

Weight loss support supplement – 3-month treatment

Report on the research carried out on behalf of MyBestPharm S.A.

my best pharm



PRODUCT DESCRIPTION

Product description

Name:	MyBestSlim
Producer/distributor:	MyBestPharm S.A. ul. Powstańców 70 47-220 Kędzierzyn-Koźle
Brand:	MyBestSlim
Package:	Glass
Net weight:	90 pills
Best before date:	31.07.2024
Lot No:	-
EAN code:	-
Date of analysis:	22.08-24.11.2022
Date of samples receiving:	13.08.2022
Temperature:	21°C
Sample code:	221

Product in the eyes of the consumer



Composition

Ekstrakt z owoców Garcinia Cambogia, winian L-karnityny substancja glazurująca (hydroksypropylometyloceluloza), ekstrakt z guarany (Paullinia cupana Kunth), ekstrakt z liści Gurmaru (Gymnema sylvestre), ekstrakt z gorzkiej pomarańczy (Citrus aurantium), ekstrakt z liści ostrokrzewu paragwajskiego (Ilex paraguariensis A St. Hill), ekstrakt z zielonej kawy (Coffea arabica L.), ekstrakt z morskrczynu (Fucus vesiculosus), ekstrakt z pestek winogron (Vitis vinifera L.), substancje przeciwzbrylające (dwutlenek krzemu, sole magnezowe kwasów tłuszczowych), drożdże wzbogacone w selen, ekstrakt z pieprzu Cayenne, witamina B2 (ryboflawina), czerwony tlenek żelaza, barwnik (dwutlenek tytanu), witamina B12 (cyjanokobalamina), chrom (pikolinian chromu), ekstrakt z owoców czarnego pieprzu (Piper nigrum).



PROJECT CHARACTERISTICS

METHODOLOGY

The survey, the results of which are presented in this report, was conducted from **22.08 - 24.11.2022** using Home You Test (HUT) method in Warsaw, with a total sample of n=62 women.

The respondents of the survey were **women** in the **age range of 18-45, with BMI values in the range of 30-35**. The survey was conducted in a monadic test formula, using the blind test method (i.e. blind test, without brand presentation, the product was presented in the form of a coded 3-digit code).

Aim and characteristics of the test

The goal of the project was to evaluate the product in terms of acceptability by female users with an indication of the advantages and disadvantages of the products.

A hedonic scale (from 1 to 8) and a Likert scale (from 1 to 5) were used to evaluate individual parameters. Purchase intentions were assessed on a scale of 1 to 5. Consumers filled out diaries every month, in which they expressed their opinion about the product in the form of positive and negative comments (open-ended questions).

Statistical analysis

For the analysis of the results, descriptive statistics were used.



CONCLUSIONS

MAIN CONCLUSIONS



- **Almost all of the women surveyed (92%) noted that their metabolism improved** after the 3-month treatment.
- According to the **overwhelming majority of respondents, their appetite definitely decreased (85%), which also translated into the fact that they ate less (81%).** In addition, respondents said they **had no need to snack between meals (85%) and had less desire for sweet snacks (89%).**
- **The vast majority of evaluators (77%) said they had more energy** after the 3-month treatment.
- **The majority of respondents admitted that after 3-month treatment, their weight decreased significantly (63%) and their skin became significantly firmer (61%).**
- **Slightly more than half of the respondents (58%) said they noticed a reduction in their body circumferences.**
- **In the second month of supplement use, 23% of respondents felt that the effect of the product was not noticeable.** However, **at the end of supplementation, only 11% of respondents still said they could not see the effect of the product.**

“After regular use, I have more energy, better digestion, more strength, feel healthier, and have less cellulite.”

MAIN CONCLUSIONS



- The supplement was rated at a high level (85%). In addition, an overwhelming majority of respondents say they are willing to purchase (84%) the weight loss supplement used.
- Slightly more than half of the respondents (58%) agree with the statement that the first effects of the supplement are visible after the first month. Nevertheless, only 3% of female respondents strongly disagree with this statement.
- The overwhelming majority of respondents (87%) admitted after using the supplement for 3 months that the product boosts metabolism. Moreover, almost all respondents in the 20-34 age range agreed with this statement (20-24: 90%; 25-34: 95%). In addition, female respondents also admitted that they felt the product improved the metabolic process (87%) and enhanced the weight reduction effect (85%). In the opinion of almost all women in the 25-34 age bracket and for the vast majority of women in the 20-24 and 35-45 age groups, this product improved the metabolic process and strengthened the weight reduction effect.
- The vast majority of respondents, after 3 months of supplementation with the product, found that the product had a regenerative and firming effect on the skin (73%).
- Almost all women (90%) in the 20-24 age range admitted that the product helped them control their appetite.



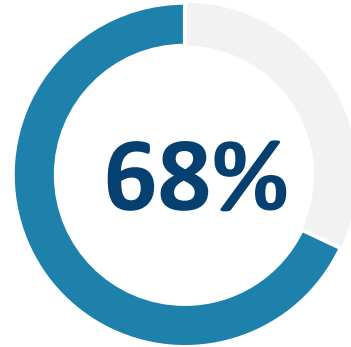
AFTER 1 MONTH OF APPLICATION

EFFECTS OF USING THE PRODUCT – 1 MONTH

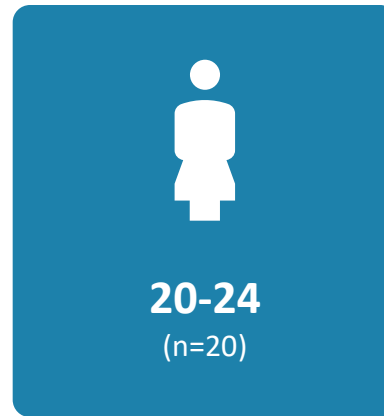


n=62

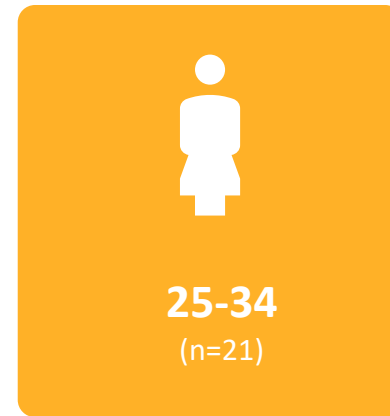
Did you notice any effects of the product on:



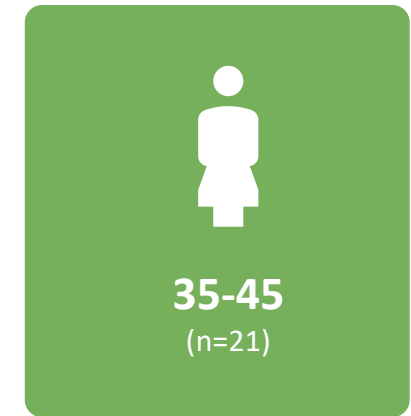
68% of the women observed that using the product **has an effect.**



55% of the women observed that using the product **has an effect.**



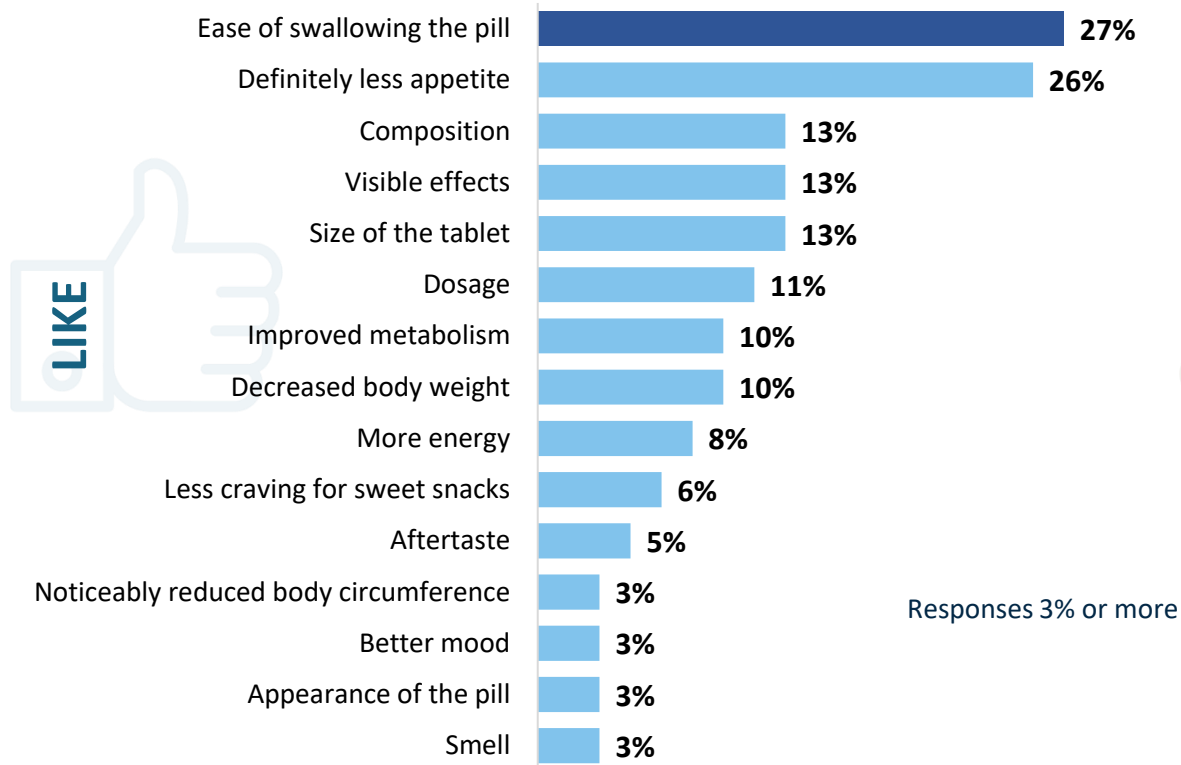
81% of the women observed that using the product **has an effect.**



67% of the women observed that using the product **has an effect.**

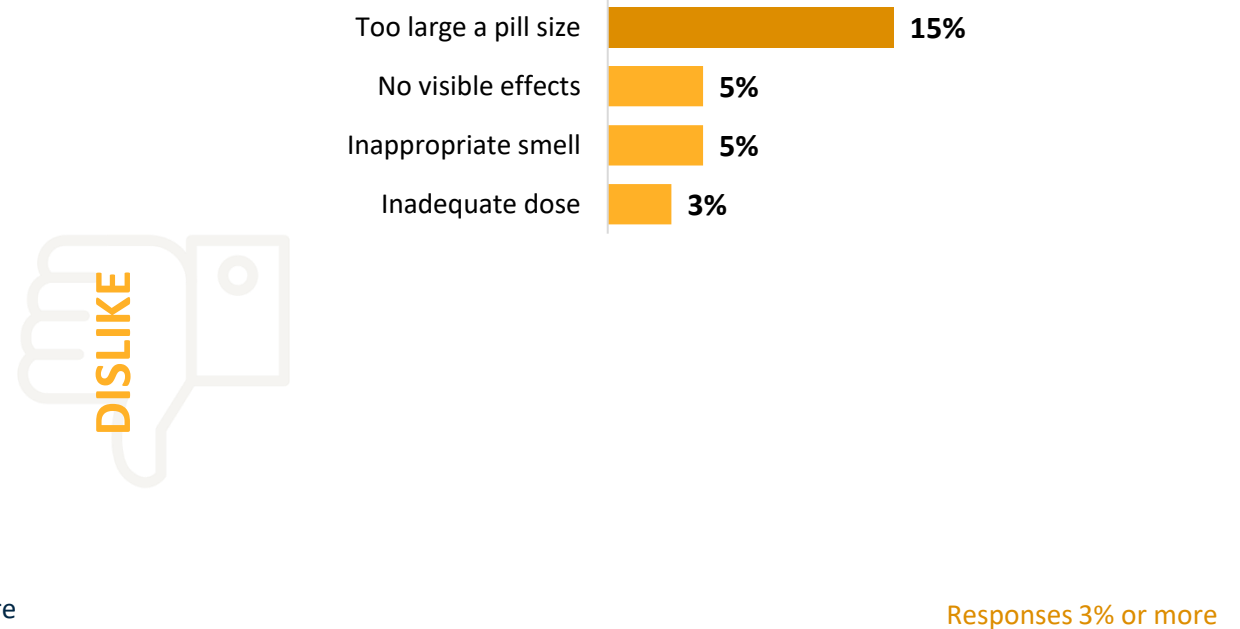
SPONTANEOUS COMMENTS – After a month of using the product

Please tell us what, if anything, do you **LIKE** about this product?



Responses 3% or more

Please tell us what, if anything, do you **DISLIKE** about this product?



