

**IÖBAR®**

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***VP International Sales***

***Thursday, 06/03/21***



# PROBLEM: Functional Bars all Focus on the Body

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**ENERGY**



**PROTEIN**



**WEIGHT MGMT.**

# SOLUTION: The 1<sup>st</sup> and Only Brain + Body Bar



# WHY IQBAR



KETO

PALEO FRIENDLY

VEGAN

**IQ  
BAR.**

**ALMOND BUTTER CHIP**

6 Brain Nutrients

12g Plant-Based Protein

<1g Sugar and 3g Net Carbs

NET WT. 1.6 OZ (45g)

• GLUTEN-FREE

• NON-GMO

• NO SUGAR ALCOHOLS



# WHY EAT IQBAR?



## 6 Brain Nutrients

Each bar has a unique combo of science-backed brain compounds.



## 12G Plant Protein

~25% of each bar is pure plant based protein for body health.



## <1-1G sugar, 3G Net Carbs

IQBARs have a super low glycemic impact, which means no afternoon crash!



## Keto, Paleo-Friendly, Vegan

IQBAR nutrition labels comply with virtually every diet under the sun.



## 6-8G Prebiotic Fiber

Each IQBAR contains 6-8g of fiber to support the gut microbiome.

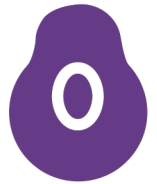


## Non-GMO And Clean Label

IQBARs contain zero GMOs, gluten, dairy, soy, or sugar alcohols.

