

ReSet by ProLon Claims



1. General Claims

- 75% felt it works better than other products they have tried
- (do not attribute this outcome to a specific reason – i.e., cannot say “over 80% of users found it so easy they’d recommend it to a friend”)
- Users view ReSet as a unique product that works better than other products they have tried in the past
- Our users agree – ReSet is a quality food product
- Made with high quality food ingredients – and users can tell
- 1-day mental and physical reset / reboot / refresh
- Cleanses like a 1-day fast
- 1-Day fast
- Take a break
- ReSet keeps you in a fasting state*
**Based on the fasting mimicking technology of ProLon.*
- Amazingly when you do a ProLon Reset, your body thinks it’s doing a 1-day fast. Your ketone levels **may** rise as your body starts to break down fat stores for fuel, and your glucose levels will remain steady – similar to what happens when you’re fasting.*
**Based on fasting mimicking technology of ProLon.*
- Gives you nourishment, fuel, and curbs hunger while keeping your body in a fasting state.*
**Based on the fasting mimicking technology of ProLon.*
- Many of the benefits of a full-day fast
- 1-Day cleanse
- Nourished fasting
- Inspired by nature, supported by science
- Based on Nobel Prize winning science

- Give your body a 1-day break from mindless eating and a high-calorie, sugar, and carb diet, and allow your body to recover through active fasting.
 - Amp up your cleanse and intermittent fasting routines
2. ReSet / Offset / Balance
- From mindless eating to mindful eating (can use an arrow in place of “to”)
 - From constant / passive eating to active fasting (can use an arrow in place of “to”)
 - Recalibrate your eating habits
 - Offset your binge-eating with a day of ReSet
 - Balance out your caloric intake with a day of fasting
 - Break the cycle of unhealthy eating with a one-day intervention: take a break from eating
 - Offset over-indulgence
 - Balance over-indulgence
 - It gives me an option to reset instead of feeling regret
 - I feel it is a calorie recheck so my bad habits don’t creep back in
 - I feel like it helped me prevent calorie creep (love this language!)
 - I feel like it helped me recover after overindulging
 - I feel it compensated for previous bad eating
 - I feel like it offset my indulgences
 - Most users feel it helps them undo a splurge
 - I feel less bloated
 - Keeps me in check
 - It helped me keep bad habits at bay
 - Users report feeling ReSet offsets their weekend indulgences, helps them balance splurges, and helps them make better choices the rest of the week.
 - Users say it broke the cycle of mindless eating
 - Users say ReSet helped break the cycle of unhealthy eating habits
 - It gave me the boost to make the right choices for the rest of the week
 - I feel like it helped me reset my bad eating habits
 - Over 70% felt it inspired them to adopt healthier

3. Balance
 - Amping up your cleansing routine / game with the benefits of a 1 day ReSet
 - We did the research, you just get to fast
 - Take out the guesswork, simple, we've done the research for you
4. Recommend to a Friend / Feelings Afterward
 - The majority of users reported improved mood the day after ReSet
 - Over 80% of ReSet users would recommend it to a friend
 - 80% plan on doing ReSet again, and over 70% plan on doing it at least monthly
 - Over 70% said they felt physically lighter after using ReSet
 - ReSet can help you feel physically lighter and leaner*
 - *Based on a user survey
 - Most users said they felt less guilty about their bad eating in days prior to using ReSet / less guilty about bad eating in previous days
 - I felt more energetic the next day
 - Users report increased energy and feeling empowered to take more on the day after ReSet.
 - I felt empowered to take on more the next day
 - I felt leaner
 - Users report that ReSet made them feel better the next day
5. Fear of Fasting
 - It allows me to fast without hunger
 - It allows me to fast without the fear
 - It kept me from feeling hangry
 - Fast for a day with the hunger. Without fear. And without the hanger.
6. Easy
 - The easy way to do a 5:2 or alternate day intermittent fast
 - An easy way to intermittent fast / Easy way to do IF
 - It was easy to do – no thinking, no planning, just flexibility
 - An easy way to start intermittent fasting.
 - I feel like I could do this regularly
 - I plan on doing again

- It eases you into a fasting lifestyle
7. One Step / First Step / One Day
- I feel it's a first step in a longevity lifestyle
 - I felt like I took a positive step to improving my health
 - I felt like I achieved something
 - I felt better after my fast with ReSet
 - I feel like ReSet sets me up for success on my health journey
 - I feel healthier
 - It gets me back on track to healthy habits
 - It's the best thing I can do on a Monday for a healthy week
 - Gives me a Monday restart
 - It's the kind of fast my body needs to stay on track
 - Break the cycle
 - Break the cycle and balance out over-indulgence with a 1 day ReSet intervention.
 - Start your journey into healthier aging through an intermittent fasting Longevity Lifestyle