Responses 3% or more

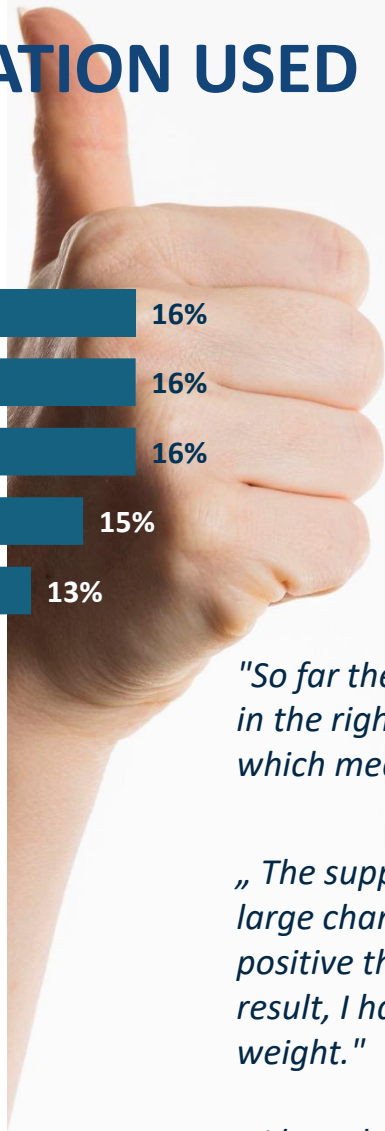
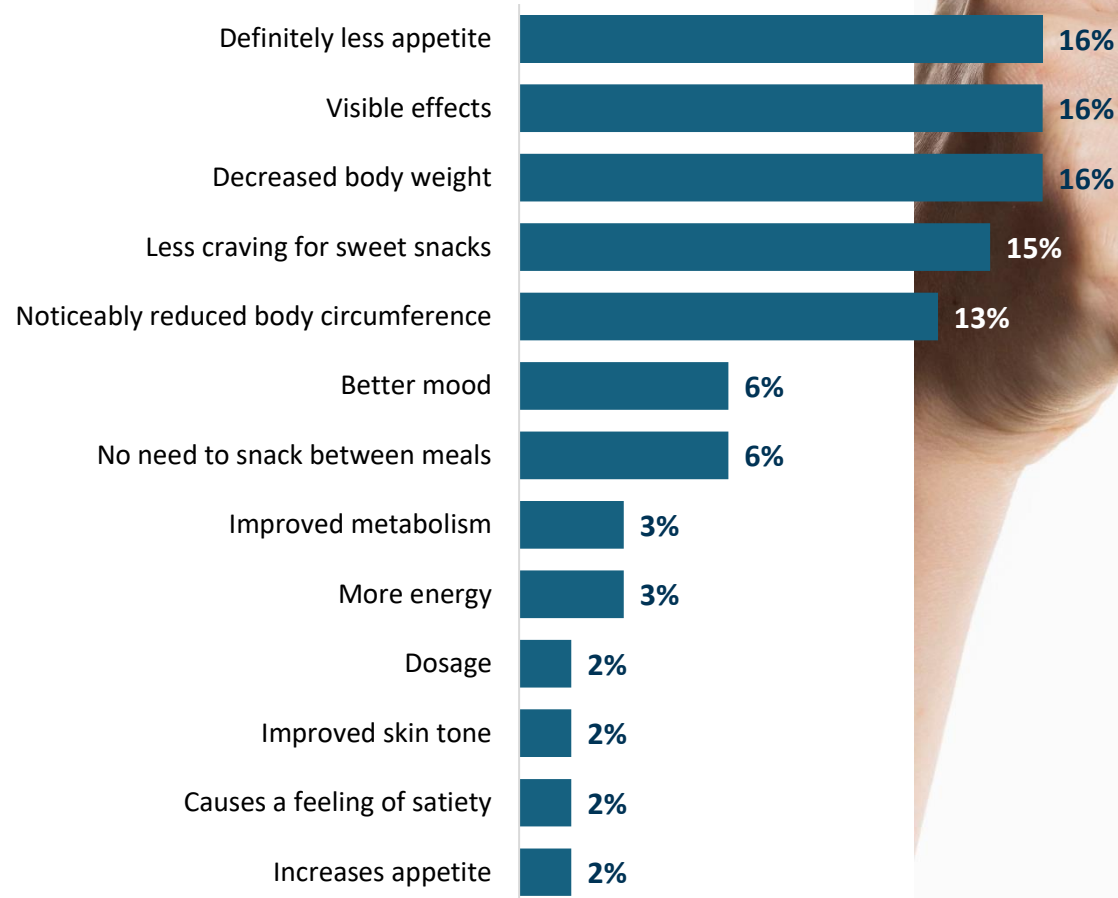
n=62

Responses of 2%: improved skin tone.

Responses of 2%: the inappropriate aftertaste, increased appetite, too high a dose, and difficulty swallowing the pill.

EFFECTIVENESS OF THE PREPARATION USED

1 MONTH



"So far the effects are minimal but I can see that it's going in the right direction. I have fitted into my favorite pants, which means I see less volume in my hips and thighs."

„ The supplement is working slowly, so there have not been large changes right now. On the other hand, it is very positive that I have less appetite and more energy. As a result, I have been moving more. I have lost about 1-2 kg of weight."

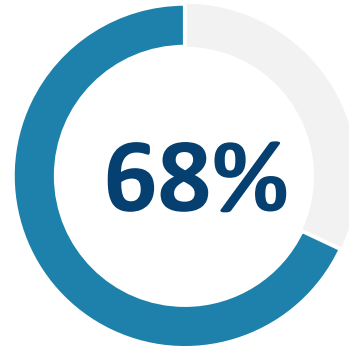
„ I have less desire to eat sweet"

EFFECTS OF USING THE PRODUCT – 1 MONTH

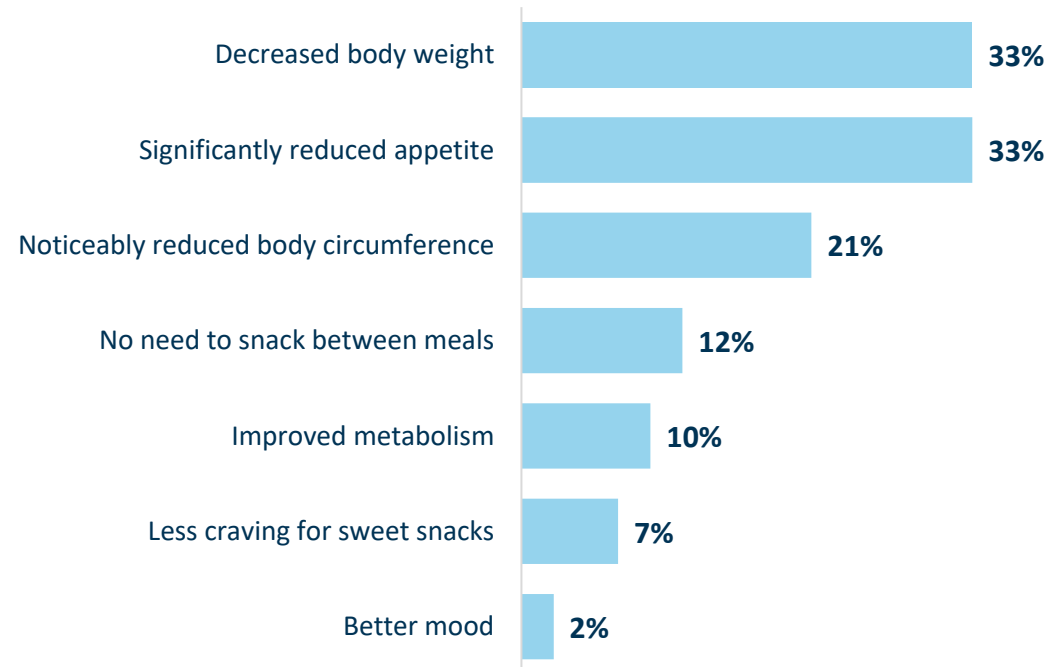


n=42

Did you notice any effects of the product on:

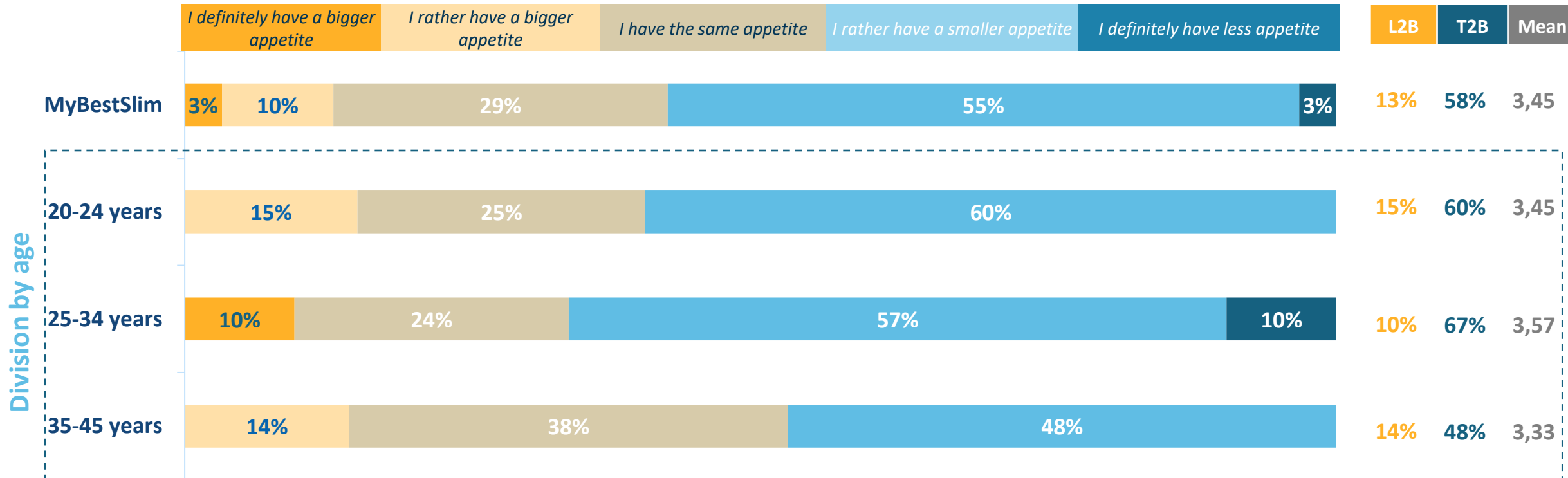


68% of the women observed that using the product **has an effect.**



EFFECTS OF USING THE PRODUCT – APPETITE IN GENERAL

How would you assess your **appetite in general** compared to the period before supplementation?



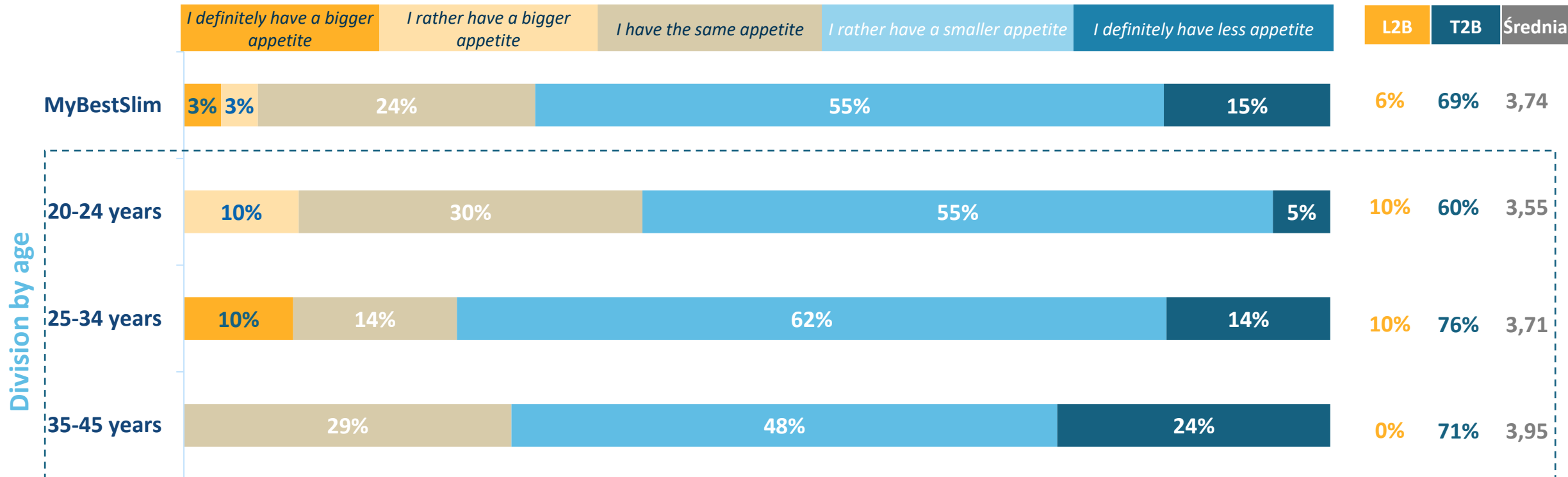
n=62

L2B - the percentage of responses in the two lowest indications on the scale (1 and 2 on a 5-point scale)

T2B - the percentage of responses in the two highest indications on the scale (4 and 5 on a 5-point scale)

EFFECTS OF USING THE PRODUCT – APPETITE FOR SWEETS

How would you assess your **appetite for sweets** compared to the period before supplementation?



n=62

L2B - the percentage of responses in the two lowest indications on the scale (1 and 2 on a 5-point scale)

T2B - the percentage of responses in the two highest indications on the scale (4 and 5 on a 5-point scale)



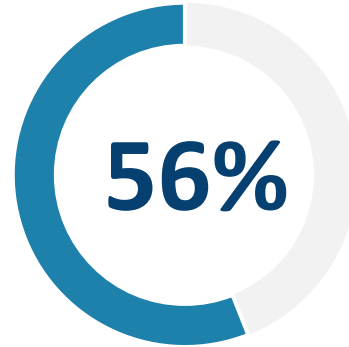
AFTER 2 MONTHS OF APPLICATION

EFFECTS OF USING THE PRODUCT – 2 MONTH

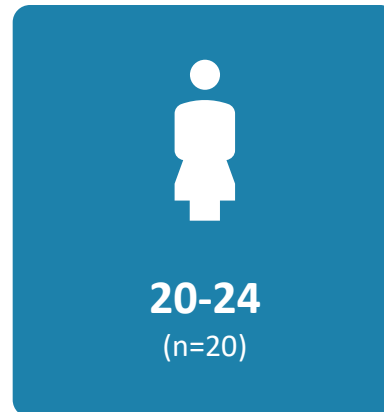


n=62

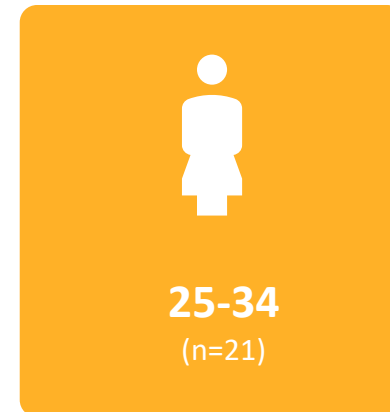
Did you notice any effects of the product on:



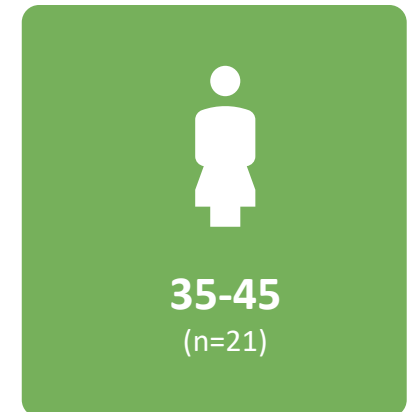
56% of the women observed that using the product **has an effect.**



