



**change**<sup>TM</sup>

**BETTER IS POSSIBLE**



# CHANGE FOR THE BETTER

## Table of Contents

The Story of CHANGE . . . . .	2
Our Promise to You . . . . .	6
Our Winning Formula . . . . .	8
Compare Yourself . . . . .	14
Who Wants CHANGE? . . . . .	16
Our Products. . . . .	18
Why Should I CHANGE? . . . . .	20

# THE STORY OF CHANGE

## The Story of CHANGE

### **CHANGE STARTED WITH A TRIP TO THE EMERGENCY ROOM.**

Our founder Jim Phillips was exhausted, short of breath, and scared. After confounding doctors with fatigue and heart issues, Phillips' endocrinologist recommended Omega 3s and Vitamin D for faster recovery. "I don't know what you're fighting," the doctor said, "but what I do know is better nutrition can make a vast difference." He also got a warning: if he didn't lower his glucose levels, diabetes was imminent.

Phillips began taking supplements and reducing his sugar intake—and immediately felt a difference in stamina, strength, and even mental focus. But supplement pills are expensive, and taking them daily can be a stretch. Meanwhile, most colas are packed with sugar... and like 48% of all Americans, Phillips enjoyed drinking at least one can a day. Phillips thought he could solve the two problems—America's vitamin deficiency and love of the cola flavor—in one go... and he founded CHANGE Nutrition to prove it.

With the help of doctors, scientists, and formulators, CHANGE—the supplement—was born in 2017. A nutritional supplement in the form of a beverage, CHANGE is a better way to power your body... without giving up – or feeling guilty about – your cola cravings. Though it's brand new, CHANGE is already becoming the go-to supplement for those trying to make a better choice.

**Try it once and you'll understand why.**





**SMALL CHANGE**

**BIG DIFFERENCE**

## **What is CHANGE?**

### **CHANGE IS A SUPPLEMENT**

It's a nutritional supplement in the form of a cola. It's portable, great tasting and chic – fitting comfortably into your busy schedule and on-the-go lifestyle, no matter your age.

### **CHANGE IS A CHANCE (TO BE BETTER)**

It's a doctor-approved way to take your vitamins, supplements, and lower your sugar intake, without giving up your favorite drink.

### **CHANGE IS A COMPANY**

Based in Charlotte, North Carolina, CHANGE Nutrition is a wellness company with a simple and crucial mission: create easy, tasty ways to ingest needed nutrients and live a little bit better.

## **CHANGE IS ... BETTER**

## Our Promise to You

# CHANGE VOWS TO MAKE YOUR LIFE BETTER WITHOUT MAKING IT HARDER

- We deliver doctor-approved vitamins and nutrients in their easiest form yet—in a cola flavor.
- We deliver healthy supplements that are affordable, accessible, and delicious.
- We engineer innovative formulas so all supplement seekers - even diabetics - can enjoy our product.
- We never stop working to give you what's best for your body, and easiest for your real, daily life.



IT'S JUST BETTER



## Our Winning Formula

CHANGE is the first supplement that combines great cola taste with essential nutrients our bodies aren't getting: Omega 3 and Vitamin D. It's sweetened with pure crystalline fructose, a naturally lower dose of sugar that breaks down slowly in your body. (Translation: no sugar spikes/no sugar crashes)

CHANGE is gluten-free, doctor-approved for diabetics, and beloved by former soda addicts.

We asked leading physicians and nutritional experts to explain its key ingredients:

- **Omega 3, EPA & DHA:** This fatty acid helps clear cholesterol, boost circulation, improve mental agility, and even fight depression.
- **Vitamin D:** A key to preserving bone health, this helps your body absorb calcium while promoting serotonin—keeping you in a “sunny” mood.
- **Pure Crystalline Fructose:** a natural sweetener that is released more slowly into your bloodstream, which makes it safe for diabetics... but still delicious.

