

# NuSugar™

**Nutritious Sugar**

CLEAN AND FUNCTIONAL

NATURAL AND NON-GMO



## The NuSugar™ Selling Story

### Our Food is Killing Too Many of Us (NY Times, August 26, 2019)

Poor diet is the leading cause of mortality in the United States, causing over half a million deaths per year. More than 100 million adults — almost half the entire adult population — have pre-diabetes or diabetes.

75% of Americans are either obese or overweight.

Diabetes is the leading cause of death in Mexico.

Primary reason: Sugar, which is in over 80% of all food and beverage, is directly linked to staggering levels of chronic diseases like type-2 diabetes, heart/liver disease

and metabolic syndrome. 200 years ago, the average American ate only 2 pounds of sugar a year. Today, Americans consume over 150 pounds of sugar a year.

When changing their diet, the first choice of 77% of consumers is to eliminate or reduce daily sugar intake, followed in order by eating more fruits and vegetables, less carbs and seeking healthier sources of protein. The vast majority of consumers view sugar as the most likely source of calories to cause weight gain.

### We must Solve for Sugar: It's Time to UnSugar™ with NuSugar™

**NuSugar™** is Sugar Reimagined, the **UnSugar™** that is Delicious, Clean and Nutritious

**NuSugar™** is Food as Medicine:  
Eat Sweet, Lose Weight and Feel Great!

**NuSugar.com**

**NuSugar™** is the First natural sugar clinically proven to support weight management, body fat reduction and promote normal lipid profiles with 90% less Calories than Traditional Sugar, Zero Net Carbs & Zero Glycemic

**NuSugar™** is the Best tasting, cleanest and most functional alternative to traditional sugar. Use daily in coffee, tea, protein shakes and add liberally to sweeten cereal, granola, yogurt and any other food or beverage

**NuSugar™** is Unique and, per the FDA, not included on the Nutrition Facts label as a Sugar or Added Sugar as it is not metabolized by the body in the same way as table sugar and does not meaningfully impact blood sugar

**NuSugar™** is the Only patented, natural crystal version that is non-GMO Certified and Tested, Keto Approved, FODMAP Friendly, Kosher, Halal and naturally Vegan, Gluten-free, Grain-free, Soy-free and Cholesterol-free

# Why NuSugar?



## NuSugar™ is Nutritious Sugar - The UnSugar – Sugar Reimagined

Backed by scientific clinical data  
Reduces blood lipid concentration  
Safe for diabetics  
Caramelizes and browns  
No gastric effects

No artificial flavors or colors  
No preservatives  
Dissolves easily  
Gluten-Free and Vegan  
Keto, Paleo and Primal friendly

### Delicious & Sweet

Real, Natural Sugar  
Tastes Better Than Sugar!  
Perfect Aftertaste & Mouthfeel  
A Sweet Treat for Everyday Use

### Nutritious & Healthy

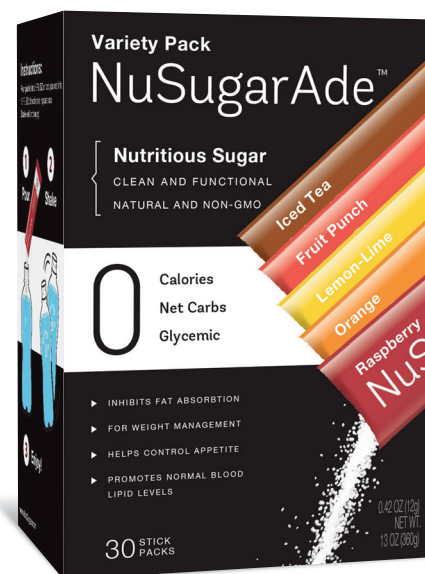
90% Less Calories vs Sugar  
Zero Net Carbs, Zero Glycemic  
Clinically Proven for Weight/Body  
Fat Loss & Inhibits Fat Absorption

### Functional & Convenient

Ideal for Coffee/Tea, Water, Shakes  
Perfect for Baking & Cooking  
Use on Cereal, Granola, Yogurt &  
Every Food for Healthy Sweetness

### Ingredient: Allulose

Allulose is a low-calorie natural sugar and, per the FDA, is different than other sugars in that it is not metabolized by the human body in the same way as table sugar. It has fewer calories, produces only negligible increases in blood glucose or insulin levels, and does not promote dental decay.



[www.NuSugar.com](http://www.NuSugar.com)