60% of the women observed that using the product **has an effect.**



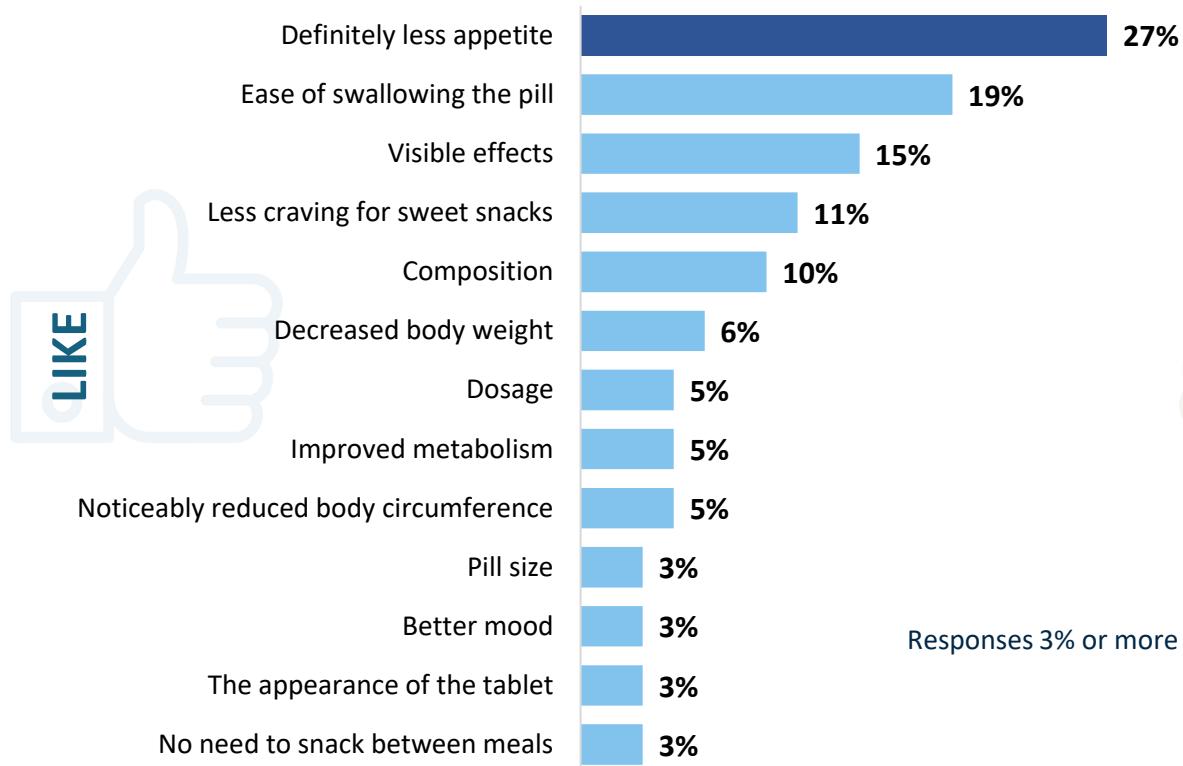
52% of the women observed that using the product **has an effect.**



57% of the women observed that using the product **has an effect.**

SPONTANEOUS COMMENTS – After two months of using the product

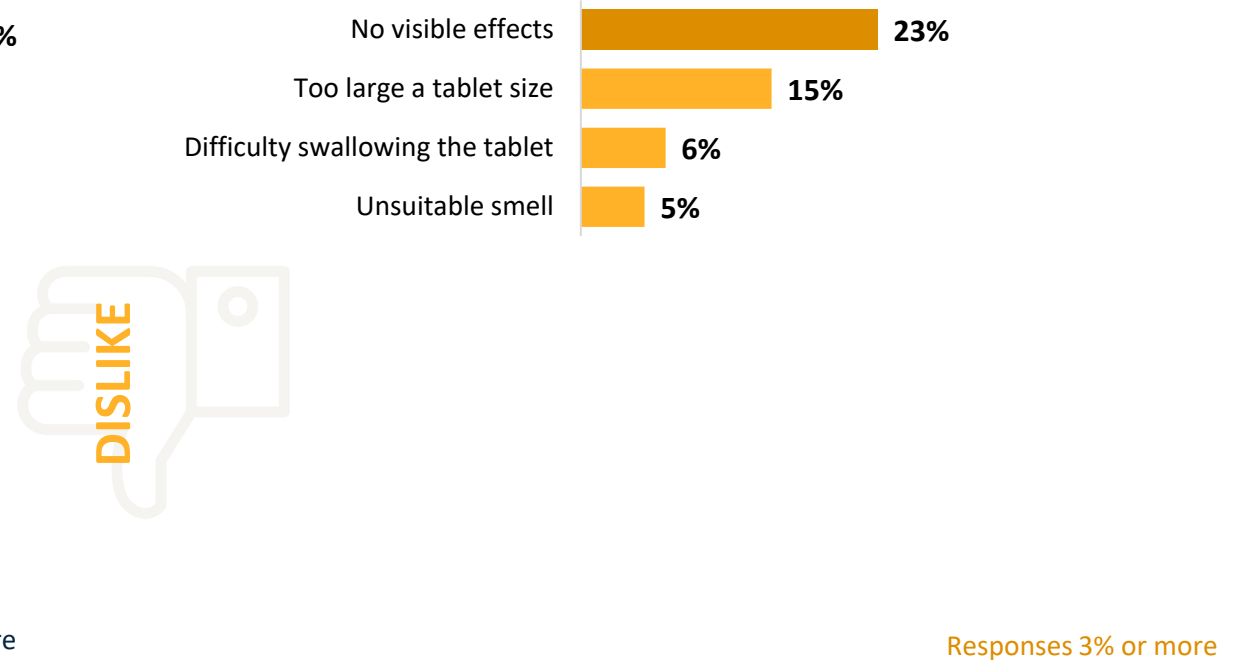
Please tell us what, if anything, do you **LIKE** about this product?



n=62

Responses of 2%: aftertaste.

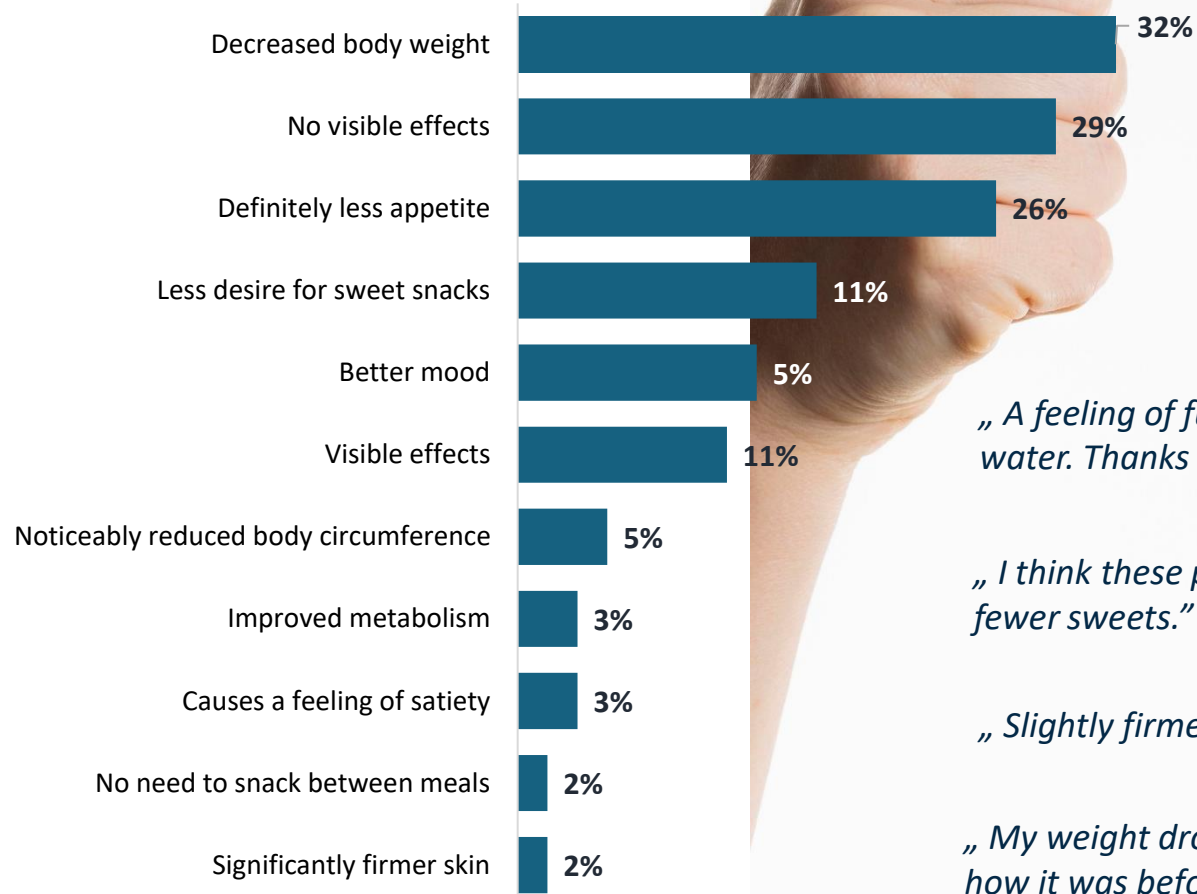
Please tell us what, if anything, do you **DISLIKE** about this product?



Responses of 2%: artificial smell, unsuitable aftertaste, unsuitable color, increased appetite.

EFFECTIVENESS OF THE PREPARATION USED

2 MONTH



„ A feeling of fullness after eating a tablet and drinking water. Thanks to this, one has less desire to eat.”

„ I think these pills are good, I have lost about 2 kg and eat fewer sweets.”

„ Slightly firmer body, smoother skin”

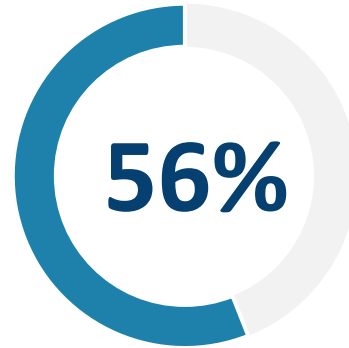
„ My weight dropped a little at first but now it's back to how it was before”

EFFECTS OF USING THE PRODUCT – 2 MONTH

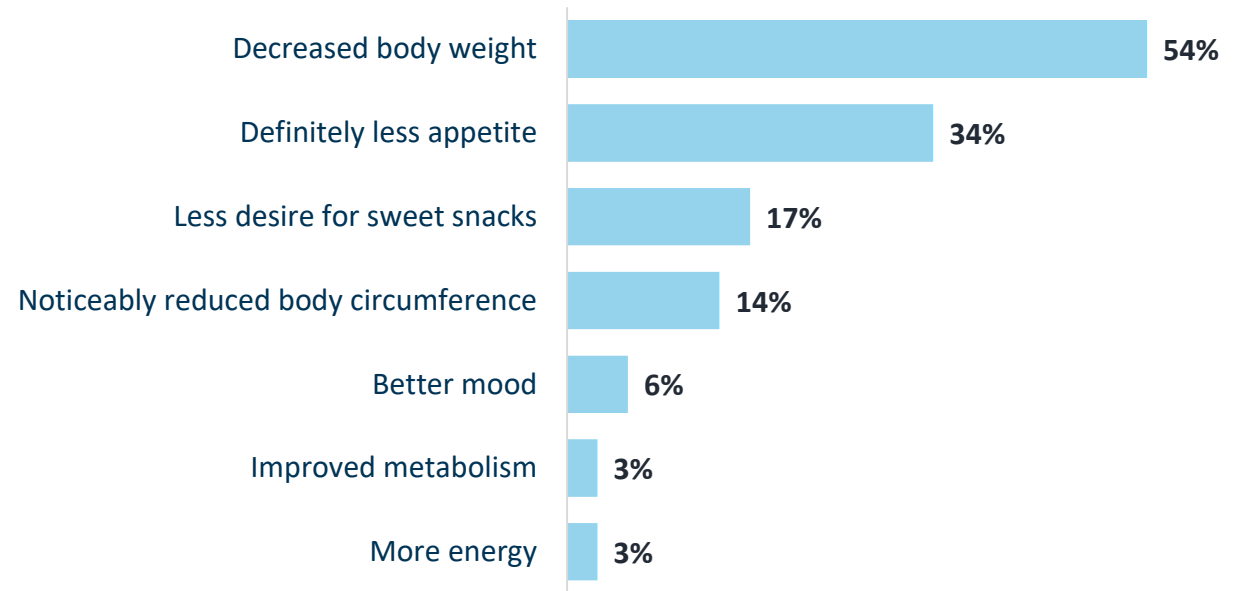


n=35

Did you notice any effects of the product on:

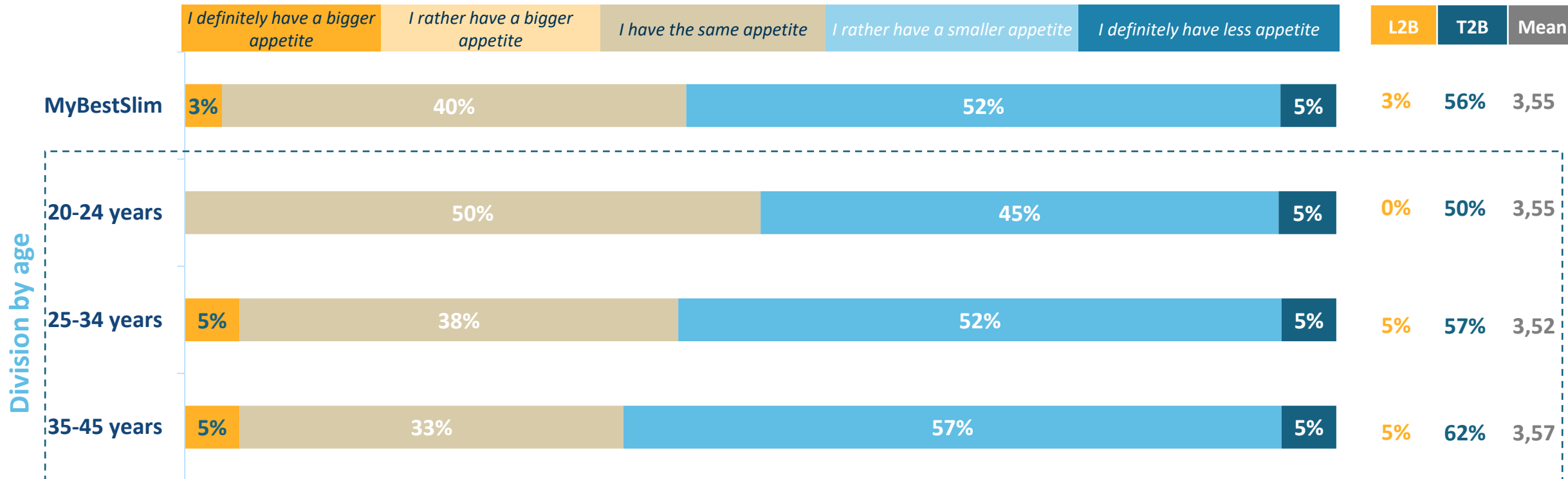


56% of the women observed that using the product **has an effect.**



EFFECTS OF USING THE PRODUCT – APPETITE IN GENERAL

How would you assess your **appetite in general** compared to the period before supplementation?



