



NATUR GUM

Sourced 100% from NATURE





# Evolution of the market into the Natural products one

At worldwide level, 58% of the people declares they would prefer a greater availability of **All Natural** products.

58%

73% of the consumers want to know **nutritional information** of the food products they consume.

73%

69% of the consumers believe that food products **without artificial ingredients** are always healthier.

69%

At worldwide level, 39% of the consumers is willing to pay a **premium price** for **All Natural** products.

39%





WW **Functional chewing-gums** market 3BL USD (estimated 2018)

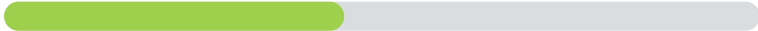
Sales of products with “**natural**” claims have grown 24% and 28% over the last 2 years WW

Products **naturally sweetened** grew 186% over the last 2 years WW

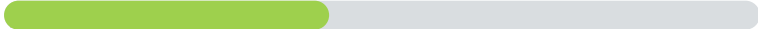


«**FREE FROM**» products market has registered incredible growth trends.

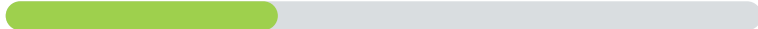
**45%** of the Italian population believe that it is important that the products are **100% NATURAL**.



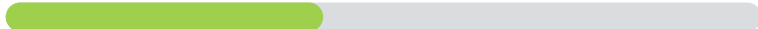
**43%** of the consumers want products without **ARTIFICIAL COLOURINGS**.



**36%** want products without **ARTIFICIAL FLAVORINGS**.



**42%** want **OGM** free products.



These are  
not Trends

This is a  
new Life  
Style



# A GREAT opportunity in a stagnating market



Untapped NATURAL Chewing gum market



Reaching **NEW SHOPPERS** - health conscious customers otherwise unreachable with standard gums



Great market potential due to lack of real innovation in the stagnating gums category



Increased oral health – Well known concept thanks to big multinationals evangelization



High acceptance rate from a younger public concerned about ecofriendly choices



More SKUs 100% Natural





It comes from a tree **SAPODILLA** (*Manilkara bidentata*) whose sap is boiled, dehydrated, then manually stretched and molded to solidify and to give a 100% natural gum base.

Natural gum base is issued from an ancestral know-how.



**100% Biodegradable**

It provides all basic textural and masticatory properties of gum.

# NATURgum

The 1st 100% natural origin sugar-free chewing gum with 100% natural sweeteners and 0% chemicals

**NATURgum uses only natural chicle**, the sap of the sapodilla tree, a sustainable, natural ingredient.

- **Flavorings:** NATURAL
- **Sweeteners:** NATURAL (Xylitol or Stevia)
- **Gum Arabic:** sourced from trunk and branches of the **Senegal acacia**; clean and selected by hand and mechanically ground
- **Glycerine:** NATURAL
- **Magnesium Stearate:** NATURAL



# Same sensory experience for consumers



**Very similar Texture**  
compared to standard gums



**Same long lasting & pleasant**  
taste compared to standard gums



**Same size and weight compared**  
to standard gums



**Natural outlook**





# NATURgum's unique features



**Sugar FREE**



**Aspartame FREE**



**Lactose FREE**



**Gluten FREE**



**Vegan**



**No ARTIFICIAL flavors,  
colors, sweeteners or  
preservatives**



**Eco-Friendly packaging**



**100% Biodegradable**



**NON - GMO**

# 2 SKUs with 100% XYLITOL



**2 different flavors**



**Sweetened with XYLITOL**



**Peppermint**



**Red Fruits**

## **Health claims authorized by the European Union**



**Sugar free gum is beneficial  
for tooth remineralisation**



**Sugar free gum is beneficial to dental  
health as it helps neutralize plaque acids**

# XYLITOL

## unique features



Prevents bacterial growth, and helps to mineralize teeth



It has an anti-bacterial effect



It is absorbed slowly, with no impact on insulin levels – IDEAL for DIABETICS

- ✿ MAGUIRE A., RUGG-GUNN A.J. Xylitol and caries prevention — is it a magic bullet? British Dental Journal volume 194, p. 429–436, April 2003
- ✿ Salminen, S., Salminen, E. & Marks, V. Diabetologia (1982) 22: 480. <https://doi.org/10.1007/BF00282594>



# 1 SKU with STEVIA



## EU Authorized claims



**Sugar free gum is beneficial  
for tooth remineralisation**



**Sugar free gum is beneficial to dental  
health as it helps neutralize plaque acids**



**Sweetened with STEVIA**



**Peppermint**

# STEVIA

## unique features



It is a 100% Natural sweetener that tastes 200 to 300 times sweeter than table sugar



It is classified as a ZERO calories sweetener



It seems to exist a positive correlation with blood glucose, insulin levels, blood pressure and body weight

# Key characteristics



- ✓ BRC
- ✓ GFSI
- US FDA Certifications
- ✓ Registered Trademark
- NATURgum™
- ✓ Proprietary formula
- ✓ Shelf life
- 36 months
- ✓ 100% recyclable packaging



