



**SWEET  
VICTORY**

IMPROVING PEOPLE'S HEALTH  
BY PROVIDING A SUPER POWER  
**TO OVERCOME SUGAR  
CRAVINGS EASILY**





# RESISTING THE SEDUCTIVE SUGAR DEMON

## EACH DAY, 350 MILLION PEOPLE STRUGGLE TO DECREASE THEIR SUGAR CONSUMPTION AND MAINTAIN THEIR HEALTH.



In ancient days, sugar kept the human race alive, as it indicated that a certain food was edible (such as sweet vegetables, fruit or seeds).



While our methods for gathering food have changed over the centuries, our desire for sugar has remained the same.



Because this desire still exists, and sugar can now be found everywhere, it is consumed in an exaggerated and unhealthy manner, resulting in disease and even death.





**156 KG ANNUAL  
SUGAR  
CONSUMPTION  
PER PERSON**



**26%**

26% of adults in the world suffer from pre-diabetes due to sugar over-consumption

(Source: World Health Organization Report)

**73%**

73% of adults try to reduce their sugar intake

(Source: 2022 Food and Health Survey)

**39%**

39% of adults in the world suffer from overweight – 3 billion adults

(Source: World Health Organization Report)

“The popularity of - low in sugar - as a marker of a healthy food is not surprising, as nearly

**THREE IN FOUR ADULTS  
REPORT TRYING TO LIMIT  
OR AVOID SUGARS.**

Boomers were more likely to select “low in sugar” as a top attribute of a healthy food”.

(Source: 2022 Food and Health Survey)



# AN INNOVATIVE SOLUTION TO GLOBAL PROBLEM

**01** COMBINING ANCIENT MEDICINE WISDOM  
WITH CUTTING EDGE TECHNOLOGY

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**02** AN INNOVATIVE PRODUCT WITH  
IMMEDIATE EFFECT



# THE PRODUCT

## The After-Every-Meal Gum!

**Sweet Victory** is a delicious chewing gum, made with the sugar-busting power of organic gymnema, a 100% natural plant leaf extract

### WHAT IS GYMNEMA?

The “Gymnema Sylvestre” originates in India. Also known as “Gurmar”, it means “sugar destroyer” in Hindi. This plant, considered to have unique virtues, has been used in ayurvedic medicine for over two thousand years. Ancient medicine uses the plant for a number of health-related problems, including high blood sugar levels, high cholesterol and triglyceride levels, heart diseases and excess weight.

**SWEET VICTORY GIVES YOU THE POWER TO  
TAKE BACK CONTROL OVER THE SUGAR!**



# BYE BYE SUGAR CRAVING!

**SWEET VICTORY STOPS YOUR DESIRE FOR SUGAR  
RIGHT IN ITS TRACKS SIMPLY BY BLOCKING THE  
SUGAR RECEPTORS ON YOUR TONGUE.**

**STEPS FOR BUILDING A HEALTHIER SUGAR-ROUTINE HABITS:**



- 1** SET A GOAL  
Reduce my sugar  
consumption



- 2** CREATE A  
CUE-BASED PLAN  
After every meal-  
one piece of gum  
(2-3 pcs a day)



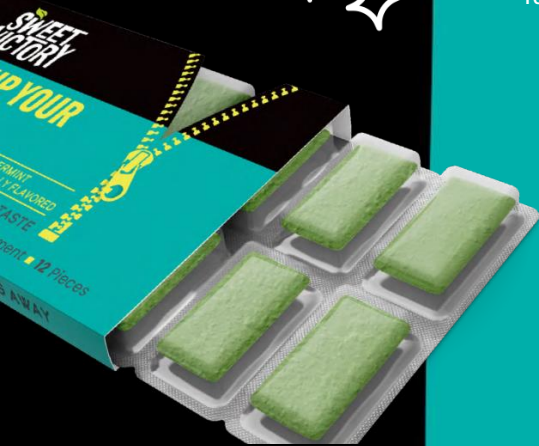
- 3** FUN TO REPEAT  
tasteful range of  
flavors for my choice.  
Yummy!



- 4** FOSTER FLEXIBILITY  
"I have a pack of gum in  
my bag/my pocket - I can  
use it even when my  
schedule changes"  
(social events, family  
dinners...)

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## HOW DOES IT WORK?



**01**

After every meal chew 1 piece of gum for a few minutes, until the gum loses its taste.



**02**

Sugary foods will then lose their sweet taste.



**03**

Effect lasts up to 2 hours. Using the gum daily after meals will reduce the craving for sweets throughout the day.

# GO AWAY SUGAR CRAVING!



COMPETITORS

PLEASANT TASTE



SLOW EFFECT



IMMEDIATE EFFECT



UNPLEASANT TASTE



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# COMPETITIVE ADVANTAGE



## **FUN TO USE**

Does not look, feel or taste like medication

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## **IMMEDIATE EFFECT**

Provides immediate SOS assistance

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## **AFFORDABLE PRICE**

Delivers results at affordable prices



# AWARDS



## SWEET SUCCESS

Most innovative finished nutraceutical product winner. Vitafoods tradeshow, startup innovative challenge, Geneva, May 23



## THE EIGHT MOST EXCITING

Innovations from Israeli food-tech startups  
The Grocer, UK, May 23



## TOP 10

Food-tech Israeli invention.  
Jewish Chronicle magazine, November 22



## THE WINNER

Of the Coller startup competition 2021,  
Tel Aviv University



# Proof of Product\*

Participants were asked to chew the SV gum at least 3 times a day for 2 weeks

## Target Audience

- 80 adults, age 25-45
- 50% age 25-35
- 50% age 36-45
- 80% female, 20% male
- Interested in losing weight but are not in the process of dieting

## The Results

- **9 out of 10** people lost weight
- The average weight loss is **2.6 Kilo** per month
- Throughout the experience, a significant increase in control of food choice was observed (**81%** at the end of the research)
- The participants significantly reduced their consumption of sweets (at the end of the research **80%**).
- The product perceived as **innovative** for consumers that want to maintain their weight and to decrease sugar craving
- **70%** of participants declare they will recommend on the product



AN INITIAL CASE STUDY AT DR. WILL AGUILA'S  
WEIGHT SUCCESS CENTERS IN FLORIDA



TESTING SWEET VICTORY GUM  
ON PRIME-TIME NEWS

# THE TEAM



**SHIMRIT LEV**  
Co-Founder & COO

Develop success from failures. Discouragement and failure are two of the surest stepping stones to success.” Dale Carnegie

Nutrition instruction professional with years of experience helping people adopt a healthier way of life. Shimrit specializes in nutrition based on Chinese Medicine.



**GITIT LAHAV**  
Co-Founder & CEO

We cannot solve our problems with the same thinking we used when we created them”  
Albert Einstein

Psychology graduate from the Hebrew University of Jerusalem. Spent the last decade researching the relationship between nutrition and psychology.



**YFAT DE LEEUW**  
CMO

Yfat is an experienced marketing manager with a demonstrated history of working in the consumer goods industry.

Worked at General Mills EUAU region and Kimberly Clark. Skilled in customer insight, Fast-Moving Consumer.

Goods (FMCG), Advertising, international marketing, and marketing strategy. Strong marketing professional. MA from the Bar Ilan University and director course.



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**FIGHTING SUGAR  
WITH A STICK... OF GUM**  
**CHEW YOUR SUGAR CRAVING AWAY!**