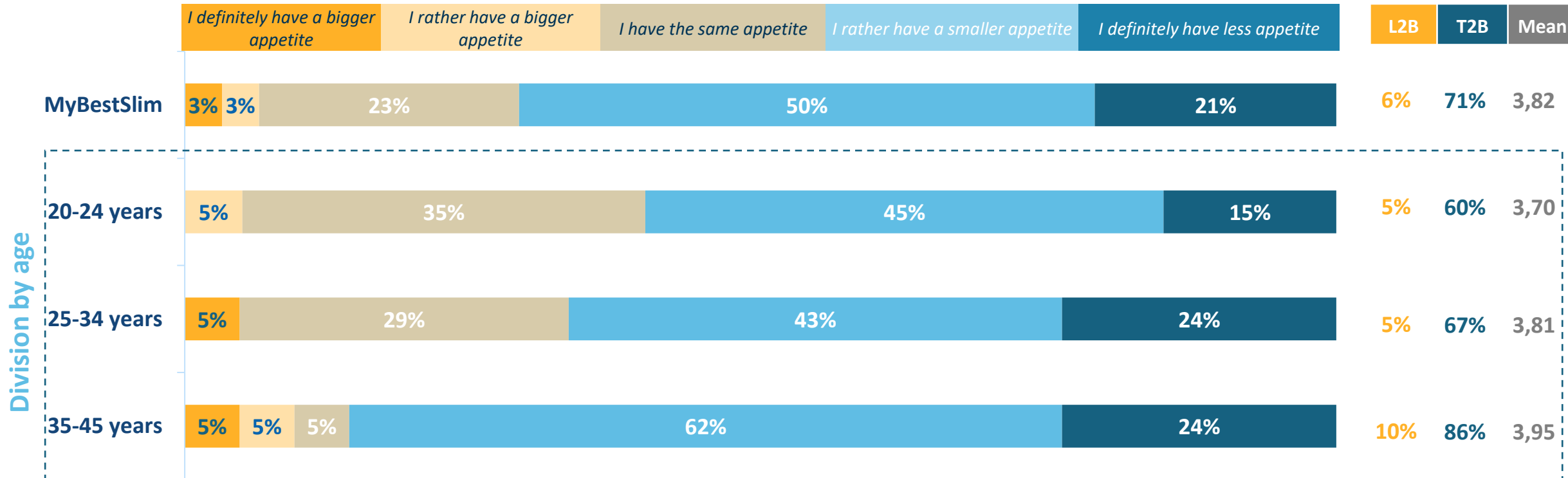
n=62

L2B - the percentage of responses in the two lowest indications on the scale (1 and 2 on a 5-point scale)

T2B - the percentage of responses in the two highest indications on the scale (4 and 5 on a 5-point scale)

EFFECTS OF USING THE PRODUCT – APPETITE FOR SWEETS

How would you assess your **appetite for sweets** compared to the period before supplementation?



n=62

L2B - the percentage of responses in the two lowest indications on the scale (1 and 2 on a 5-point scale)

T2B - the percentage of responses in the two highest indications on the scale (4 and 5 on a 5-point scale)



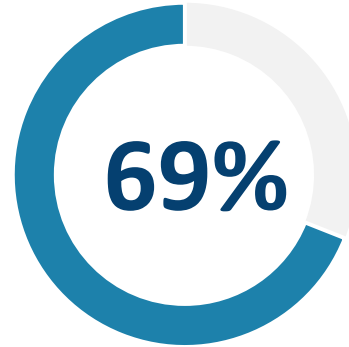
AFTER 3 MONTHS OF APPLICATION

EFFECTS OF USING THE PRODUCT – 3 MONTH

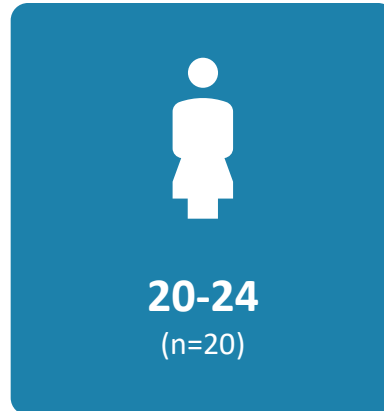


n=62

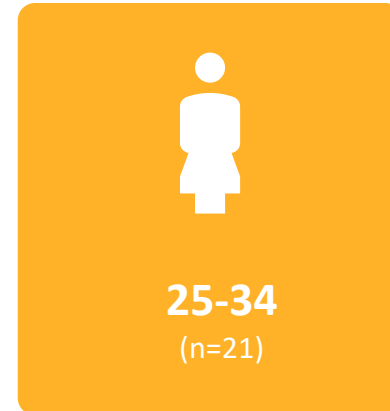
Did you notice any effects of the product on:



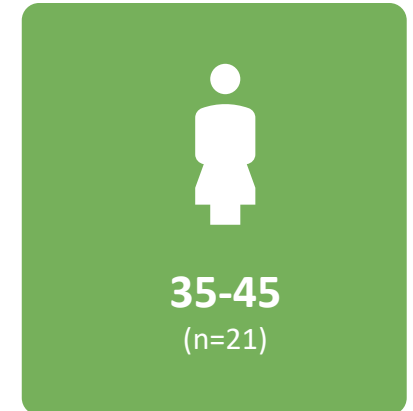
69% of the women observed that using the product **has an effect.**



65% of the women observed that using the product **has an effect.**



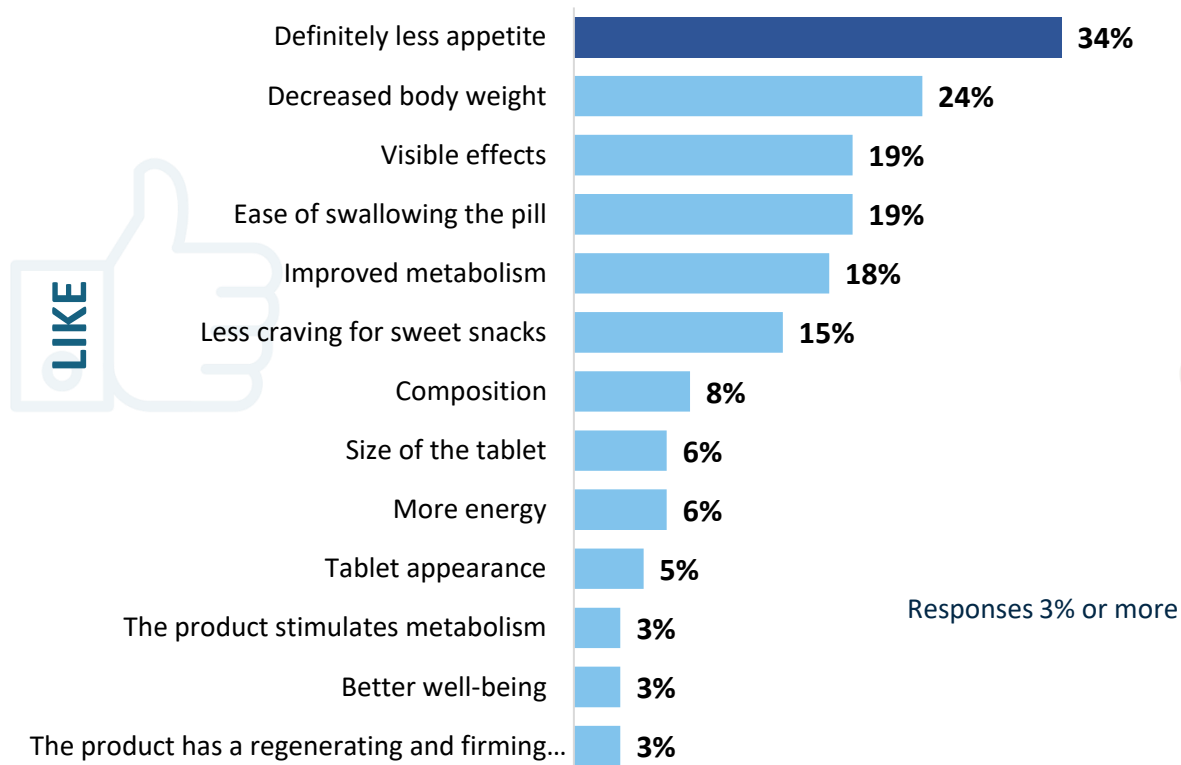
71% of the women observed that using the product **has an effect.**



71% of the women observed that using the product **has an effect.**

SPONTANEOUS COMMENTS – After three months of using the product

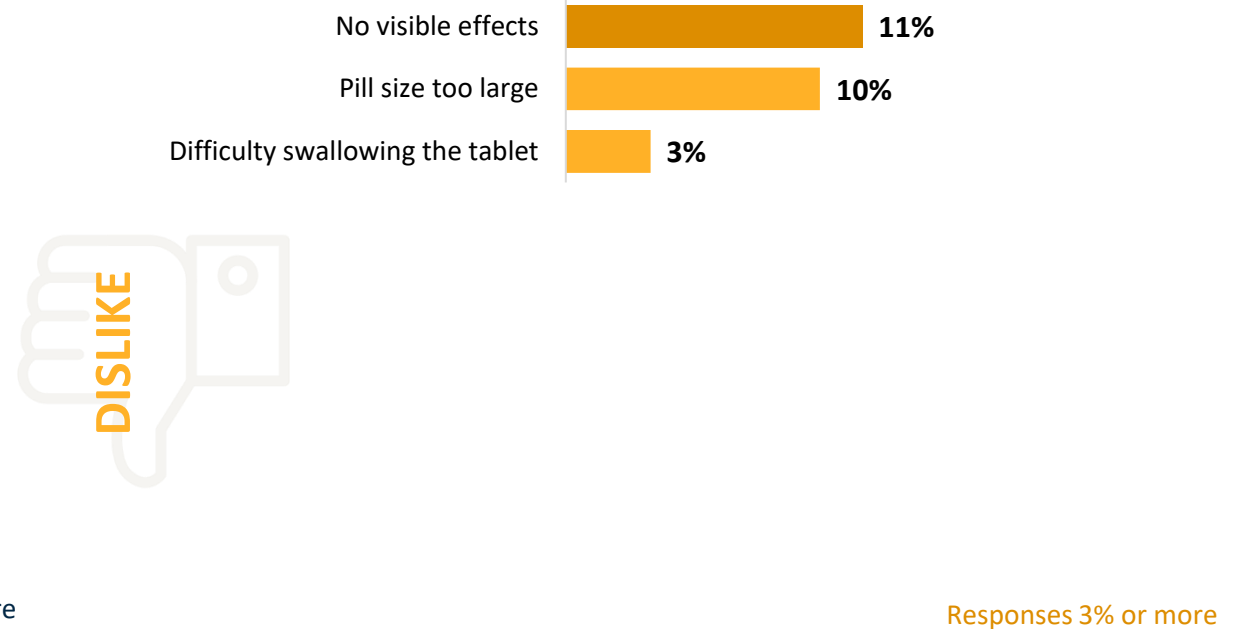
Please tell us what, if anything, do you **LIKE** about this product?



n=62

Responses of 2%: causes a feeling of satiety, smell of the tablet.

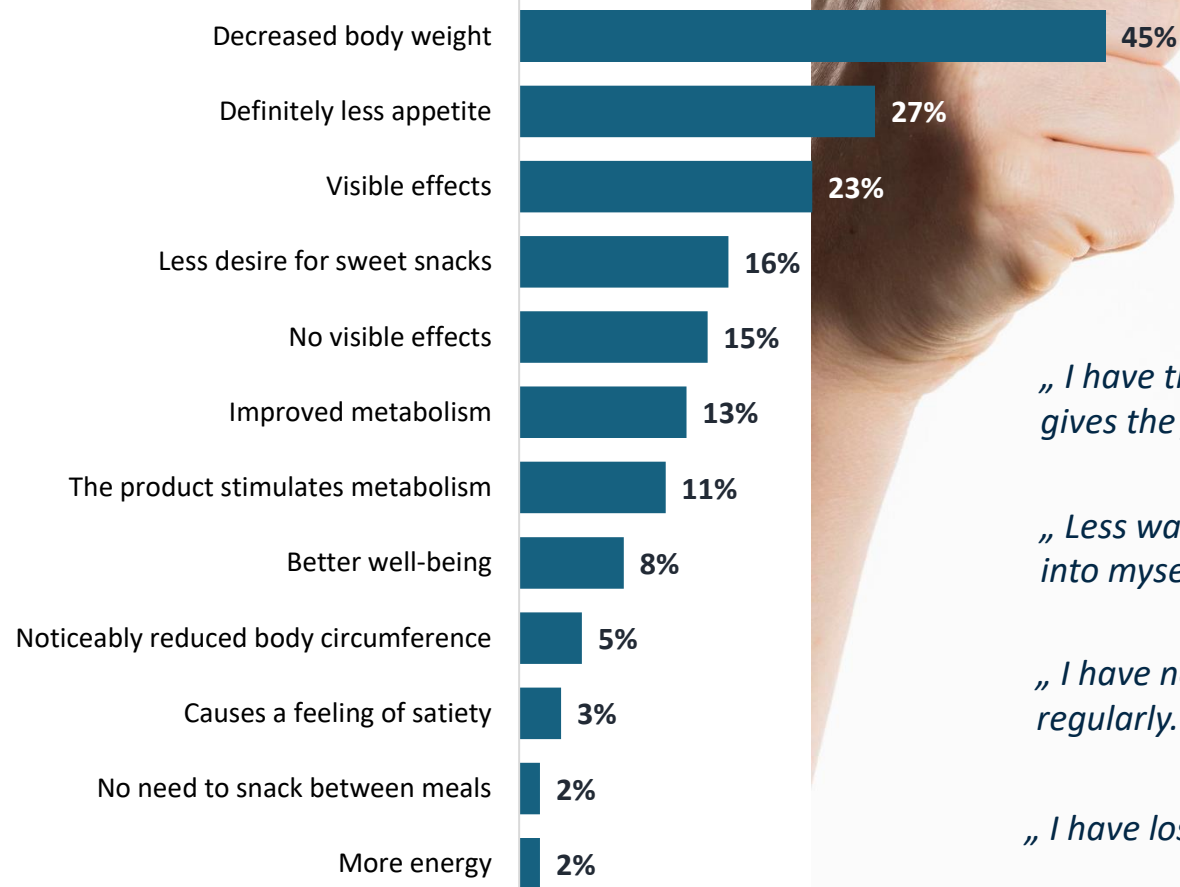
Please tell us what, if anything, do you **DISLIKE** about this product?



Responses of 2%: inappropriate aftertaste, too intense smell.

EFFECTIVENESS OF THE PREPARATION USED

3 MONTH



n=62

„ I have the expression that it swells in the stomach and gives the feeling of being full. It helps in digestion”

„ Less want to eat, what more I can already squeeze less into myself while eating”

„ I have no craving for sweets. I have bowel movements regularly. I eat smaller portions.”