# Supporting our clients ON-LINE



S.E.O. optimized website



On-line (Instagram / Facebook)  
editorial plan in place



# Social Media Posts



Micro Photo Shooting



Emphasize natural approach with appealing graphics

# Impression + % Engagement



On facebook

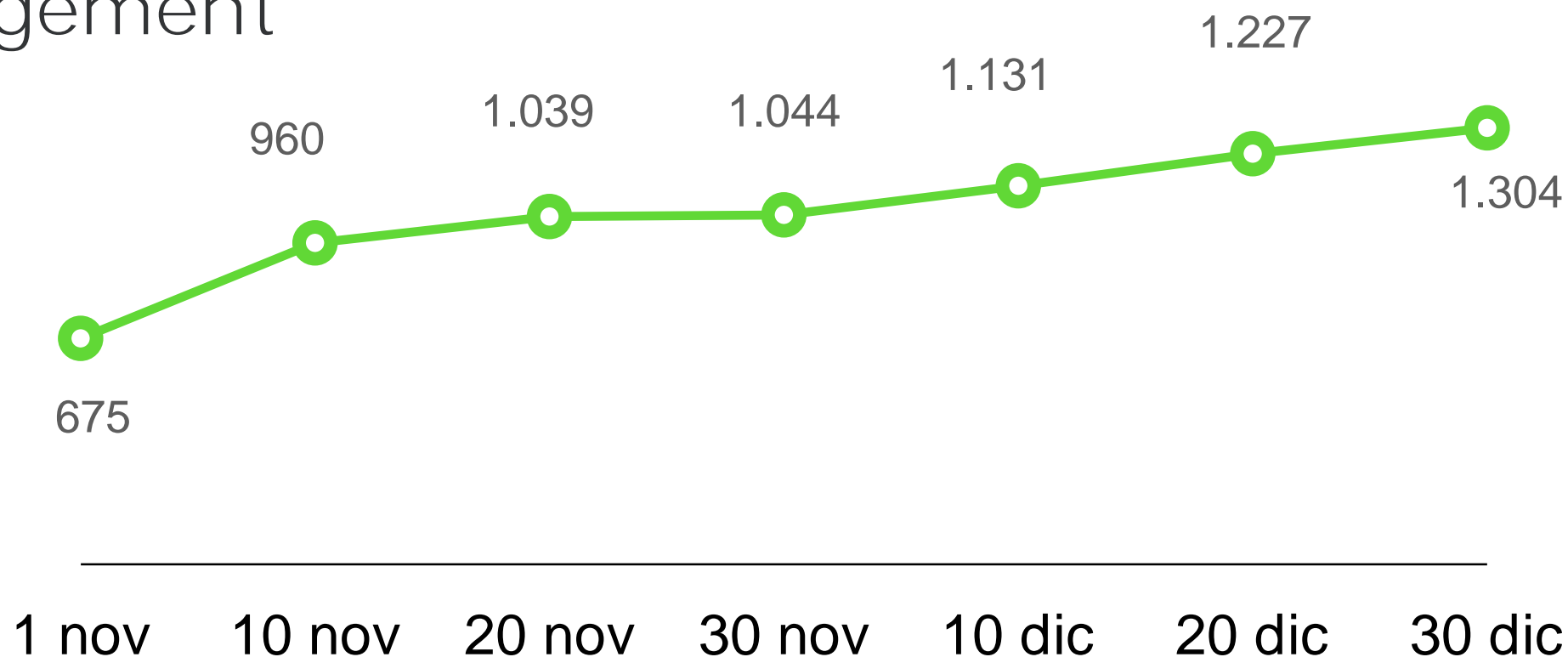


The interaction with percentages

30/11/2018 12:14	 I Chewing Gum non			82		4%	
28/11/2018 12:18	 Riduce fino al 75% la			577		10%	
23/11/2018 10:44	 Xilitolo, Stevia o			810		0,741%	
21/11/2018 11:00	 NATURgum Frutti Rossi			372		12%	
19/11/2018 11:11	 Lava i denti dopo ogni			604		11%	
16/11/2018 14:54	 Un gusto che			575		9%	
14/11/2018 11:07	 Sai che lo zucchero			975		5%	
12/11/2018 11:52	 Anche a bassi			589		9%	
09/11/2018 16:21	 Una freschissim			1,2K		10%	
07/11/2018 11:25	 Non è solo quanto ci			1,3K		6%	
05/11/2018 12:52	 Plastificanti, paraffina e			412		10%	
02/11/2018 13:52	 Chi ha detto che			543		11%	



# Impression + % Engagement



Followers on Facebook



ENGAGEMENT  
BEST POST:  
10,6%



On Instagram





Impression +  
% Engagement

573

195



Followers on Instagram

# Supporting our clients OFF-LINE



Assembled multi layers shelf display to increase visibility



P.O.S. customized material to communicate products key features





# Proven expertise in FUNCTIONAL chewing-gums

Our company has always been attentive to the market and to consumers demands and needs. **NATURgum** is a project born with the intention of offering a product strongly desired by our consumers and that has a positive impact on our planet.



# Products under-development

## DIET: hunger inhibitor

- Green Coffee, Garcinia Cambogia, Konjac, Fucus, Hoodia, Griffonia, African Mango etc..
- Glucomannan

## VITAMIN: multivitamin

- 2 SKUs
- Different vitamins combinations

Other formulations under development:

- **STRESS RELIEF**
- **BEAUTY / SKIN (Collagen)**
- **CBD**





NATUR GUM



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