



into**MENA**
your Middle East gateway

Brands Portfolio

September 2012



About Us

intoMENA Group is a boutique distribution arm for premium nutrition and health brands interested in exploring and exploiting untapped opportunities in the emerging markets of the Middle East & North Africa region primarily, and throughout Eastern Europe and Asia.

Territory

intoMENA Group mainly cover the following 35 countries:

✓ Middle East & North Africa (“MENA”)

- UAE
- Egypt
- KSA
- Kuwait
- Iran

✓ Eastern Europe

- Turkey
- Czech Republic
- Israel
- Romania
- Slovenia
- Russia

✓ Asia

- China
- Japan
- South Korea
- Indonesia
- Malaysia
- Philippines
- Thailand

- Qatar
- Jordan
- Lebanon
- Bahrain
- Morocco

- Croatia
- Hungary
- Poland
- Slovakia
- Ukraine

- India
- Bangladesh
- Hong Kong
- Kazakhstan
- Pakistan
- Singapore
- Vietnam

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Macro**Life** Naturals



juve
maqui juice



Zing
Nutrition Bar
Deliciously
Different

NeoCell™



NATURAL VITALITY

vitalah
creators of oxylent

Reserveage™
organics
★ ★ ★ ★ ★ ★ ★

IRWIN NATURALS

Viva5
CORPORATION

Progressive
NUTRITIONAL THERAPIES

greentea HAWAII

PureFit
NUTRITION BAR

zionhealth

Nature's Plus
The Energy Supplements

PHARMAFREAK

PRECISION

Products Categories

- I. Natural Foods
- II. Dietary Supplements
- III. Sports Nutrition
- IV. Exercise Devices
- V. Body Care

Disclaimer: The enclosed portfolio reflect brands intoMENA works with, represents and/or recommends, and is therefore not responsible for the design, development, supply, production, marketing, sale, shipment, and performance of these products per given country, region or worldwide.

I. Natural Foods



FitGum

- FitGum supports healthy fat metabolism.
- FitGum a sugar free chewing gum contains nutrients that with proper exercise and healthy diet may supplement and enhance weight loss.
- FitGum an innovative dietary supplement that uses proprietary blend of key ingredients which could boost your desired results.
- FitGum contains supplements well-known and successfully used in the fitness industry, including: Green Tea, Hoodia, Hawthorne, Bioperine and trace minerals of Chromium Polynictinate.



Supplements Facts	
Serving size: 2 pieces	
Serving per container: 6	
Amount per serving	%Daily Value
Calories	5
Total Carbohydrate	2g <1%
Proprietary Blend	61 mg +
Green Tea Powder, Citrus Extract, Hawthorn Berry, Green Tea Extract, and Black Pepper Extract. Values Per 100g Energy 666 kJ/159 kcal, Protein 0g, Carbohydrate 64.4g (of which Sugars 0g, Polyols 63g, Starch 0g), Fat 0g (of which Saturated Fat 0g and Trans Fatty Acids 0g), Fiber 1g, Sodium 0g.	
+ Daily Value not established.	
* Percentage Daily values are based on a 2000-calorie diets	

Juve Juice



- **JUVE Juice is made with the superfruit Maqui berry, which has the highest antioxidant and ORAC values of any known fruit.**
- **Combining Maqui berry with the other high antioxidant fruits acai, raspberry, and pomegranate, JUVE Juice is one of the highest antioxidant and healthiest beverages available!**
- **When combined with a healthy lifestyle including exercise and proper nutrition JUVE Juice can help decrease oxidative stress increasing health, energy, and even weight loss.**
- **Additional benefits include: improved immune system, promotes anti-aging and longevity, promotes anti-cancer and healthy cells, helps improve metabolism, aides in the fight against diabetes, improves skin health, improves cardiovascular health, improves energy, natural appetite suppressant, promote supple skin, hair and nails, and promote cleansing and detoxification.**
- **JUVE Juice is Gluten free.**



GreenTea Hawaii

- Green Tea Hawaii is specially formulated green tea loaded with powerful antioxidants that promote health and weight loss.
- Green Tea Hawaii comes in three delicious flavors: pineapple Strawberry, Raspberry Lemonade, and Original.
- Green Tea Hawaii is backed by hundreds of studies that validate that the antioxidant properties of green tea assist in weight loss and healthy living.
- One 10 calorie serving of contains only 1 gram of sugar and provides the following health benefits:
 - ✓ Reduces Appetite by 15-20%
 - ✓ Increases Metabolism
 - ✓ Boost Healthy Energy Levels
 - ✓ Reduces Body Fat
 - ✓ Improves Health
 - ✓ Promotes Longevity



Because it is extra powerful, a single serving of Green Tea Hawaii provides the same amount of health benefits you would get from drinking 45 cups of regular green tea.

