

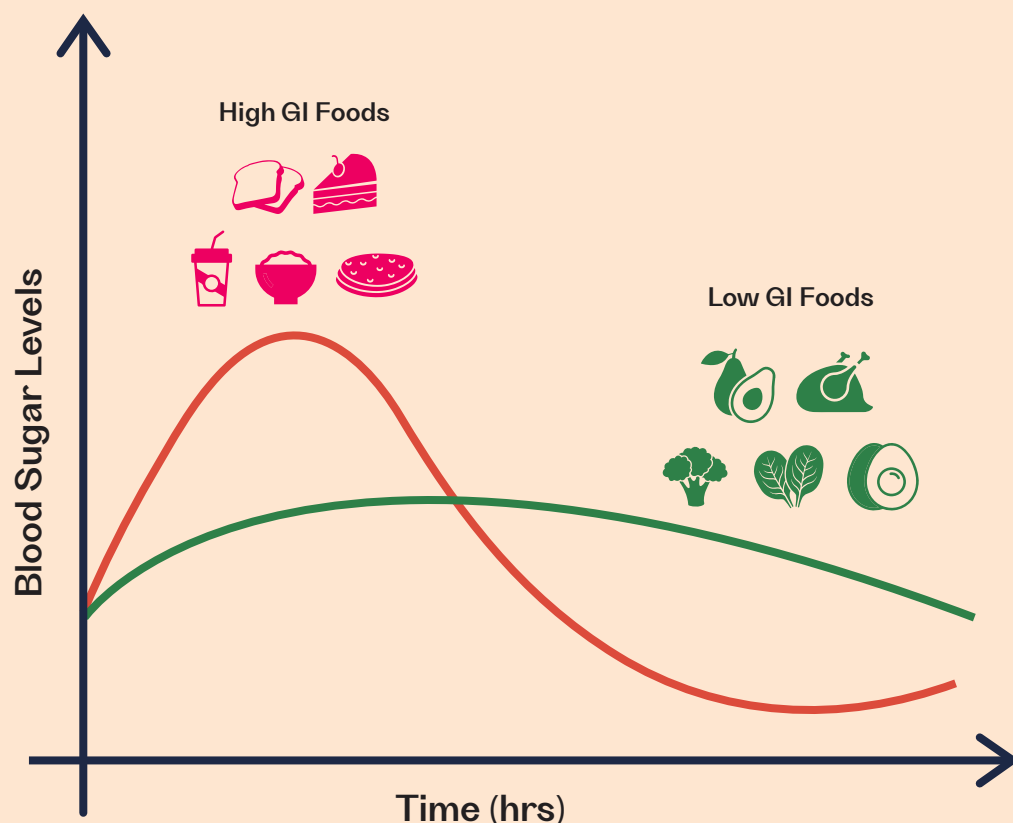
moder / ate™

conscious eating made possible



Let's understand what the Glycaemic Index is!

The glycaemic index, or GI, is a measurement of how quickly a particular food raises blood sugar levels. Carb rich high GI foods, such as **roti, rice, white bread, sugary drinks, and processed foods**, are quickly broken down by the body and cause a rapid spike in blood sugar levels. On the other hand, low GI foods, such as whole grains, cooked meat, and vegetables, are broken down more slowly and causes a lower and more gradual rise in blood sugar levels.