## Our Winning Formula

### 50 MG OF OMEGA 3s

- In 1999, a groundbreaking study revealed that boosting your Omega 3 levels can reduce your chances of a heart attack by 25%.
- But Omega 3s don't just lower cardiac risk—they're also known to ease joint pain, reduce inflammation, and even help with prenatal nutrition, depression and anxiety.
- Our body doesn't make Omega 3s naturally, so we need to absorb them through food. But unless your primary protein is high-fat fish like salmon, you're probably not getting enough in your daily diet. (In fact, studies show most Americans don't get the Omega 3s they need.)
- We use 50 mg of Omega 3s because it's the amount your body can absorb easily in a drink—and we want to make getting your nutrients just a little easier.

### VITAMIN D

- We're supposed to get this vitamin from sunlight...but unless you're a professional surfer or a farming field hand, you're probably not exposed to enough sunlight to produce the Vitamin D your body needs.
- That's a problem because you need it. Studies show Vitamin D helps to prevent cancer and diabetes; it's also crucial for helping the body absorb calcium. A lack of Vitamin D can lead to bone density problems, osteoporosis, and longer-lasting injuries.
- The daily recommended amount of Vitamin D is 600 IUs. CHANGE gives you 150% of your RDA.



# SWAP THE SUGAR CRASH OF A SODA FOR MORE SUSTAINED, EVEN ENERGY



## PURE CRYSTALLINE FRUCTOSE







- This holistic form of sugar is denser and more complex than other sweeteners, and breaks down much more slowly in your body.
- Doctor-approved for diabetics and pre-diabetics, CHANGE boasts a glycemic index of 16 and a glycemic load of 3.8. But CHANGE's sugar levels aren't just low. They're engineered for a slower, healthier release into the body, and swap the sugar spike/sugar crash of a soda for more sustained, even energy.

## LOW GLYCEMIC LOAD

- "Glycemic Load" is a number that estimates how much a food will raise your blood sugar level. Foods with high glycemic loads (white bread, ice cream, regular cola) make your blood sugar spike and crash. Foods with low glycemic loads (legumes, leafy greens) stabilize blood sugar levels.
- Where do we fit in? One bottle of CHANGE has the same glycemic load as a pear, a piece of watermelon, or even a serving of chickpeas.
- In terms of regulating their sugar while preserving their taste, other supplements can't come close.



# Yes, Compare Yourself

BRAND	SIZE	OMEGA-3	VITAMIN D RDA	GLYCEMIC INDEX*	SUGAR CONTENT**	TYPE OF SWEETENER	SODIUM CONTENT	CALORIES
	9.5 oz	50 mg	600 IU / 150%	16	19 g	Pure Crystalline Fructose	10 mg	90
	8.5 oz	0	0	63	28 g	High Fructose Corn Syrup	35 mg	100
	8 oz	0	0	89	14 g	High Fructose Corn Syrup	110 mg	50
<b>KOMBUCHA</b>	8 oz	0	0		2 g	unspecified	10 mg	30
<b>MUSCLE MILK<sup>®</sup></b> PRO SERIES	7 oz	0	12.50%		1.5 g	Crystalline Fructose	215 mg	115
	8 oz	0	0		22 g	n/a	0	110
	8.3 oz	0	0		27 g	Sucrose & Glucose	200 mg	110
<b>SKIM MILK</b>	8 oz	0	0	31	11 g	n/a	130 mg	80
	10 oz	0	0		15.5 g	"Crystalline Fructose Cane Sugar"	0	60
<b>WATER</b>	9 oz	0	0	0	0	n/a	0	0

\* The **glycemic index** is a system of assigning a number to carbohydrate-containing foods according to how much each food increases blood sugar. A lower GI food/beverage will release glucose more slowly and steadily leading to a healthier after-meal glucose reading.

\*\* Unlike other sweeteners (specifically high fructose corn syrup), pure crystalline fructose does not cause spikes in blood sugar making it safe for diabetics.



# Who Wants CHANGE?

## MOMS

- With low sugar content and two essential daily nutrients, CHANGE is a no-brainer, and allows moms to say ‘yes’ to great taste... while teaching their kids to make healthier choices.

## MILLENNIALS

- CHANGE is a brand that disrupts the mainstream and streamlines wellness, with eco-friendly policies for all packaging.