# Compliant with Virtually Every Diet

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*KETO*



*KOSHER*



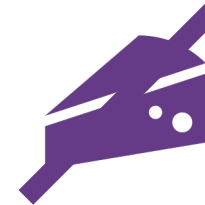
*GLUTEN-FREE*



*PALEO  
FRIENDLY*



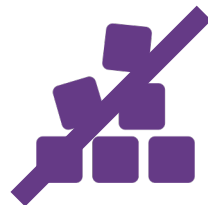
*NON-GMO*



*DAIRY-FREE*



*VEGAN*



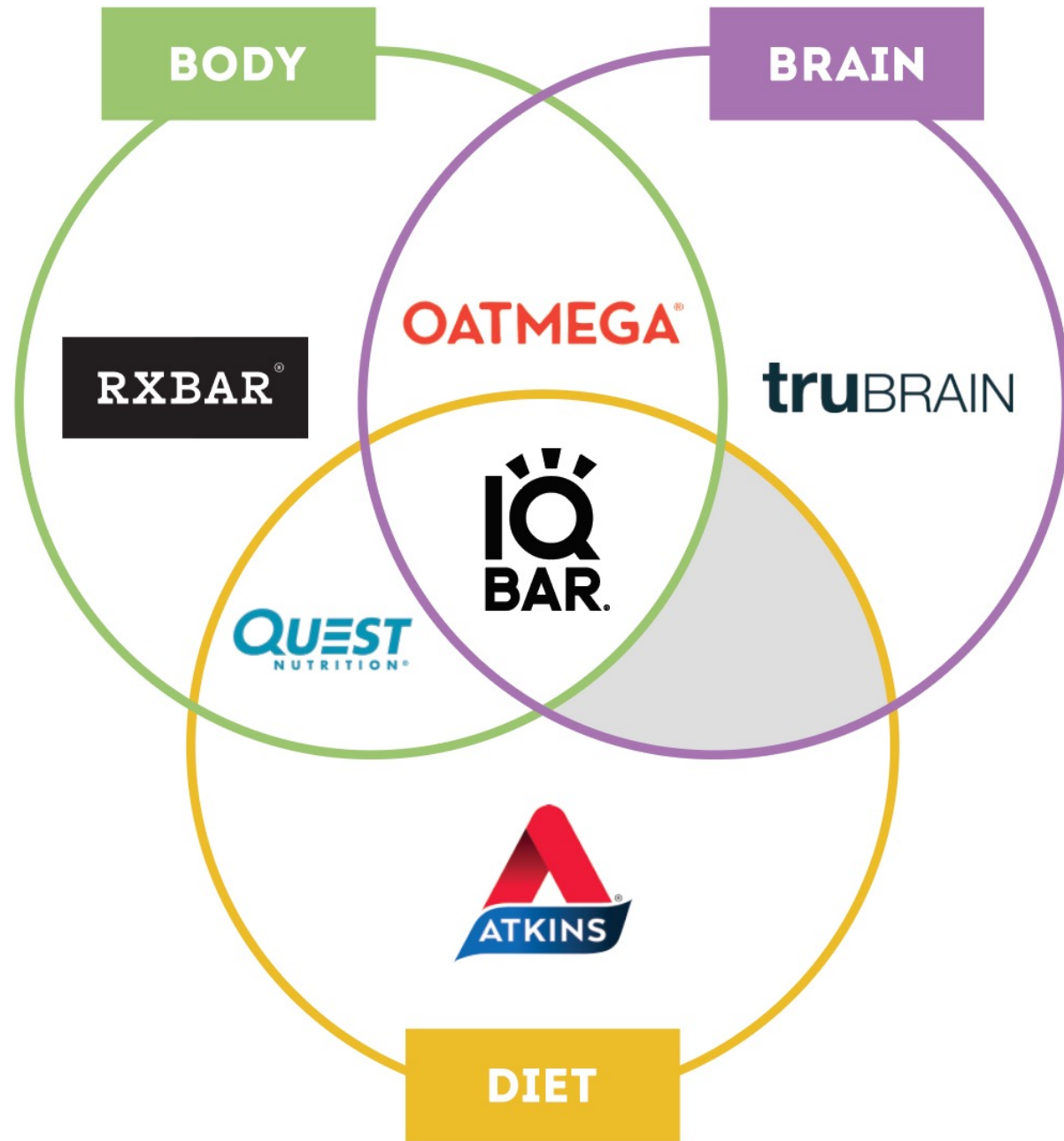
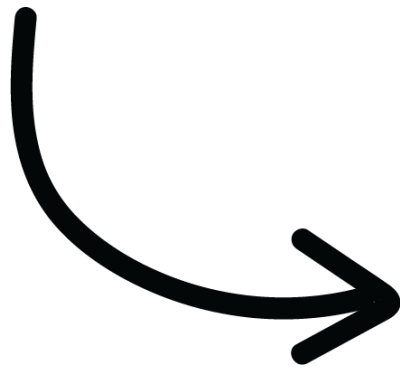
*NO SUGAR  
ALCOHOLS*



*SOY-FREE*

# Uniquely Dynamic Market Positioning

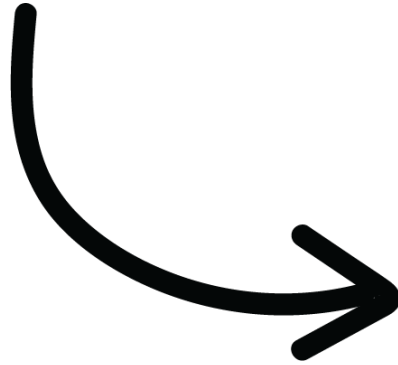
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(KETO / LOW-SUGAR / LOW-CARB)

# Us vs. Them

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Brain Nutrients	✓					
12g or More Protein	✓	✓	✓	✓		✓
1g or Less Sugar	✓		✓	✓		✓
3g or Less Net Carbs	✓			✓		
160 Calories or Less	✓					
5g or More Fiber	✓	✓	✓	✓		
Adaptogens (Lion's Mane)	✓					
Vegan/Plant-Based	✓			✓	✓	
Paleo Friendly	✓	✓				
Non-GMO	✓	✓		✓	✓	✓
No Sugar Alcohols	✓	✓			✓	
Gluten-Free	✓	✓	✓	✓	✓	✓
Dairy-Free	✓	✓		✓	✓	
Soy-Free	✓	✓	✓	✓	✓	