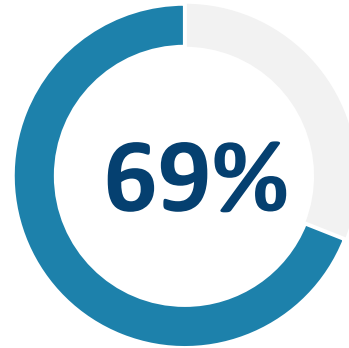
„ I have lost weight which makes me very happy”

EFFECTS OF USING THE PRODUCT – 3 MONTH

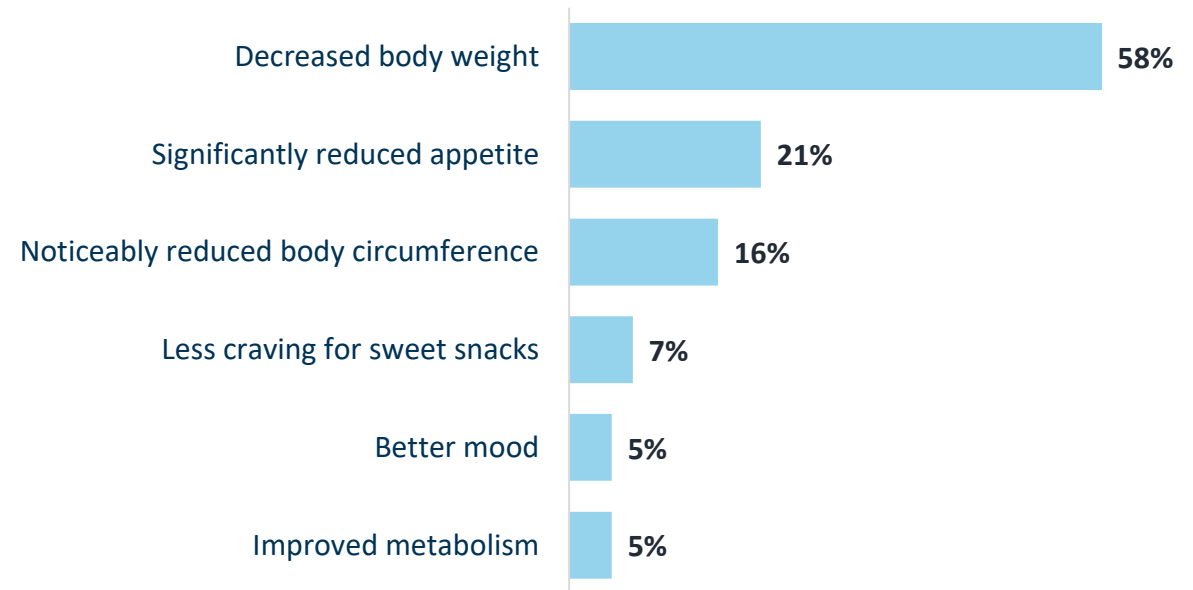


n=43

Did you notice any effects of the product on:

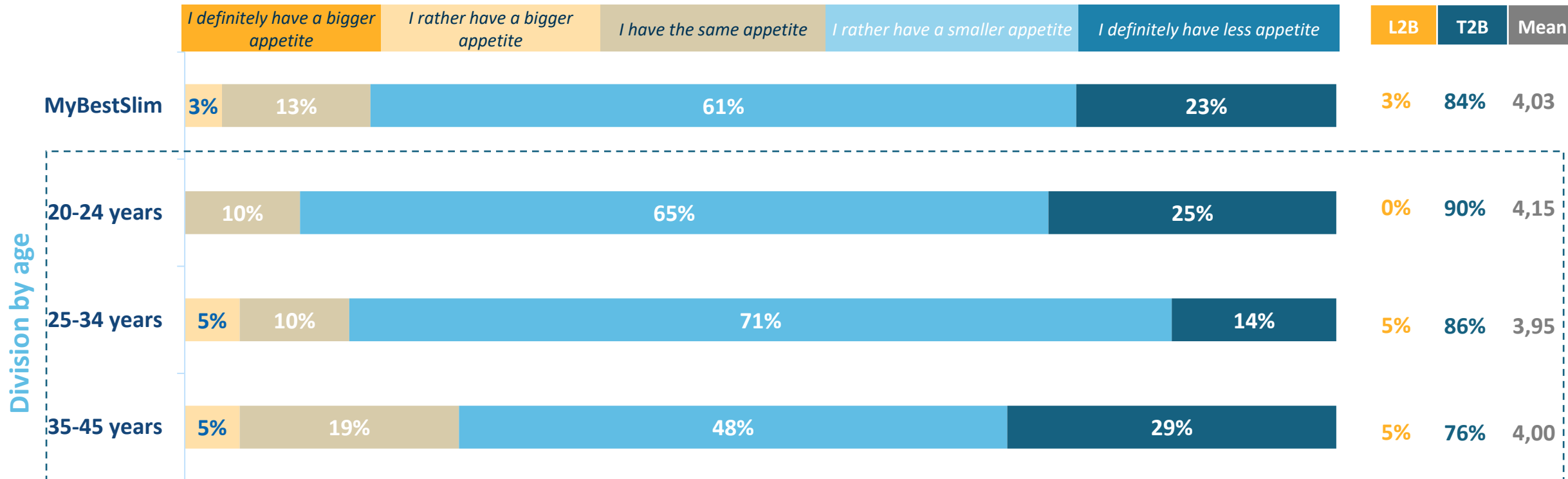


69% of the women observed that using the product **has an effect.**



EFFECTS OF USING THE PRODUCT – APPETITE IN GENERAL

How would you assess your **appetite in general** compared to the period before supplementation?



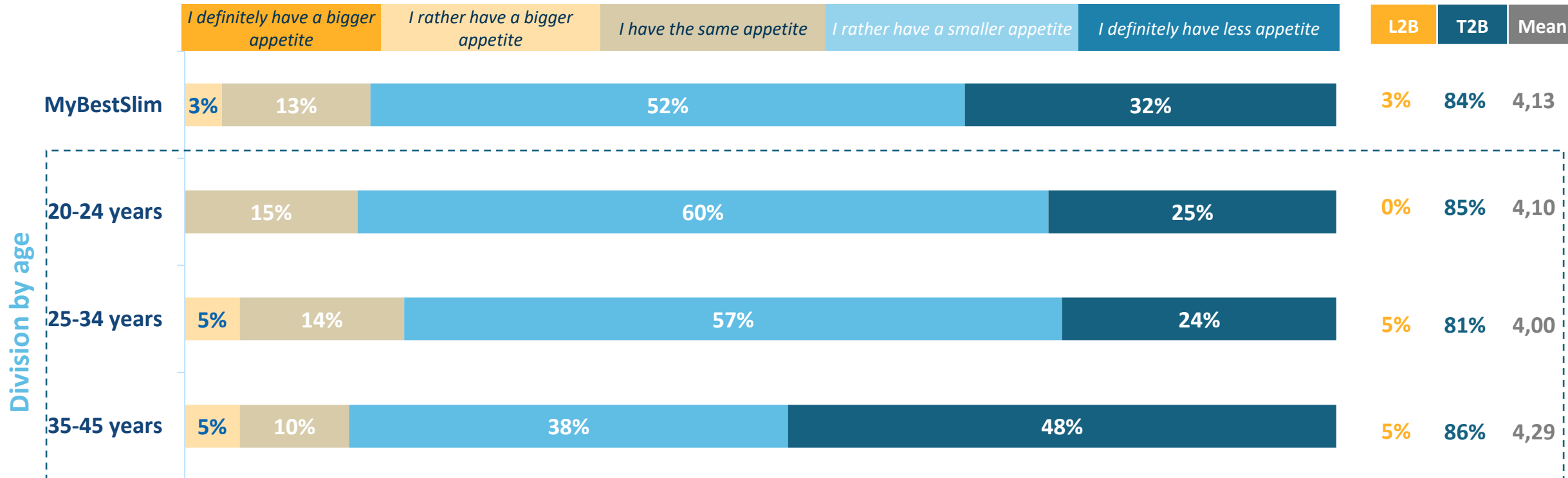
n=62

L2B - the percentage of responses in the two lowest indications on the scale (1 and 2 on a 5-point scale)

T2B - the percentage of responses in the two highest indications on the scale (4 and 5 on a 5-point scale)

EFEKTY STOSOWANIA PREPARATU – APPETITE FOR SWEETS

How would you assess your **appetite for sweets** compared to the period before supplementation?



n=62

L2B - the percentage of responses in the two lowest indications on the scale (1 and 2 on a 5-point scale)

T2B - the percentage of responses in the two highest indications on the scale (4 and 5 on a 5-point scale)



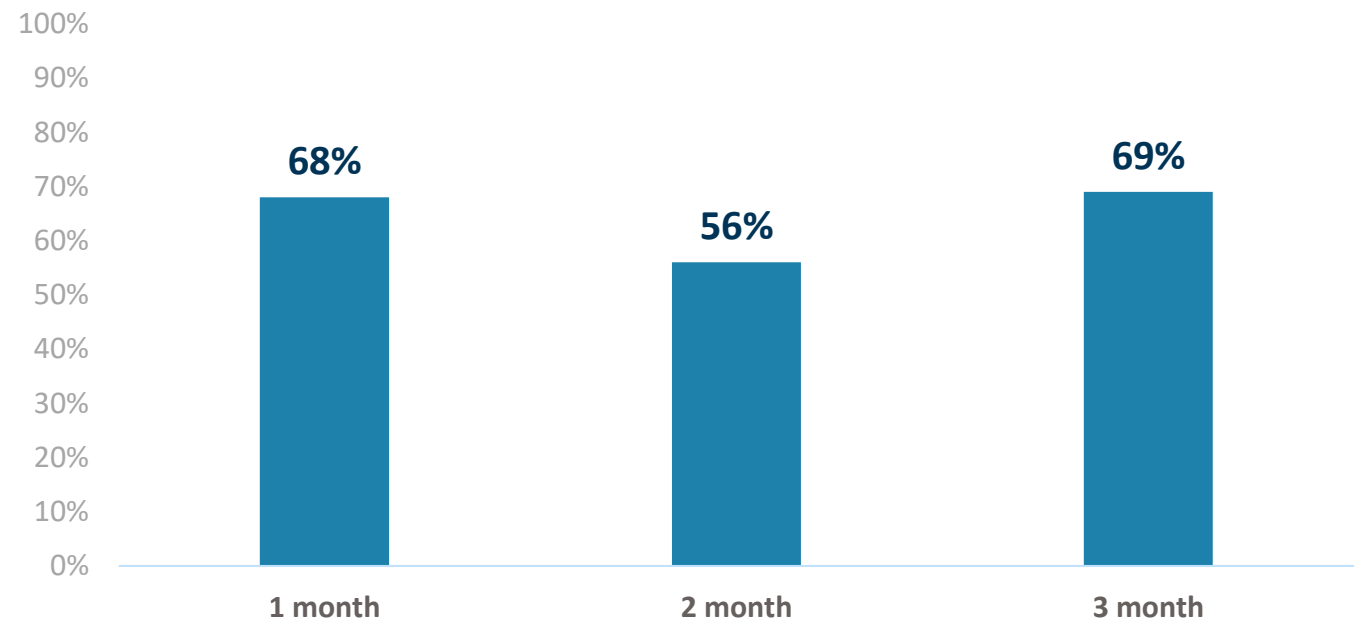
EFFECTS OF USING THE PREPARATION

SUMMARY - EFFECTS OF USING THE PRODUCT



n=62

After three months of applying the product, the majority of female respondents (**69%**) noted that the use of the preparation **produced results**. The effectiveness of the product, in the eyes of the respondents, **was greatest in the first and third months of use**.

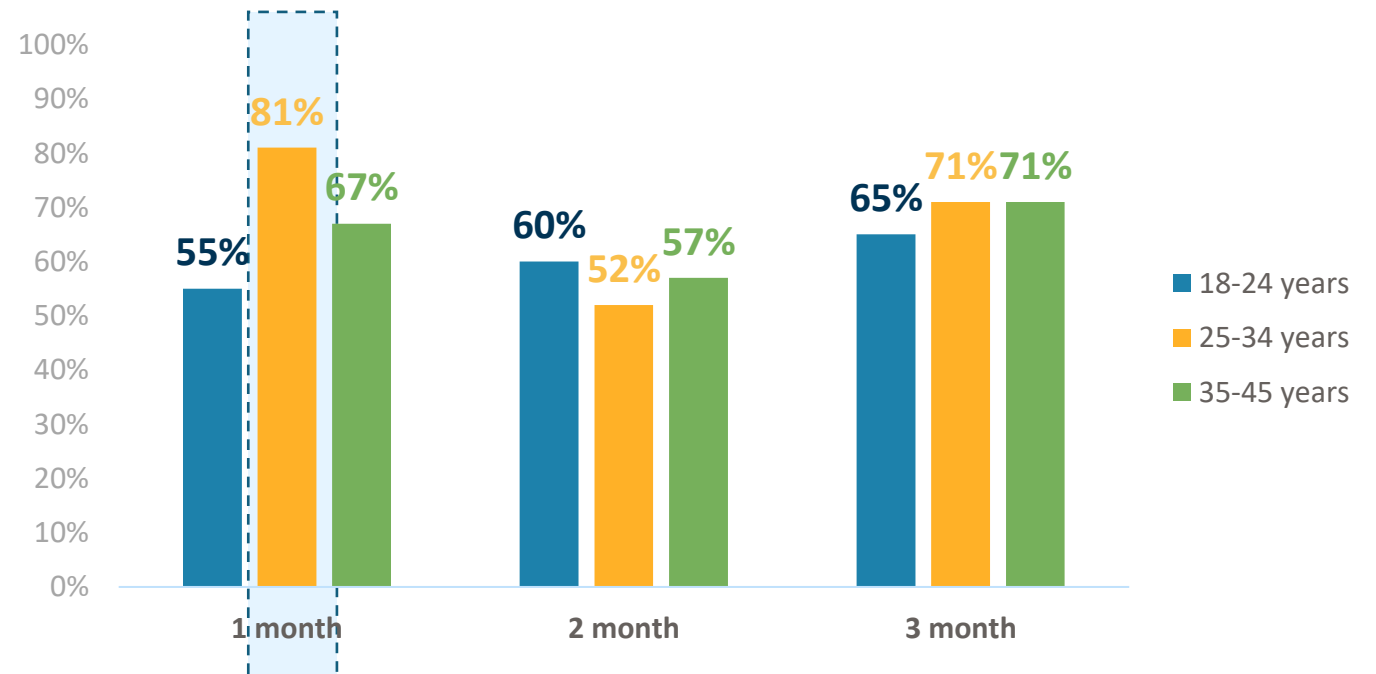


SUMMARY - EFFECTS OF USING THE PRODUCT



n=62

Respondents in the **25-34 age** range observed the **greatest difference in the effect of the product after the first month of use (81%)**. The effectiveness of the product, in the eyes of respondents in the **20-24 age bracket, increased from month to month.**



SUMMARY - EFFECTS OF USING THE PRODUCT - APPETITE IN GENERAL



After 3 months of use, almost one in five respondents (**23%**) had significantly less appetite than in the first and second months of supplement use. After completing supplementation, the majority of respondents (61%) said they tended to have a smaller appetite, and almost one in five had a significantly smaller appetite.