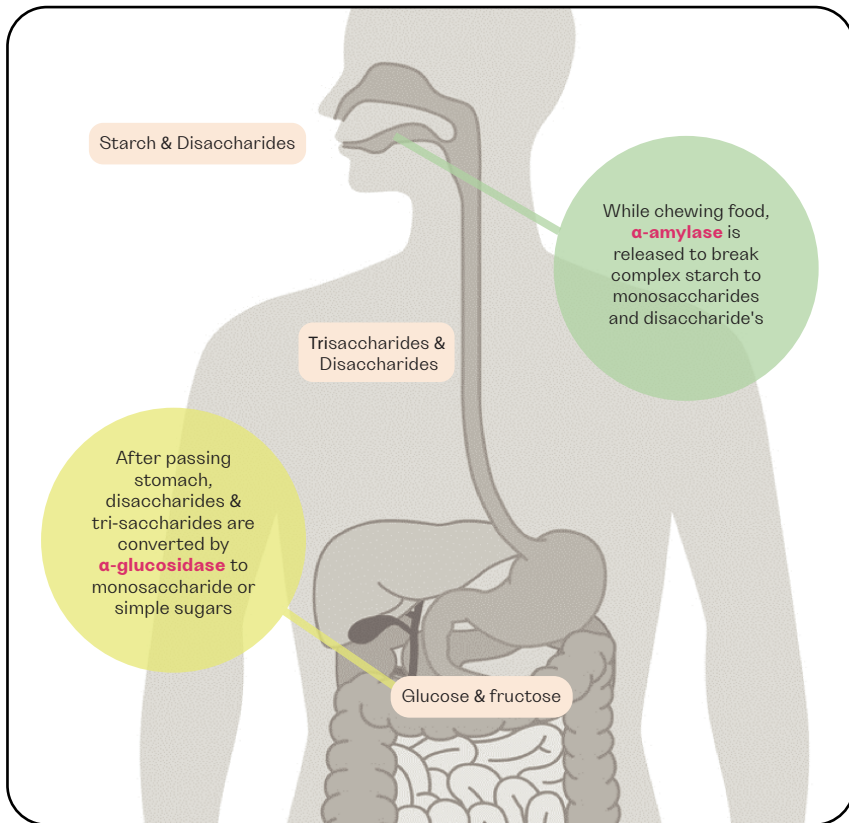


Problems with high Glycaemic Index foods

It's important to understand that carb rich high GI foods can lead to problems with glucose and insulin dysregulation. When we eat such foods, it leads to a rapid rise in blood sugar levels, which in turn causes the body to release insulin. Insulin is responsible for regulating blood sugar levels, but when it's released too quickly and in high amounts, it can lead to problems with glucose regulation. This can increase the risk of developing diabetes, as well as other health issues such as obesity and heart disease. It can also lead to weight gain and can have a negatively impact on our metabolism and fitness. Carb rich high GI foods can cause fatigue, cravings, and weight gain, which is why it's important to manage them.

Unfortunately, carb heavy high GI foods are often unavoidable in our modern Indian diet. They're found almost everywhere and are often the easiest and most convenient options. Even when we try to make healthy choices, it can be difficult to avoid high GI foods on regular basis.

Let's understand how the carbs are processed in the body



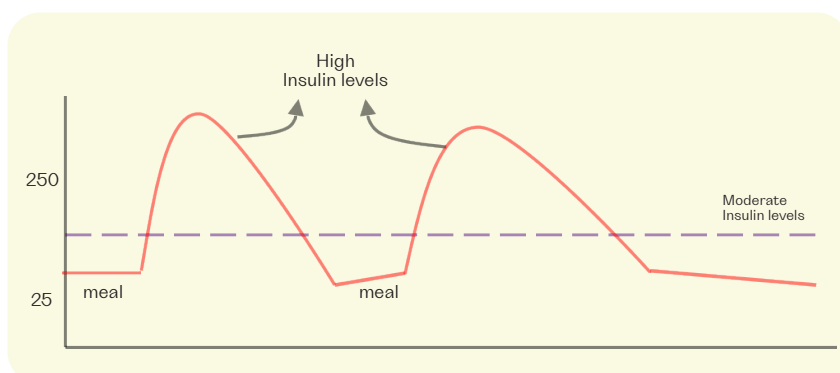
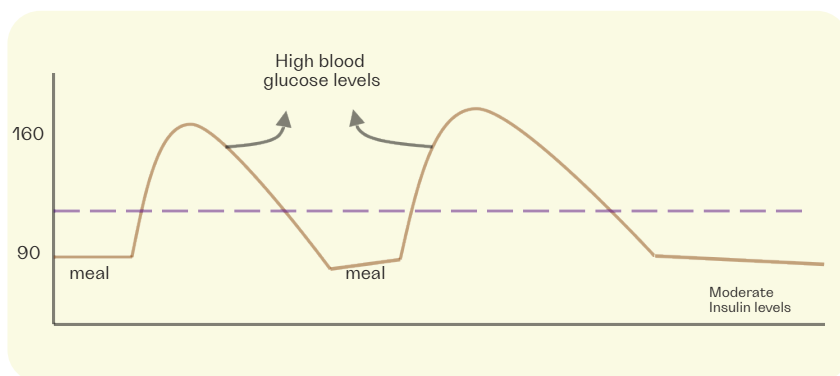
What happens to the carbs & sugars we eat?

