sought when starting it.
- In a consumer survey, 70% of those seeking increased/improved energy felt ProLon helped them achieve that goal.
- In a survey, most ProLon users with a goal of improved energy achieved that goal using the program.
- The majority of ProLon users surveyed said they had more energy after completing the fast.
NOTE: This claim about energy must always be used in the context that it was a survey outcome. Do not claim that ProLon provides energy without such a reference (i.e., real users report, a survey showed, ...)
- Most people who use ProLon feel that they experienced greater energy levels and less food cravings once their fast was complete.
NOTE: This claim about energy must always be used in the context that it was a survey outcome. Do not claim that ProLon provides energy without such a reference (i.e., real users report, a survey showed, ...)

- Over 95% of those who used ProLon for the first time said they successfully completed the 5-day fast. Over 60% reported that they experienced greater mental clarity and focus.
NOTE: This claim about mental focus and clarity must always be used in the context that it was a survey outcome. Do not claim that ProLon provides mental focus and clarity without such a reference (i.e., real users report, a survey showed, ...)
- Among healthy volunteers surveyed and reporting a difference in quality of sleep after using ProLon for the first time, the majority reported their sleep quality improved by the end of their fast.
- Most people who use ProLon said that they enjoyed less food cravings and healthier eating habits upon completion of their 5-day fast for the first time.
- Most first-time ProLon users report that they are more mindful of what they eat, and say they are better able to control their portions immediately after their fast.
- Most of those who completed their first ProLon fast reported they felt more motivated to adopt a healthier lifestyle, establish better eating patterns, and be more mindful of what they eat.
- Upon completion of their ProLon fast for the first time, users said they are more motivated to establish healthier eating habits, and adopt a healthier lifestyle.
- After the first time, ProLon users report feeling more in control of their health and a greater desire to take on a healthier lifestyle.
- Most who use ProLon report they are better able to resist sugary foods, and control their meal portions upon completion of their ProLon fast for the first time.
- For ProLon users who experienced a difference in energy levels after their fast for the first time, the majority reported an improvement.
NOTE: This claim about energy must always be used in the context that it was a survey outcome. Do not claim that ProLon provides energy without such a reference (i.e., real users report, a survey showed, ...)
- The majority of ProLon users report they had less food cravings after completing their ProLon fast for the first time.
- A majority of those completing their first ProLon fast said they felt more in control of their health moving forward.

9. Women's Health Claims

- ProLon has a similar effect on reducing body fat / BMI/ weight in women as a restricted calorie diet.*
*Benefits seen in a clinical study of a 5-day ProLon cycle once a month for two months versus a 500kcal/day dietary restriction for 60 days.
- Just like a restricted calorie diet, ProLon can help women lower BMI/weight .*
*Benefits seen in a clinical study of a 5-day ProLon cycle once a month for two months versus a 500kcal/day dietary restriction for 60 days.
- Just like a restricted calorie diet, ProLon can help women lower BMI/weight .*
*Benefits seen in a clinical study of a 5-day ProLon cycle once a month for two months versus a 500kcal/day dietary restriction for 60 days.
- Two cycles of ProLon have a similar weight loss effect in women as two months of a continuous energy restricted diet (500kcal/day energy deficit).*
*Benefits seen in a clinical study of a 5-day ProLon cycle once a month for two months versus a 500kcal/day dietary restriction for 60 days.
- A 5-day cycle of ProLon once a month for 2 months has a similar weight loss effect for women as everyday continuous energy restricted diet for 60 days.*
*Benefits seen in a clinical study of a 5-day ProLon cycle once a month for two months versus a 500kcal/day dietary restriction for 60 days.
- A 5-day cycle of ProLon once a month for 2 months has a similar BMI lowering effect in women as an everyday continuous energy diet for 60 consecutive days.
*Benefits seen in a clinical study of a 5-day ProLon cycle once a month for two months versus a 500kcal/day dietary restriction for 60 days.
- A 5-day cycle of ProLon once a month for 2 months has a similar body fat reduction effect for women as

everyday continuous energy restricted diet for 60 days.

*Benefits seen in a clinical study of a 5-day ProLon cycle once a month for two months versus a 500kcal/day dietary restriction for 60 days.

- A 5-day cycle of ProLon once a month for 2 months has a similar effect on reducing waist circumference in women as an everyday continuous energy diet for 60 consecutive days.

*Benefits seen in a clinical study of a 5-day ProLon cycle once a month for two months versus a 500kcal/day dietary restriction for 60 days.

10. Detox Claims

Limitations: We do not compare ProLon to other/another detox program(s), name a specific organ or tissue responsible for the detox, use verbiage implying a GI/colon cleansing or detox, or use in a context where specific toxins or exposures/exposure risks are named or listed. Context changes the meaning of the word detox to consumers and will be strongly considered in MLRreview.

- ProLon offers an efficient way to detox your system.
- ProLon can support your body's detoxification process.

11. Cleanse Claims

Limitations: We attempt to present ProLon as a cellular cleanse whenever possible. Due to autophagy and the fact that it is a "cellular housecleaning" process, we can claim that ProLon offers a cellular cleanse.

We generally refrain from positioning ProLon as a cleanse, but use in this way is accepted by MLR.

ProLon offers a break from bad eating / drinking routines, or unhealthy lifestyle choices, so can be presented as offering a cleanse of the consumer's routine.

- ProLon offers the benefit of a cleanse at the cellular level.
- Cells go through a self-cleaning and renewal process (autophagy) during a prolonged fast such as ProLon, so you can experience the ultimate cleanse - one at the cellular level.
- ProLon – the ultimate cleanse at the cellular level.
- Experience a cellular cleanse with ProLon.
- ProLon, the cellular cleanse that supports weight loss, healthy aging, and metabolic health.

12. Muscle Mass and Athletes

- ProLon is athlete friendly because it preserves lean muscle mass.

- ProLon preserves lean muscle mass better than an everyday heart healthy diet.*

*Benefits seen in a clinical study of a 5-day ProLon cycle once a month for four months versus everyday heart healthy diet for four months.

- ProLon can be safely adopted by athletes as it does not negatively affect muscular function.
- Preserves lean muscle function.