	Total	After one month [A]	After two months [B]	After three months [C]
I definitely have a bigger appetite	2%	3%	3%	0%
I rather have a bigger appetite	4%	10%^B	0%	3%
I have the same appetite	27%	29%	40%^C	13%
I rather have a smaller appetite	56%	55%	52%	61%
I definitely have less appetite	10%	3%	5%	23%^{AB}

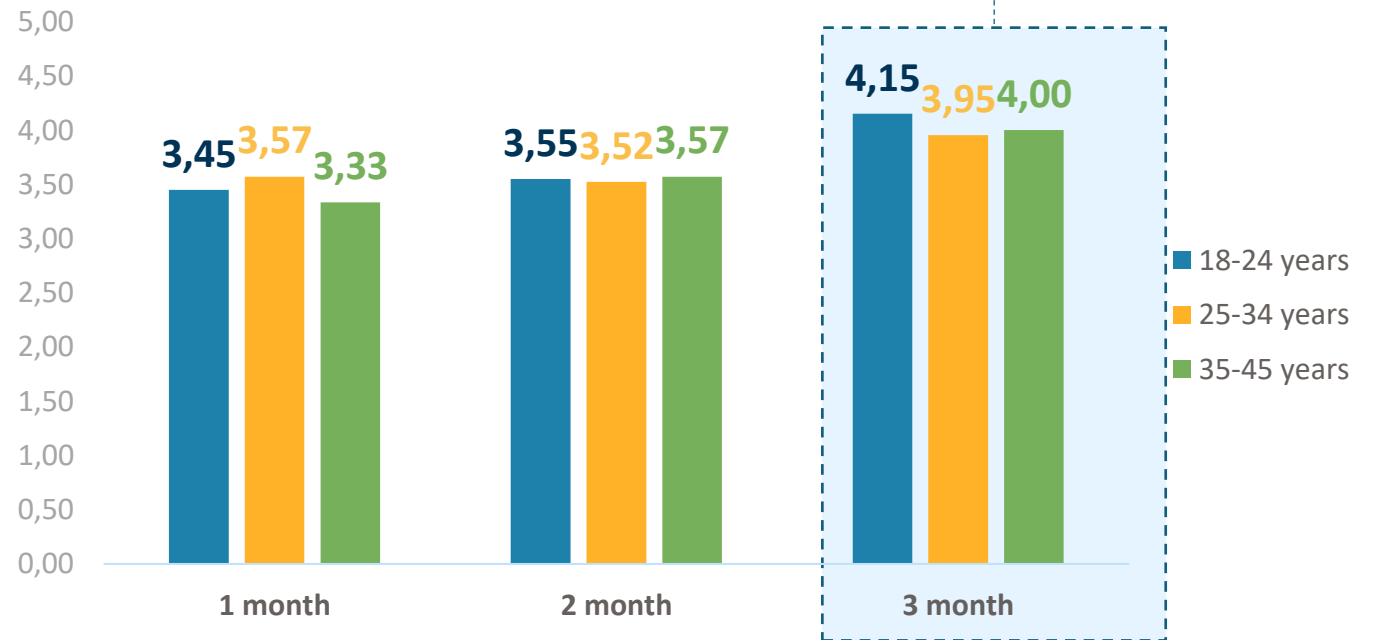
A/B/C- statistically significant differences at 95% compared to the month marked with the given letter

SUMMARY - EFFECTS OF USING THE PRODUCT - APPETITE IN GENERAL



n=62

On average, a decrease in appetite was observed after a three-month treatment in each age group.



SUMMARY - EFFECTS OF USING THE PRODUCT - APPETITE FOR SWEETS



n=62

On average, after 3 months of use, one in three respondents (32%), had significantly less appetite for sweets than before starting the treatment. In contrast, according to half of the respondents (55%), appetites for sweets tended to decrease after the first month of taking the supplement.

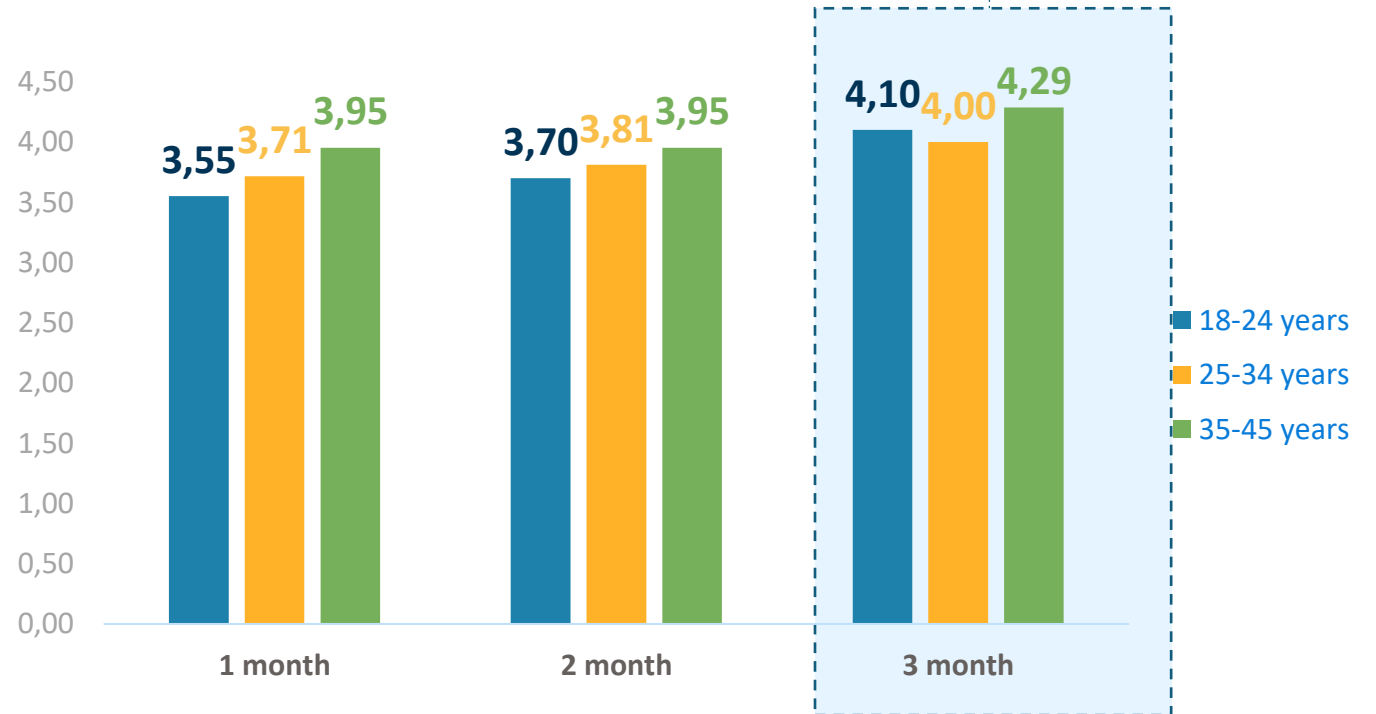
	Total	After one month [A]	After two months [B]	After three months [C]
I definitely have a bigger appetite	2%	3%	3%	0%
I rather have a bigger appetite	3%	3%	3%	3%
I have the same appetite	20%	24%	23%	13%
I rather have a smaller appetite	52%	55%	50%	52%
I definitely have less appetite	23%	15%	21%	32%

SUMMARY - EFFECTS OF USING THE PRODUCT - APPETITE FOR SWEETS



n=62

On average, a decrease in craving for sweets was observed in each age group after a three-month treatment.



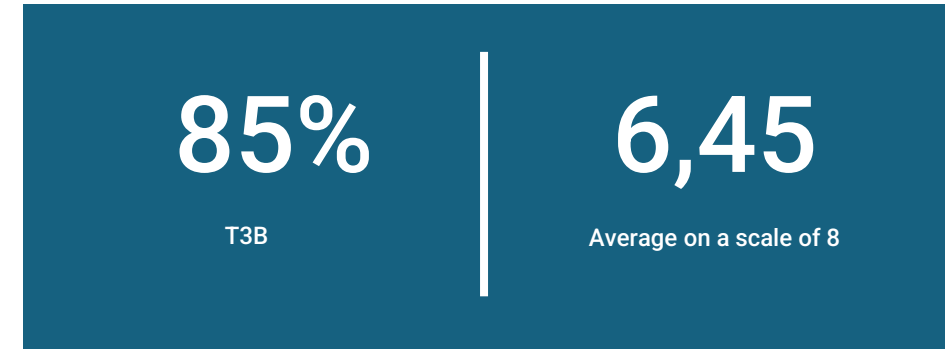


RESULTS OF THE STUDY

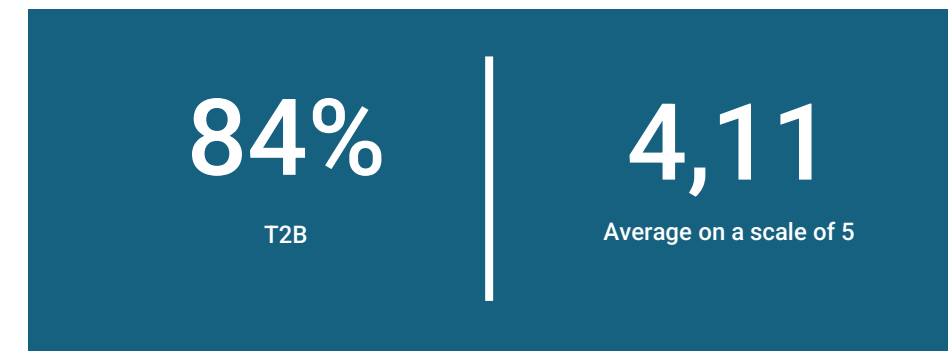
OVERVIEW EVALUATIONS - SUMMARY AFTER 3 MONTHS OF USE



Everything considered, **how much do you like or dislike** this product overall?



How much would you be willing to buy or not buy this product?



n=62

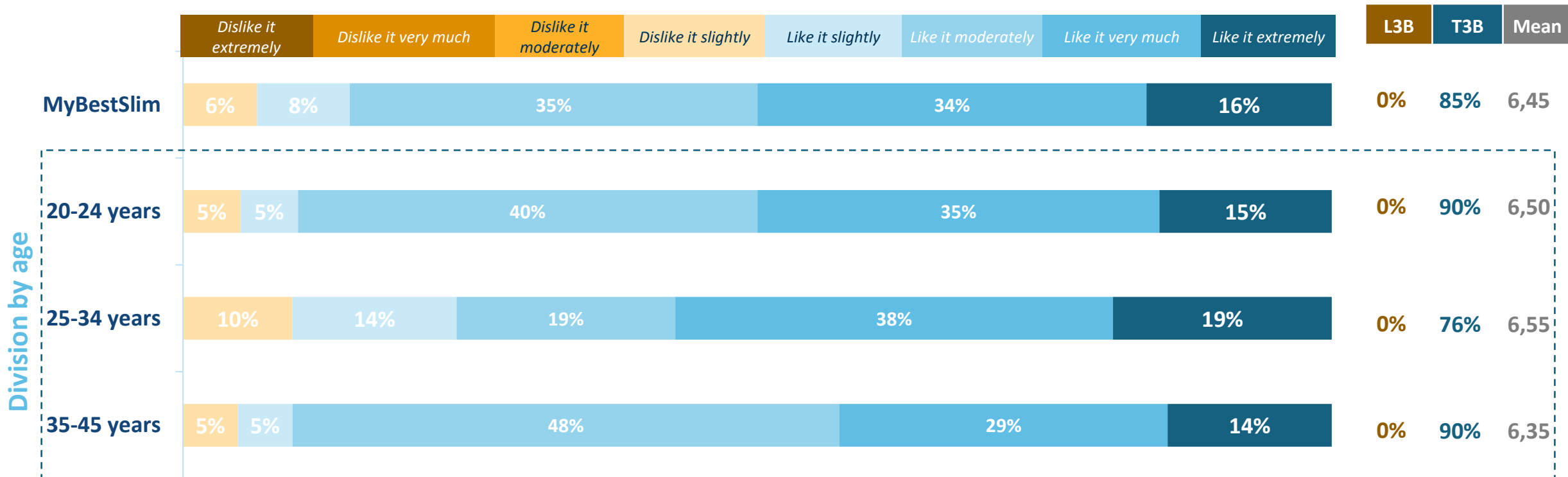
T2B – the percentage share of responses in the two highest indications on the scale (4 and 5 on a 5-point scale)

T3B – the percentage of responses in the three highest indications on the scale (6, 7, and 8 on an 8-point scale)

SUMMARY - GLOBAL EVALUATION OF THE PRODUCT

EVALUATION ON THE HEDONIC SCALE

Everything considered, how much do you like or dislike this product overall?