To understand how moderate™ works in the body, we need to first look at how our bodies digest carbohydrates.

When we eat carbohydrates, our saliva produces an enzyme called alpha-amylase which breaks the carbs down into smaller pieces called disaccharides & trisaccharides.

As the food moves through our digestive system and into the small intestine, another enzyme called alpha-glucosidase breaks down any remaining disaccharides or trisaccharides into glucose and other simple sugars. These simple sugars are then easily absorbed by the intestine and cause an increase in glucose levels in our body.

Depending on the amount of carbs and the GI of the food we have eaten, we may experience a sharp rise in blood glucose levels followed by a drop in sugar levels.



/ moderate™

Science backed & clinically proven botanical formula to block up to 40% calories from carbs & sugars

Introducing moderate™, a revolutionary 100% plant extract blend that has been scientifically tested and shown to block up to 40% calories derived from complex carbohydrates and processed sugars.

- / Taking it 10 minutes before carb heavy meal intake, it blocks the enzymes responsible for converting complex carbohydrates into simple sugars like glucose and fructose that cause sugar spike post meal.
- / When used regularly it blocks the enzyme responsible for insulin resistance, thereby promoting effective glucose metabolism and aid weight loss.
- / Additionally, moderate™ temporarily blocks the glucose uptake in the small intestine thereby reducing the post prandial blood glucose spike.



With moderate™, you can enjoy your meals without worrying about the negative impact of high glucose and insulin spikes on your health, allowing you to maintain healthy blood sugar levels while still being able to enjoy the foods you love.

How does moderate™ block the uptake of calories from carbs & sugars

moderate™ blocks excess carbs from entering blood.

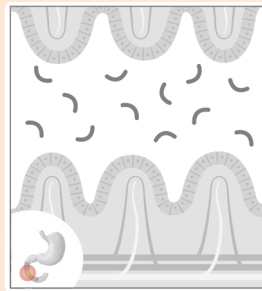
When we eat carbs or sugars, α -amylase and α -glucosidase gets into action and digest the carbs to simple sugars, causing a blood glucose spike.

Taking moderate™ before the meal allows it to temporarily block the enzymes α -amylase and α -glucosidase. Allowing only 50 – 60 % of the ingested carbohydrates to be absorbed.

~40% of the undigested carbs pass through the intestine for excretion.

Due to low glycaemic impact, in response, body releases less insulin, which is key to reduce cravings, maintain ketosis & aid weight loss.

moderate™ is scientifically proven to improve insulin sensitivity, thereby regular intake of moderate™ may help support weight loss and to manage diabetes effectively.



Step 1:

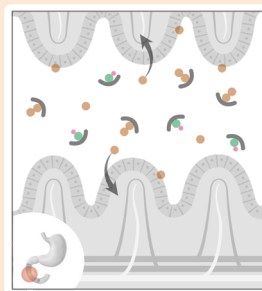
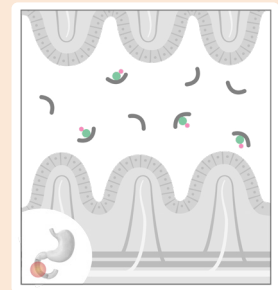
After carb intake, digestive enzymes are activated.