Quest Protein Bar

- Quest bars have the best nutritional profile of any protein bar on the market bar none with 20g of high quality protein, 2-6g Active Carbs, 15-20g Fiber, and no junk!
- Most importantly, Quest bars taste better than any other bar. They're so confident that you'll agree that we let people order a single bar to try without having to commit to buying an entire box.
- Additionally, Quest bars provide:
 - ✓ Only high-quality, bioavailable proteins
 - ✓ High fiber content
 - ✓ Very low non-fiber carbs, sugar, and fat
 - ✓ Very short labels you actually understand
 - ✓ A protein bar that is real, healthy food
 - ✓ Gluten Free



Macro Life Naturals

- Macro Greens is a non-allergenic nutrient-rich super food supplement that optimizes pH for stimulant-free health and surpasses the nutrition of five full servings of fruits and vegetables without the calories or carbohydrates!
- The benefits of using Macro Greens daily include increased energy, weight loss, increased mental clarity, balanced blood sugar, strengthened immune system and improved digestion.



PureFit

- PureFit is a top-selling, award-winning, high-quality, wheat, gluten and dairy free nutrition bars, vegan, kosher, high in protein, diabetic-friendly, non-melting nutrition bar that tastes great.
- PureFit does not contain artificial ingredients, sugar alcohols or common allergens, or harmful ingredients found in virtually every nutrition bar on the market (including hydrogenated oils, cholesterol or trans fatty acids, hidden carbohydrates, etc.)
- PureFit contains 100% all-natural low-glycemic ingredients, 18 Grams of Soy Protein, Non-GMO Soy.



Zing Bars

- Zing Bars are 100% natural with absolutely no artificial additives, sweeteners or flavors.
- Each bar has a nut butter base—peanut, almond or cashew—with added protein, fiber, agave nectar and either fruit or organic free-trade dark chocolate. We chose the ingredients to provide the same complete nutrition that we recommend for all meals:
 - ✓ Heart healthy fats
 - ✓ High fiber
 - ✓ High quality lean protein
 - ✓ Low glycemic carbs



Ostrim

- Protos Foods Inc. was founded in 1996. The Company's first line of products was Ostrim Beef and Ostrich Meat Sticks, designed for people who are serious about their nutrition. This line is made from a combination of naturally-raised ostrich meat and lean beef with no fillers.
- Ostrim is the #1 sports nutrition meat snack in the US market, including:
 - ✓ Ostrim Sticks
 - ✓ Ostrim Natural
 - ✓ Ostrim Jerkee
 - ✓ Ostrim Nuggets
 - ✓ Ostrim Turkey
 - ✓ GIMME



II. Dietary Supplements

Vitalah

- Vitalah, creators of Oxylent, a multiple award winning, high quality daily multivitamin Oxylent.
- Oxylent contains a unique blend of superior vitamins, minerals, enzymes, electrolytes, amino acids & antioxidants.
- It was rated one of the top ten best new products of 2009 by *Vitamin Retailer*, has received the Best of Supplements Award (BOSA) in 2010 & an Honorable Mention in 2011 by *Better Nutrition* magazine.
- Prenatal Oxylent, the official multivitamin of the American Pregnancy Association received the Essential Supplement Award for 2012 by *Taste for Life & Delicious Living* magazine!



**Not available for distribution in UAE.*

Progressive Nutritionals

- Progressive Nutritional Therapies is a division of Body Plus Nutritional Products Inc., a privately held corporation that specializes in the development and formulation of natural health products since 1984.
- Progressive products is manufactured in own GMP certified production facility, and includes vitamins & minerals, EFAs, green foods, phytonutrients, protein supplements and organic functional whole foods.
- Progressive products are created by renowned naturopath Dr. Mikhael Adams B.Sc., ND. They are energetically tested for optimum compatibility and crafted from the highest quality raw materials from around the world.