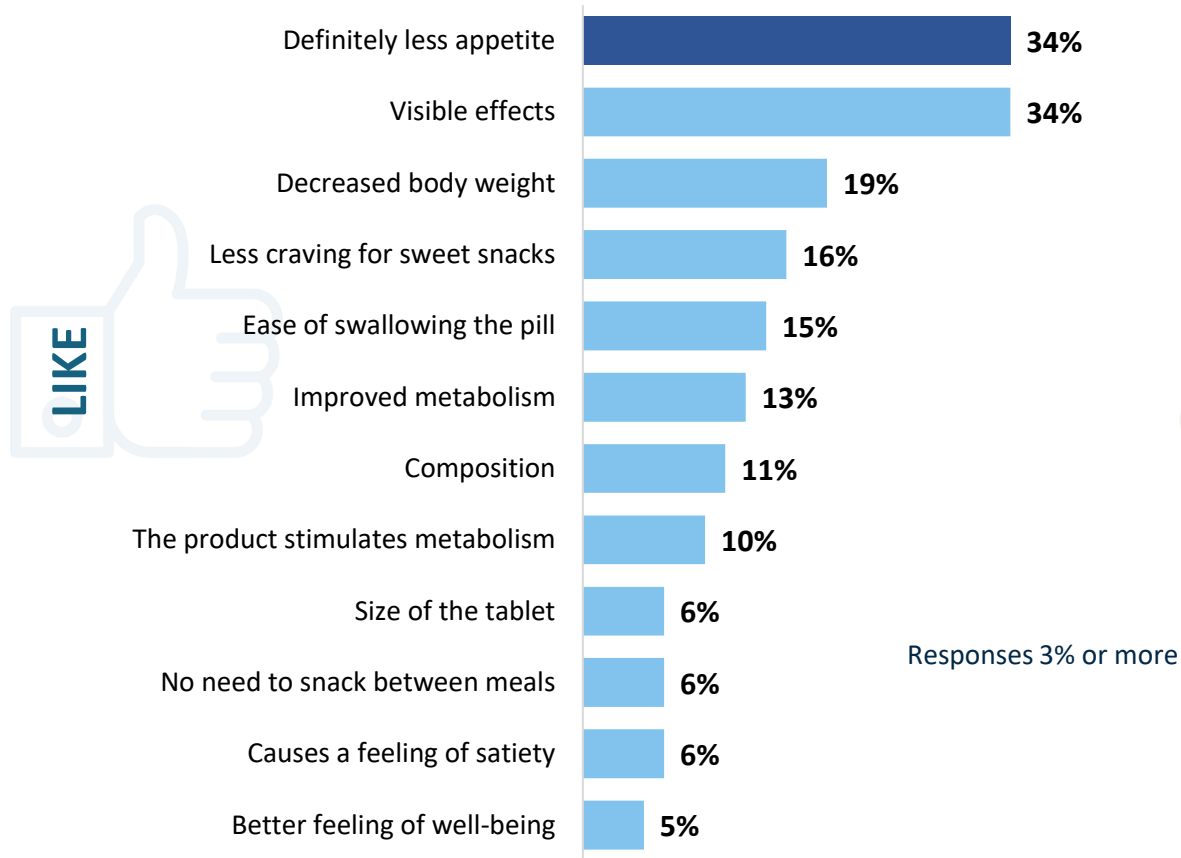
n=62

L3B – the percentage of responses in the lowest three indications on the scale (1, 2, and 3 on an 8-point scale)

T3B – the percentage of responses in the three highest indications on the scale (6, 7, and 8 on an 8-point scale)

SPONTANEOUS COMMENTS – After finishing using the preparation

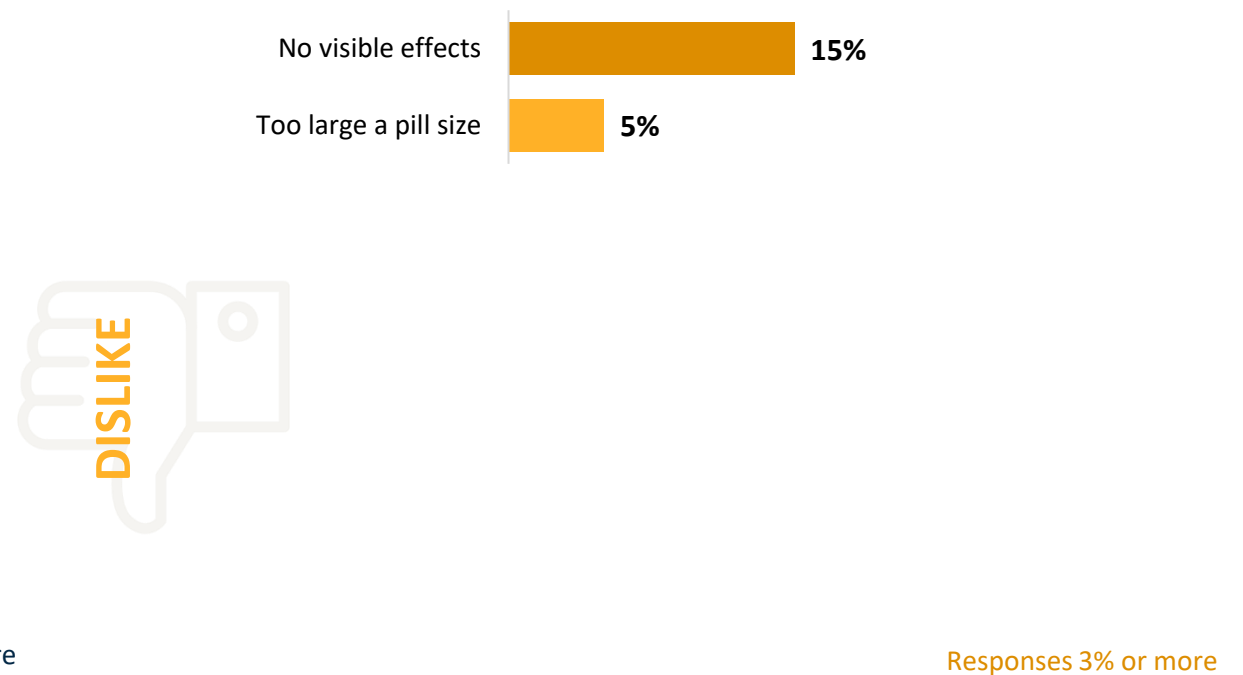
Please tell us what, if anything, do you **LIKE** about this product?



n=62

Responses of 2%: dosage, noticeably reduced body circumference, the appearance of the tablet, the smell of the tablet, the product has a regenerative and firming effect on the skin.

Please tell us what, if anything, do you **DISLIKE** about this product?



Responses of 2%: inappropriate taste.

SUMMARY

EFFICIENCY

	MyBestSlim	
	T2B	Mean
I definitely had less appetite	85%	4,11
I was eating noticeably less	81%	4,00
I had no need to snack between meals	85%	4,15
I have much firmer skin	61%	3,63
My metabolism has improved	92%	4,19
My body weight decreased significantly	63%	3,76
My body circumference decreased noticeably	58%	3,68
I had less craving for sweet snacks	89%	4,10
I had more energy	77%	3,87

n=62

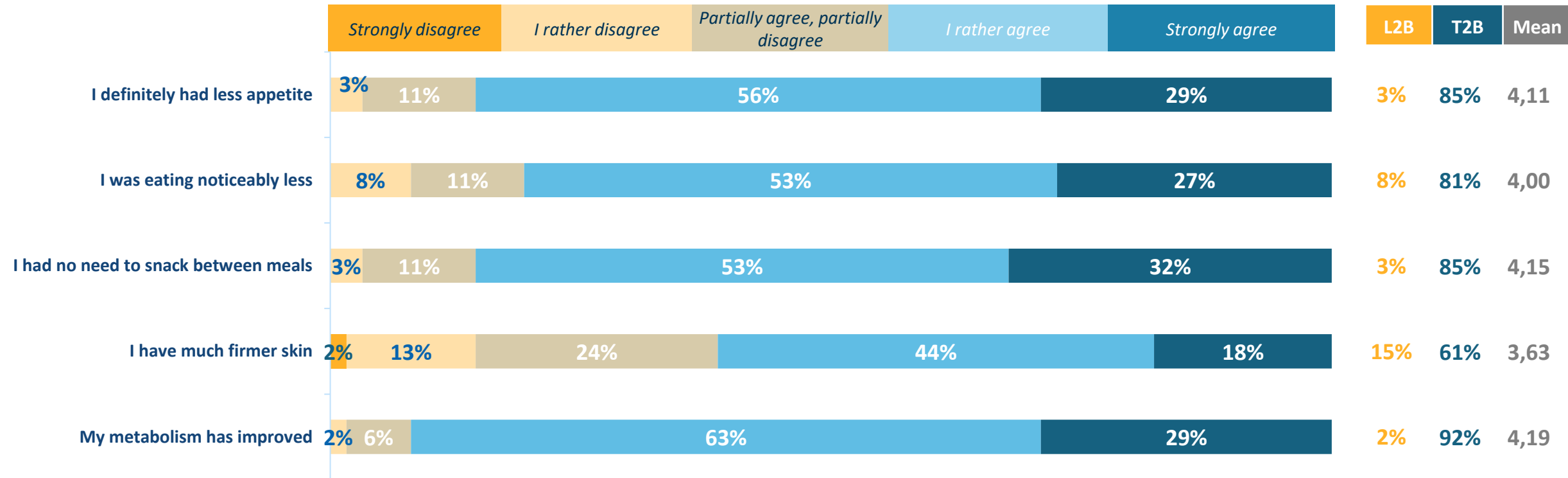
T2B - the percentage of responses in the two highest indications on the scale (4 and 5 on a 5-point scale)



SUMMARY – EFFICIENCY

EVALUATION ON THE LIKERT SCALE

Now that you have completed your supplementation, please evaluate the effectiveness of the supplement you have been taking for the past 3 months. Please tell me to what extent you agree or disagree with the statements:



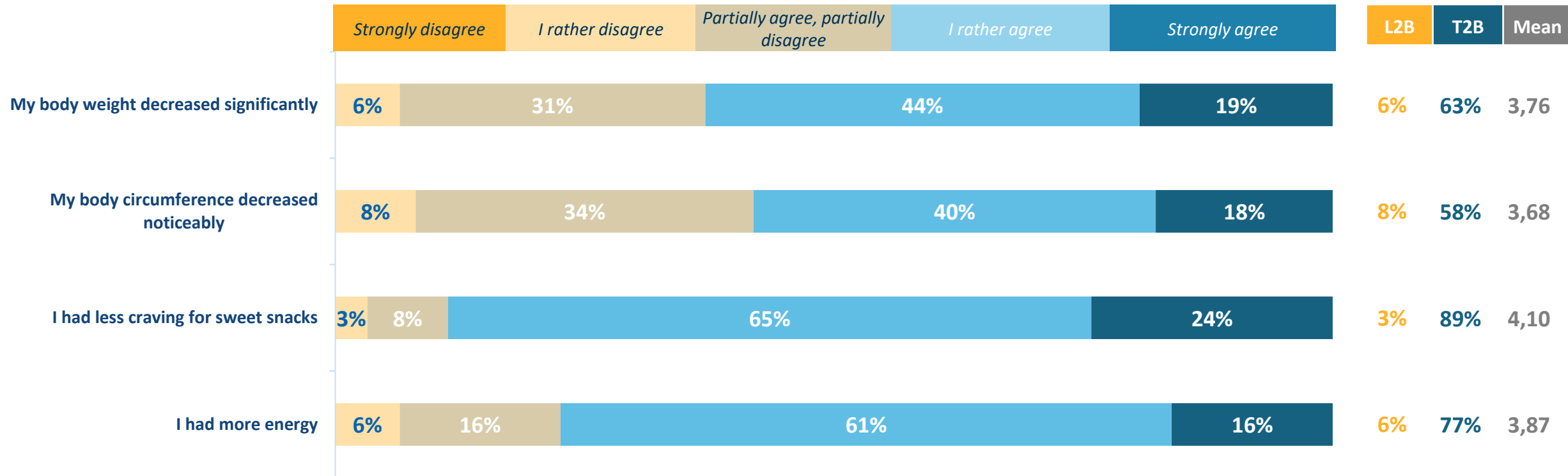
n=62

L2B - the percentage of responses in the two lowest indications on the scale (1 and 2 on a 5-point scale)

T2B - the percentage of responses in the two highest indications on the scale (4 and 5 on a 5-point scale)

SUMMARY – EFFICIENCY EVALUATION ON THE LIKERT SCALE

Now that you have completed your supplementation, please evaluate the effectiveness of the supplement you have been taking for the past 3 months. Please tell me to what extent you agree or disagree with the statements:



n=62

L2B - the percentage of responses in the two lowest indications on the scale (1 and 2 on a 5-point scale)

T2B - the percentage of responses in the two highest indications on the scale (4 and 5 on a 5-point scale)

SUMMARY – EFFICIENCY

ASSESSMENTS BY AGE GROUP

	20-24 years (n=20)			25-34 years (n=21)			35-45 years (n=21)		
I definitely had less appetite		90%	4,25		86%	4,15		81%	3,95
I was eating noticeably less		85%	4,20		86%	4,05		71%	3,75
I had no need to snack between meals		80%	4,15		86%	4,20		90%	4,10
I have much firmer skin		55%	3,55		71%	3,75		57%	3,55
My metabolism has improved		90%	4,15		100%	4,40		86%	4,00
My body weight decreased significantly		60%	3,80		62%	3,75		67%	3,70
My body circumference decreased noticeably		65%	3,90		48%	3,50		62%	3,65
I had less craving for sweet snacks		90%	4,25		86%	4,00		90%	4,05
I had more energy		75%	3,95		81%	3,90		76%	3,75

SUMMARY

GENERAL PRODUCT REVIEW

	MyBestSlim	
	T2B	Mean
The first results can be seen after just one month of using the product	58%	3,48
This product helps to control your appetite	81%	3,97
This product stimulates the metabolism	87%	4,15
This product has a regenerating and firming effect on the skin	73%	3,77
This product improves metabolic processes	87%	4,11
This product reinforces weight-loss activities	85%	4,02

T2B - the percentage of responses in the two highest indications on the scale (4 and 5 on a 5-point scale)

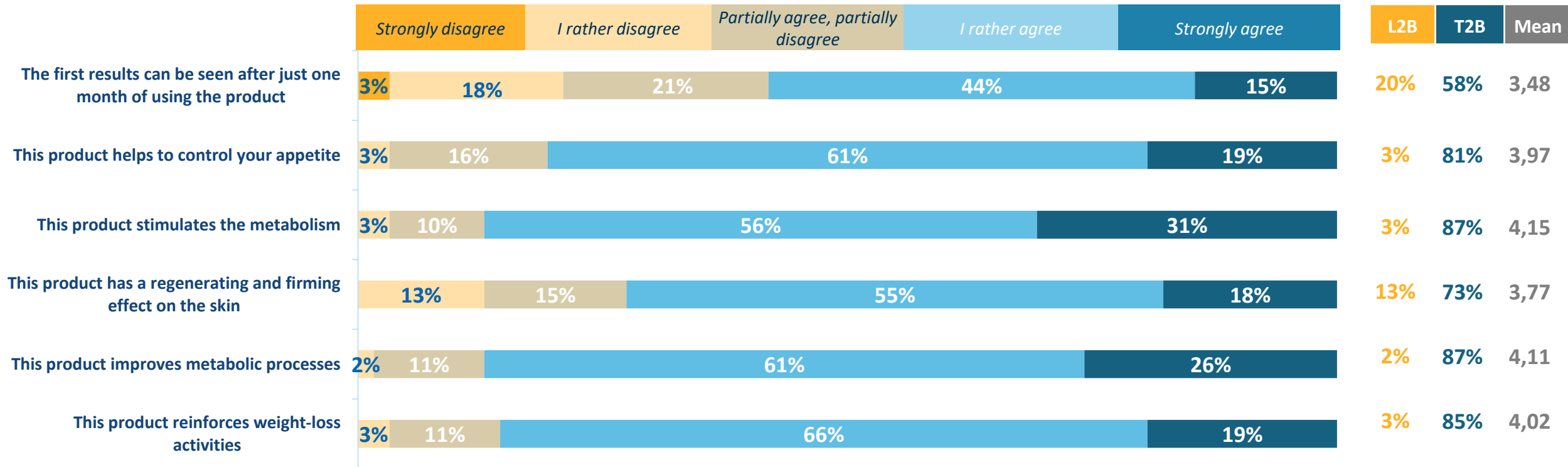
n=62



SUMMARY – GENERAL PRODUCT REVIEW

EVALUATION ON THE LIKERT SCALE

Now, please rate the weight loss supplement you have taken in the past 3 months. Please tell me to what extent you agree or disagree with the following statements:



n=62

L2B - the percentage of responses in the two lowest indications on the scale (1 and 2 on a 5-point scale)