↳ Digestive enzymes

Step 2:

moderate™ temporarily blocks the availability of digestive enzymes.

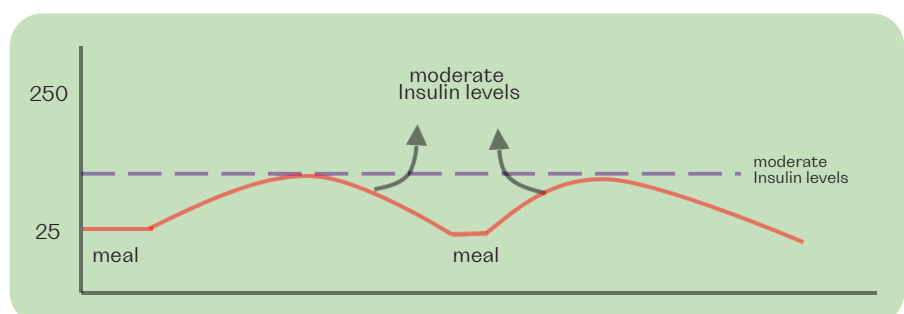
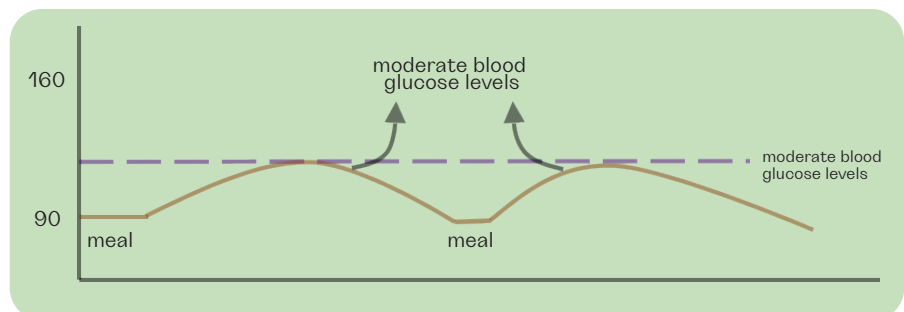
● moderate™
↳ Digestive enzyme



Step 3:

Less glucose production & absorption in the intestine

● moderate™
↳ Digestive enzyme
● Glucose
● Disaccharides



Types of carbs & sugars moderate™ can block.

Products made with table sugar or jaggery



Chocolates
Sugared beverages
Ice creams
Candies
Sweets

Food preparations with complex starches



Rice
Corn
Wheat
Potato starch
Vegetables

Beverages made with maltose or lactose



Milk
Barley

Types of carbs & sugars moderate™ cannot block.

Monosaccharides

Glucose
Fructose
Galactose



Advantages of moderate™

When taken 10 minutes before the meal or a sugary drink (allowing the moderate™ to completely dissolve and release the actives), moderate™ competes with the carbohydrates and temporarily block the enzymes responsible for digestion of carbohydrates & sugars, thereby blocking the calories derived from carbs and sugars.



Blocks up to 40% of calories from carbs & sugar



reduces glucose spike after high-carb/sugar meals



Promotes insulin sensitivity and regulates glucose metabolism.



Controls hunger pangs



Aids your journey of conscious eating



Doesn't impact the uptake of other nutrients like proteins and minerals.



Supports Ketosis



Avoids rapid glucose spike & crash

/ Properties of moderate™



Fully vegan,
natural & non-GMO



Allergen Free
from fish, nuts, soy
milk and eggs



Science backed,
clinically validated for
safety & efficacy at
premiere institutes



Clinically backed &
tested to be safe for
consumption



100% botanical
extract



Manufactured in a
GMP certified lab



Made in INDIA



Approved by FSSAI