Irwin Naturals

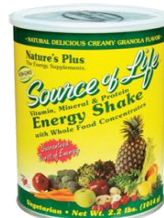
- Irwin Naturals offers a wide variety of outstanding, quality products at affordable prices by its focus on bringing targeted formulas with ingredients at effective levels, including:
 - ✓ Nature's Secret
 - ✓ Irwin Naturals
 - ✓ Irwin Kids
 - ✓ Irwin Ayurvedics
 - ✓ Irwin Organics
 - ✓ Harmony Formulas



Nature's Plus

- Nature's Plus utilizes the highest standards of excellence in making a wide variety of dietary supplements that promote well-being, in the following categories:

- ✓ Natural Energy Production
- ✓ Healthy Brain Function
- ✓ Natural Defenses
- ✓ Healthy Blood
- ✓ Antioxidant Systems
- ✓ Healthy Weight Management
- ✓ Healthy Capillaries
- ✓ Overall Well-Being
- ✓ Healthy Bones
- ✓ Healthy Electrolyte Balance
- ✓ A Healthy Immune System
- ✓ Healthy Digestion
- ✓ A Healthy Urinary Tract
- ✓ Women's Well-being
- ✓ Healthy Prostate
- ✓ Healthy Heart
- ✓ Healthy Eyes
- ✓ Respiratory Wellness
- ✓ Healthy Joint Function
- ✓ Healthy Reproductive Function
- ✓ Men's Health

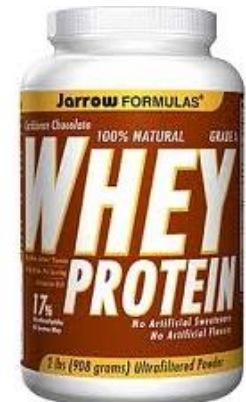
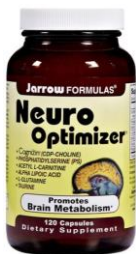


**Not available for distribution in UAE.*

www.NaturesPlus.com

Jarrow Formulas

- Jarrow Formulas, which is based in Los Angeles, California, USA, is a formulator and supplier of superior nutritional supplements. The company was founded in 1977 and incorporated in 1988. Today, it markets its products in the United States, Mexico, Canada and throughout the world.
- Jarrow Formulas' complete line of nutritional products includes vitamins, minerals, probiotics, standardized herbal concentrates, amino acids, enzymes and internal health nutrition products. Both distributors and consumers are assured of purity, value and potency when choosing Jarrow.



NeoCell

- NeoCell is a leader in the natural supplement and skin care industries offering some of the finest and most effective collagen-based products for improved health, pain management and anti-aging.
- NeoCell is the "original collagen people" and you'd be hard-pressed to find a company that is a greater authority on the subject.
- Some of NeoCell's flagship products include:
 - ✓ Super Collagen Powder
 - ✓ Super Collagen
 - ✓ Collagen + C Pomegranate
 - ✓ Immucell Collagen Type 2
 - ✓ Fish Collagen+HA
 - ✓ Blueberry Hyaluronic Acid Liquid
 - ✓ Hyaluronic Acid
 - ✓ Pomegranate from the Seed
 - ✓ ArthroPet



Natural Vitality

- Natural Vitality provides a line of premium-quality supplements based on research and formulated to produce high-quality award-winning dietary supplements that assist individuals in achieving optimum health, including:
 - ✓ Natural Calm—The Anti-Stress Drink
 - ✓ Organic Life Vitamins
 - ✓ Natural Kids Calm Multi
 - ✓ Osteo Calm
 - ✓ Natural Calm PLUS Calcium
 - ✓ Energy 28
 - ✓ NutraRev!
 - ✓ VITALITY B Complex and VITALITY C



Reserveage

- Reserveage offers the only organic original red grape Resveratrol derived from French vineyards and muscadines from the Southeastern U.S., used to promote healthy aging and an array of health benefits obtained from including Resveratrol in our daily diet.
- Reserveage is a research-driven company, developing numerous clinical studies, while starting to expand a growing portfolio of processing and formula patents.
- Reserveage's products are molecularly distilled; utilizing some of the latest distillation technology. The nitrogen rich encapsulation process protects the volatile Resveratrol.



