

# **INDEPENDENT MARKET RESEARCH** **STUDY RESULTS (June 2009)**



*Your weight loss partner*

**With just 1 cup of Coffee Shape a day...  
volunteers have lost up to 2.5kg (5.5 pounds),  
in a 2 week period, without changing their diet!**

## **WHY COMMISSION AN INDEPENDENT MARKET RESEARCH?**

ATP Life Europe headed up by Mr Laurent Fresnel, Managing Director, the importer of Coffee Shape - *commissioned an independent market research study carried out by Ayton Global Research, UK.* The purpose of the study was to assess the weight loss results capability of Coffee Shape in a double blind study. ATP Life Europe initiated this study due to the high level of interest in Coffee Shape by consumers and trade alike. The overall aim of the study was to provide quantifiable and unbiased factual evidence that Coffee Shape is an effective 'weight loss support tool' even when an individual does not change their diet.

## **WHAT IS COFFEE SHAPE?**

Coffee Shape is a weight loss instant coffee made of roasted coffee and green coffee, and is manufactured in Australia. The recommended daily dosage is one cup of Coffee Shape only, before breakfast. 1 box of Coffee Shape has 14 sealed 'one cup' sachets in it, and last a person 14 days (2 weeks). For maximum results Coffee Shape may be consumed in conjunction with a healthy diet and regular exercise and drinking up to 3 litres of water every day.

## **WHAT MAKES COFFEE SHAPE EFFECTIVE?**

Coffee Shape is made of a blend of high quality green coffee beans and roasted coffee beans. The key weight loss compound is found in the *raw green coffee beans*. This key compound is called *Chlorogenic Acid*. It is naturally found in the raw green coffee bean. When a bean is roasted, the high temperature disables the weight loss function. By using green coffee beans in Coffee Shape we are able to maintain the highest possible form of *Chlorogenic Acid*, thereby affecting weight loss over a period of time. Coffee Shape is complimented by using roasted Arabica coffee beans for beautiful full bodied instant coffee taste and aroma.

## **WHAT IS CHLOROGENIC ACID?**

Chlorogenic acid is found in all coffee, but in greater amounts in unroasted (green) coffee.

Chlorogenic acid has been reported to reduce the effectiveness of an enzyme that helps to turn fat stores in the liver into glucose, which is used as energy in the body. So consuming chlorogenic acid reduces the amount of enzyme, meaning that more fat stores in the liver can be broken down into energy and used up i.e. Stored fat is burnt as excess.

This is a dietary polyphenol also recognised as an excellent anti-oxidant.

## **WHAT IS THE SLIMMING EFFECT of CHLOROGENIC ACID?**

Chlorogenic acid may inhibit the absorption of fat in the intestine, thus reducing the calorie uptake.

## **WHICH GLOBAL RESEARCH FIRM CONDUCTED THE RESEARCH?**

Ayton Global Research, based in the UK managed the independent study, using appropriate protocols.

**Ayton Global Research (AGR) ([www.aytonresearch.co.uk](http://www.aytonresearch.co.uk))** was originally established in 1995 by Sue Ayton to provide consumer trials for the cosmetics and toiletries industry. It is now proud to offer comprehensive consumer research in many business areas, but predominantly **Cosmetics** and **Food and Drink**.

With dedicated specialist teams in these two primary areas, **AGR** provides all aspects of research from consumer trials- benchmarking, new product development, profiled consumer preferences to in-house company perceptions, and is the one-stop-shop for all market-led consumer intelligence.

## **WHAT WAS THE CRITERIA FOR THE VOLUNTEERS?**

125 healthy volunteers were recruited and used for this 'double blind' study. This study was conducted for a period of 2 weeks. Half of the volunteers were given Coffee Shape to use daily and the other half were given an ordinary brand instant coffee to be used daily.

These volunteers all had a Body Mass Index (BMI) range between 25-30 and were asked to keep a daily food diary and to record their weight and measurements at weekly intervals. Volunteers were also asked to continue with their regular eating patterns for the duration of the study.

## **WHAT WAS THE SURVEY TARGETING?**

The Survey was commissioned to specifically identify the range of weight a healthy individual may be able to lose weight by complimenting their overall lifestyle, including food choices and exercise, by **using Coffee Shape every day, *without changing their diet.***

## **WHAT ARE THE SUMMARY RESULTS OF THE SURVEY?**

The results show that **2 in 3** Coffee Shape volunteers **lost an average of 1 kilo in their first week**; and **80% lost an average of 1.5 kilos within 14 days** of using Coffee Shape (volunteers' loss range from 0.65Kg **up to 2.50Kg** after 2 weeks of using Coffee Shape) without changing their diet.

## **WHERE IS COFFEE SHAPE SOLD**



Coffee Shape is sold worldwide through key distributors. The three distinct regions are Europe, Asia and Australia servicing the rest of the globe directly. For retail purposes Coffee Shape is available either online or through selected stockists in specific industries: Health, Fitness and Beauty and Wellbeing, to name a few targeted industries within distributor networks.

For more information about commercial discussions regarding Coffee Shape please email [laurent@coffeeshape.eu](mailto:laurent@coffeeshape.eu).

## TESTIMONIALS

### Terese, 21 , Glenhaven NSW - Lost 25Kgs in 3 months

**Before**



**After**



"I lost **25kgs in 3 months** and have never felt this great about myself, my self confidence has definitely increased, whilst my dress size decreased by 4 sizes! All my life I struggled with my weight and started to believe I had a medical condition of an underactive Thyroid or polycystic ovaries and thought I would be overweight for the rest of my life. Once I discovered Coffee Shape my dream was about to come true. It was really simple to make myself a cup of coffee each morning and drink it before I would go to work.

After the first week, I felt more energetic and started walking around the block after dinner. I jumped on the scales each morning and started to see the numbers shrinking, and those results just made me even more eager to stick to it. My goal was to look fantastic at my 21st birthday party and all my family and friends were so happy for me that I looked so good."

### Michael, 24 , Glenhaven NSW Lost 22Kgs in 10 weeks

"My sister got me onto this CoffeeShape Slimming Green Coffee, because she had lost so much weight. I must admit I was a bit sceptical about how 1 cup of coffee could make you lose weight. Once I started to have my Coffee Shape each morning, I felt so alive and full of energy. I didn't feel the need to eat as much as I used to and my sugar cravings for endless amounts of fizzy drinks had diminished.

I started to have a healthier outlook on my life as I started to want to eat healthier and not as much as I did before and was thrilled at how the kilos were dropping off me. **I lost 22kgs in 10 weeks and am ready to take on what life has to offer me.**"

**Before**



**After**



**Before**



**After**



### Gino, 37 , NSW -Lost 13Kgs in 12 weeks

"Coffee Shape has been so convenient for me to use, as a father of two, mornings are busy with my wife and I getting out the door, so I incorporated it into my daily schedule each morning without fuss, and I also found time to have a decent breakfast.

I loved the fact you can drink a cup of coffee and lose weight, that's just genius. **I lost 13kgs in 12 weeks and have managed to keep my weight off; and I eat much healthier and do regular exercise.**

As a maintenance program to keep me on track I still have one cup of Coffee Shape every second day and I have had the energy and willingness to participate in team sports and also go to the gym – I'm enjoying being lighter and healthier and being able to perform better."