T2B - the percentage of responses in the two highest indications on the scale (4 and 5 on a 5-point scale)

SUMMARY – GENERAL PRODUCT REVIEW

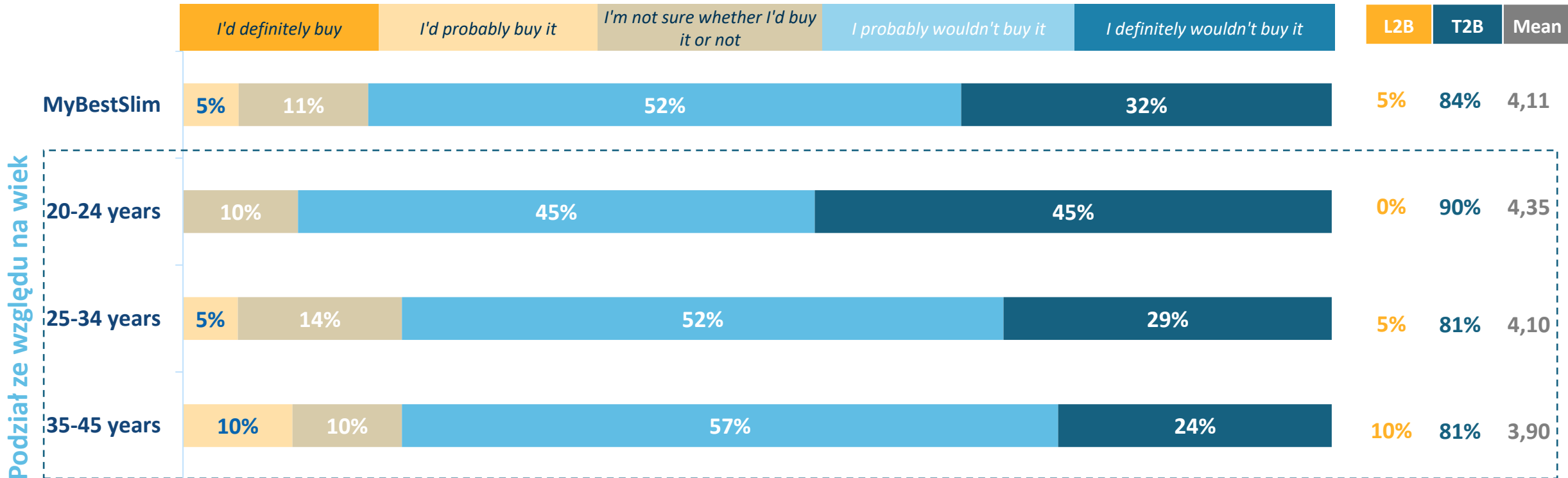
ASSESSMENTS BY AGE GROUP

	20-24 years (n=20)			25-34 years (n=21)			35-45 years (n=21)		
The first results can be seen after just one month of using the product		60%	3,50		57%	3,55		57%	3,35
This product helps to control your appetite		90%	4,10		81%	4,00		71%	3,80
This product stimulates the metabolism		90%	4,20		95%	4,35		76%	3,90
This product has a regenerating and firming effect on the skin		75%	3,85		76%	3,85		67%	3,60
This product improves metabolic processes		85%	4,10		90%	4,15		86%	4,10
This product reinforces weight-loss activities		85%	4,00		90%	4,10		81%	3,95

SUMMARY – PURCHASE INTENTION OF THE PRODUCT

EVALUATION OF THE PURCHASE INTENTION

How much would you be willing to buy or not buy this product?



n=62

L2B - the percentage of responses in the two lowest indications on the scale (1 and 2 on a 5-point scale)

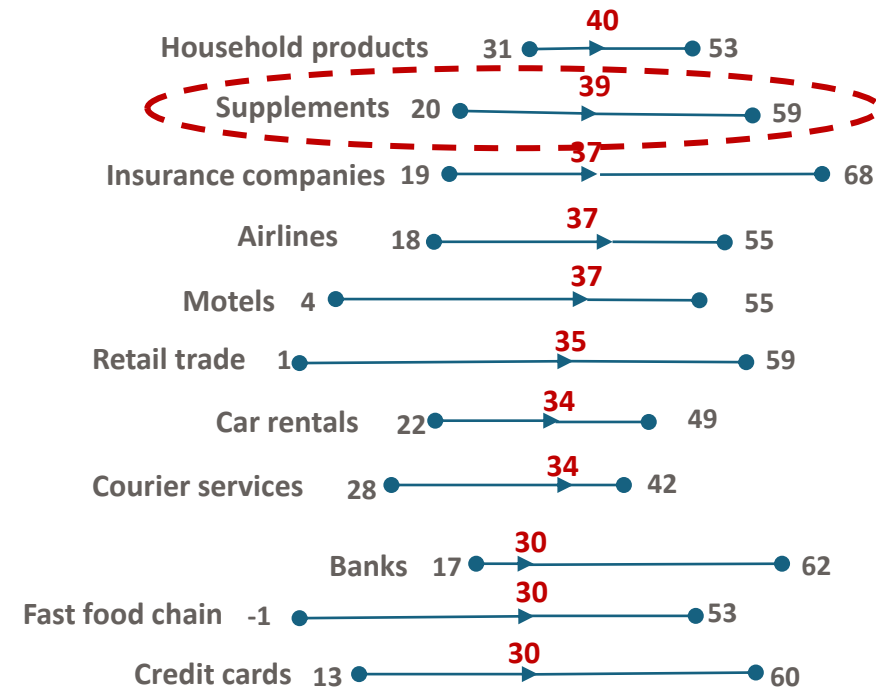
T2B - the percentage of responses in the two highest indications on the scale (4 and 5 on a 5-point scale)

NPS

Net Promoter Score (NPS) is an indicator and methodology for measuring customer loyalty. It is calculated based on recommendation questions. NPS is an indicator of customer loyalty that measures customers' willingness to not only return for another purchase or service, but also to recommend to family, friends or colleagues. It is a powerful and effective technique that, if used properly, can significantly increase a company's revenue. The main advantages of NPS are the close correlation with company growth and the easy collection, interpretation and transfer of data.

Net Promoter Score is a number from -100 to 100. Scores higher than 0 are usually considered good, and scores above 50 are considered excellent. **The industry average for supplements is 39.**

Net Promotes Score in selected sectors



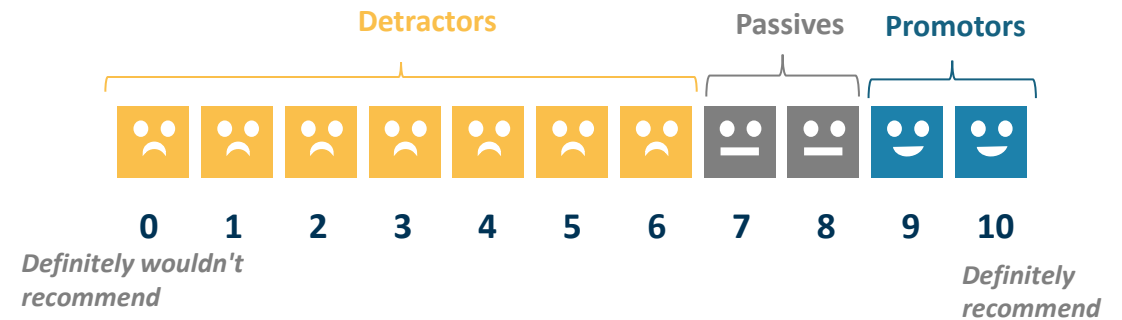
Source of graphics: <https://figpolska.pl/nps-wskaznik-nie-tylko-modny-ale-i-przydatny/>

NPS

0-6 – Detractors - people who have a bad experience with a company. Alone and without encouragement, they will share their negative opinion with others, discouraging cooperation with a particular supplier. This is a group that requires special care due to its high impact on company costs. By voicing complaints and grievances, they engage the company's employees for service. In turn, their criticism damages the company's reputation and deters new customers and potential employees.

7-8 – Passives – people who, when asked for their opinions, will list both benefits and drawbacks. These people are not loyal to the company/brand and can easily switch to using a competitor's services if they receive a more attractive offer. It is worthwhile to provide quality products and services to this group to bind these people to the company.

9-10 – Promoters - people who are most satisfied with the company's products and services and are loyal to it. On their own and without encouragement, they will share positive feedback with friends and family. For this group, it is worthwhile to keep the products/services for this group at a high level all the time, as this group of customers usually buys more and at higher prices

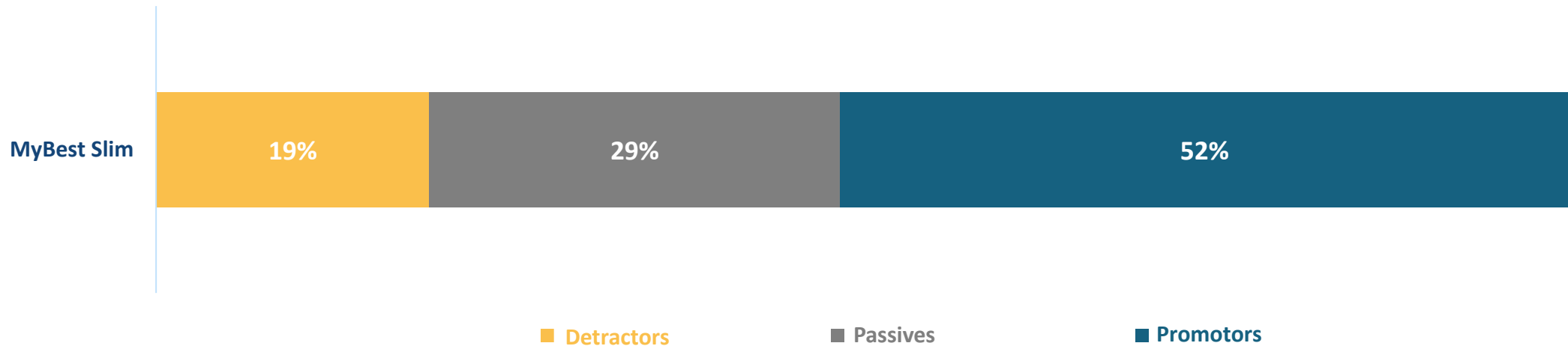
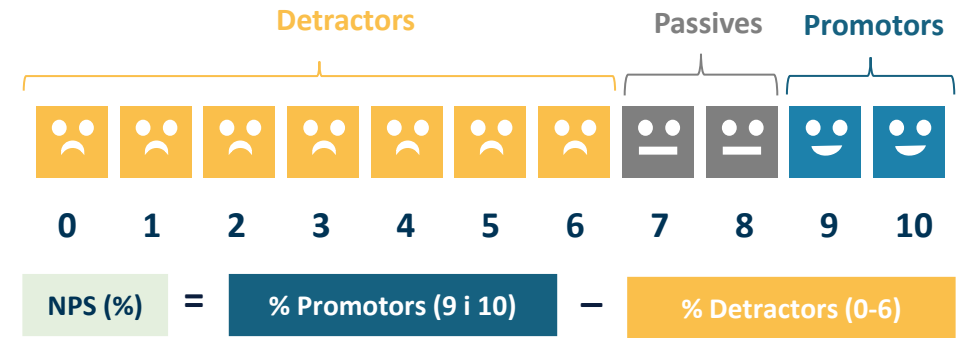


NPS

How likely would you be to recommend this skin, hair and nail supplement to your friends, acquaintances or family?

Net Promoter Score is a number from -100 to 100. Scores higher than 0 are usually considered good, and scores above 50 are considered excellent.

The industry average for supplements is 39.



n=62



CONSUMER PROFILE

CONSUMER PROFILE



n=62

100%

female respondents have not participated in consumer surveys in the past 3 months,

100%

respondents nor anyone in the family works/studies in areas related to advertising, food industry, journalism, marketing, market research, TV, radio, press,

100%

respondents were not pregnant at the time of the survey, nor were they actively trying to have a child,

100%

respondents did not breastfeed,

100%

respondents were not on any hormone therapy not related to contraception,

100%

female respondents describe their health as good or very good,

100%

respondents had not taken a weight-loss supplement before taking the survey.



APPENDIX

CONSUMER PROFILE

Did you use up the entire package?

	After one month	After two months	After three months
Yes	97%	98%	100%
No	3%	2%	0%

How many pieces of tablets do you have left? (please specify quantity)

How much is left	After one month	After two months	After three months
6	0%	100%	0%
12	50%	0%	0%
16	50%	0%	0%
N	2	1	0

Did you take the supplements according to the instructions i.e. 1 capsule 3 times a day, after a meal drinking min. 250 ml of water?

	After one month	After two months	After three months
Yes	98%	100%	100%
No	2%	0%	0%

"I forgot to take in the evening sometimes"

Did you experience any side effects while using the supplement?

	After one month	After two months	After three months
Yes	3%	2%	0%
No	97%	98%	100%

"Diarrhea, heartburn, nausea after taking pills"

CONSUMER PROFILE

Did you undertake any additional activities or actions while taking the supplement.

1 month

	Total	20-24 years [A]	25-34 years [B]	35-45 years [C]
Yes	47%	30%	52%	57%
No	53%	70%	48%	43%

2 month

	Total	20-24 years [A]	25-34 years [B]	35-45 years [C]
Yes	45%	35%	48%	52%
No	55%	65%	52%	48%

3 month

	Total	20-24 years [A]	25-34 years [B]	35-45 years [C]
Yes	44%	30%	57%	43%
No	56%	70%	43%	57%

n=62

Please tell us how tall you are in centimeters?

<= 160	161 - 165	166+
31%	47%	22%

Please tell us how many kilograms do you weigh?

<= 80,0	80,1 - 85,0	85,1 - 90,0	90,1+
26%	29%	34%	11%

Age	Height			Weight			
	<= 160	161 - 165	166+	<= 80,0	80,1 - 85,0	85,1 - 90,0	90,1+
20-24 years	16%	34%	50%	19%	33%	29%	71%
25-34 years	47%	28%	29%	38%	22%	48%	14%
35-45 years	37%	38%	21%	44%	44%	24%	14%



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