Viva 5 Corporation

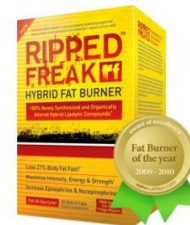
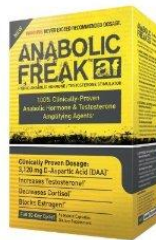
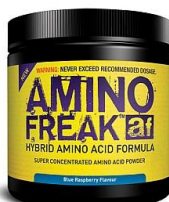
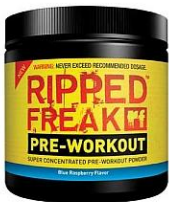
- With over 50 years experience in specialty probiotics, product development, formulation, manufacturing, label design, marketing support, claim substantiation, trade marketing, international regulatory requirements, sales analysis and many other key areas, including:
 - ✓ Proprietary Probiotics
 - ✓ Human Strain Source
 - ✓ Stomach Acid Resistant
 - ✓ Unique Active Combinations
 - ✓ Clinically Researched
 - ✓ Shelf Stable
 - ✓ Custom Formulation
 - ✓ Product Development
 - ✓ Private Labeling
 - ✓ Brand Development



III. Sports Nutrition

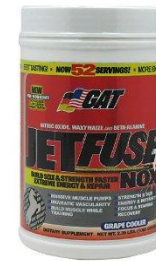
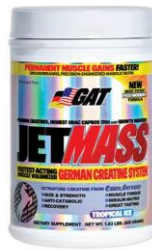
Pharma Freak

- Founded in 2008 by Alex Savva and Don Gauvreau, PharmaFreak has quickly become recognized as an industry leader on account of its commitment to scientific research and its ability to deliver the most potent and effective sports supplements available!
- Pharma Freak is dedicated to researching, developing and creating the world's strongest supplements that are made with novel, clinically-proven ingredients and the highest level GMP quality control standards, tailored to the fat-loss, muscle-building, pre & post-workout, energy & recovery needs of the serious athlete.



GAT

- GAT or German American Technologies was launched in 1999, as a sports supplements subsidiary of World Health Products, which also owns and operates Cloma Pharma (www.ClomaPharma.com) and is one of the more exciting sports nutrition companies on the market today.
- Run by a seasoned and accomplished team of industry veterans, that's deeply passionate about being at the leading edge of the sports supplements industry and the emerging opportunities within the international market.
- Distributed widely in health food stores and chains worldwide, including GNC, The Vitamin Shoppe, U.S. military bases, fitness centers, (and soon) mainstream retail food chains, etc.



Designed by Dean

- Researched and formulated by pioneer and innovator in the health & fitness industry, Dean Tornabene.
- Designed by Dean provides the best quality weight control, health and wellness products available.
- Designed by Dean utilizes only the best quality ingredients, manufacturing procedures and quality control ensures the delivery of top quality products, including:
 - ✓ Thermosculpt Capsules
 - ✓ Thermosculpt Cream
 - ✓ Carve Kit



Precision Nutrition

- Precision is reformulated and redesigned with a new science-sharpened edge for the competitive, performance-driven athlete; formulated by professionals who understand the real performance science, and classified as follows:
 - ✓ **The Protein Series:** has been designed to offer the highest quality, purity and usability possible.
 - ✓ **The Performance Series:** gives individuals the edge to push harder and rebuild faster.
 - ✓ **The Testosterone Series:** promote an anabolic environment and improve protein synthesis, muscle repair and fat loss.
 - ✓ **The Fat Loss Series:** help raise core temperature, boost metabolism, control appetite, and increase energy.



IV. Exercise Devices

GFlex

- The GFlex portable gravity gym is simply the world's most complete, versatile, convenient & effective way to get in shape fast at home, gym, and outdoor!
- Featuring over 300-muscle building, body toning & fat burning exercises, GFlex turns any door, tree or reinforced structure into a complete gym in seconds.
- GFlex Portable Gravity Gym comes with:
 - ✓ GFlex Cardio Belt
 - ✓ GFlex Workout & Nutritional Poster
 - ✓ GFlex Beginner, Intermediate & Advanced Workout Videos
 - ✓ GFlex Cardio Workout Video



V. Body Care

Zion Health

- Zion Health is a fast growing natural health care company, based in San Francisco, California, specializing in body care products which utilize the many benefits of natural calcium montmorillonite clay, also known as Adama or Kanwa clay.
- Zion Health product line of natural minerals body care creations also includes calcium montmorillonite clay soaps, shampoos, conditioners, skin care products, clay bath minerals, detox teas, and detox supplements.
- Zion Health products are made with all natural ingredients, using certified organic ingredients whenever possible.
- Zion Health is committed to creating high quality clay-based, eco-friendly body care products made with the finest ingredients which are 100% vegan, and free of sulfates, parabens and aluminum.



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