## ATHLETES

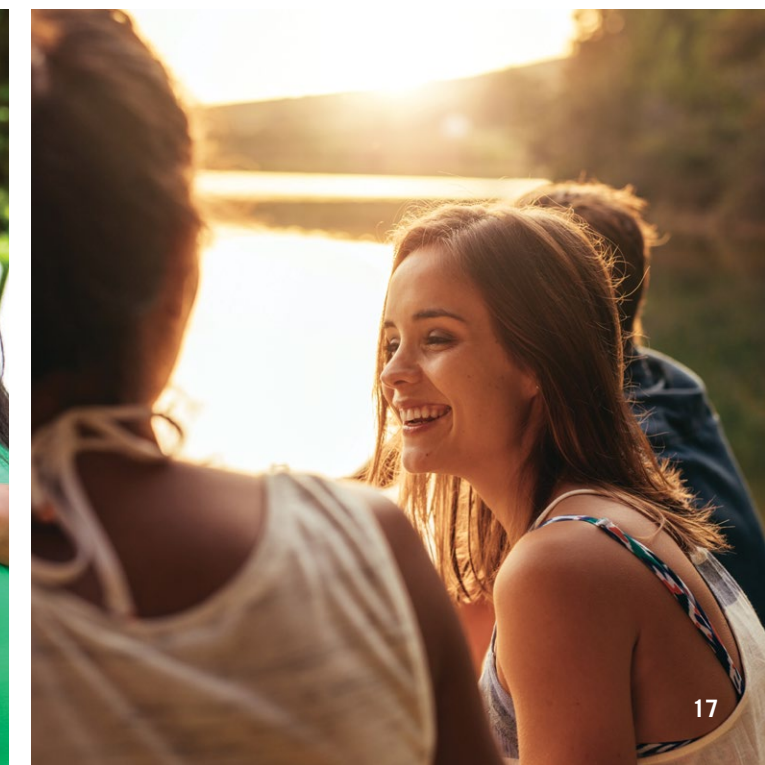
- Those looking to push their bodies will choose CHANGE for it’s healthier formula, and its nutritional supplements that boost brain function, circulation, and improved heart rate and blood pressure—both at rest and on the field.

## SUPPLEMENT TAKERS

- CHANGE has the benefits of a pill with the flavor of a cola. It helps lower triglycerides, improve blood vessel function, lower resting heart rates, increase cardiac health, and it supports brain functions like memory, focus, and cognition.

## THOSE WITH MEDICAL CONCERNS

- Diabetics, those with heart disease, and women experiencing bone density loss after pregnancy—they’re all in need of Omega 3, Vitamin D, and alternate sugar sources. CHANGE has them.



# Our Products



## CHANGE

- 600 IU of Vitamin D / 150% RDA
- 50 mg of Omega 3
- Sweetened with Pure Crystalline Fructose
- GI of 16
- Great cola flavor
- 90 Calories



## CHANGE LITE

- 600 IU of Vitamin D / 150% RDA
- 50 mg of Omega 3
- Sweetened with a proprietary blend
- GI of TBD
- Great cola flavor
- 10 Calories



## CHANGE ALMOND

- 600 IU of Vitamin D / 150% RDA
- 50 mg of Omega 3
- Sweetened with Pure Crystalline Fructose
- GI of 16
- Great almond flavor
- 90 Calories



## Tell me again - why should I CHANGE?

Because – better is possible.

### **CHANGE**

- 50 mg Omega 3 EPA & DHA
- 150% RDA Vitamin D
- Pure Crystalline Fructose
- Low sodium
- Doctor-approved for diabetics
- First ever cola flavored supplement
- Product and packaging made in USA
- 100% recyclable

**SMALL CHANGE ... BIG DIFFERENCE**

A woman in a white shirt and light blue pants is walking a brown and white dog on a leash along a sandy beach. The scene is bathed in the warm, golden light of a sunset or sunrise, with long shadows cast on the sand. The ocean waves are visible in the background.

**BETTER IS POSSIBLE**

**FOR MORE INFORMATION, CONTACT:**

**Jim Phillips**

**[jim@changenutrition.com](mailto:jim@changenutrition.com)**

**540-204-2420**