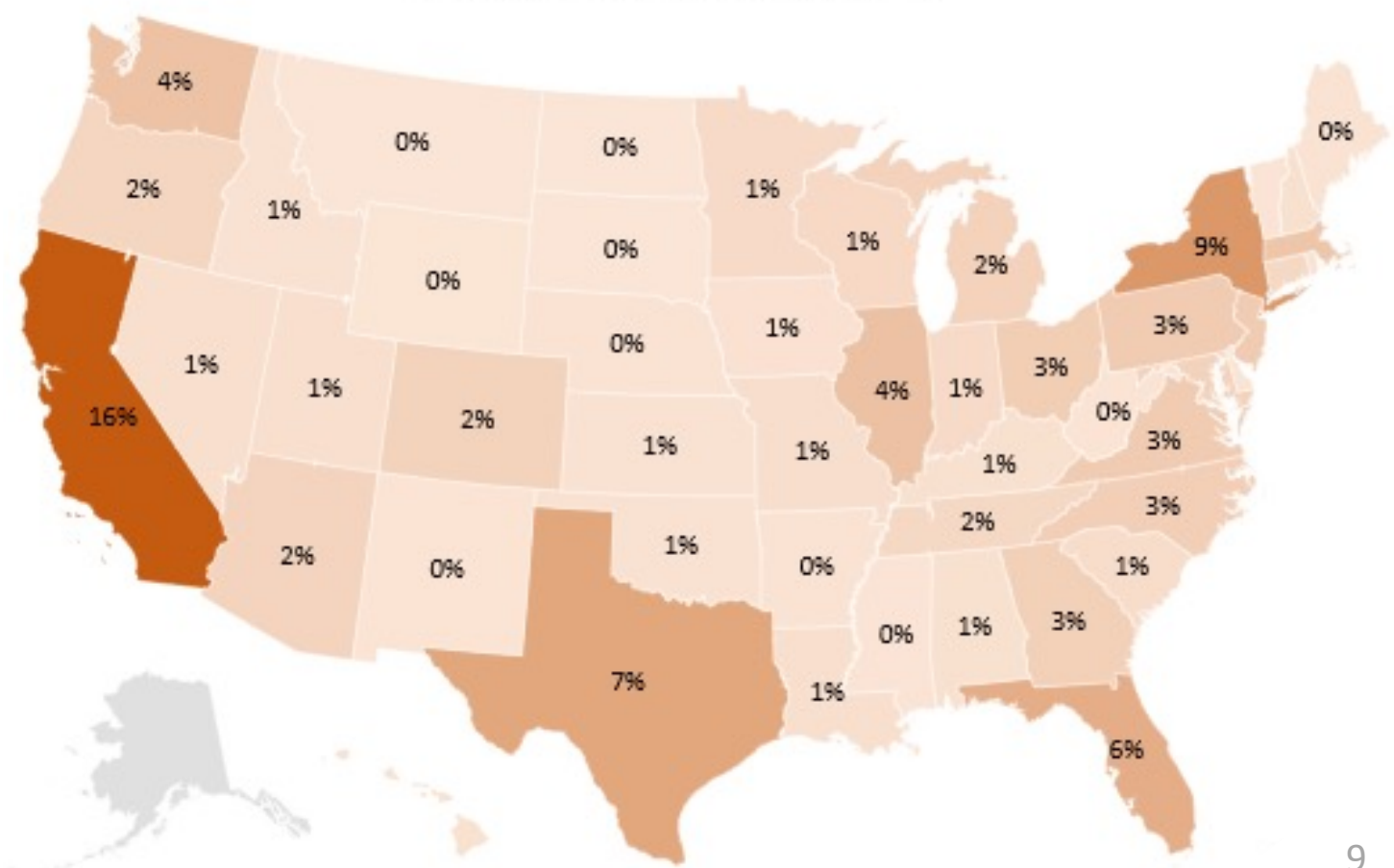
# National Customer Base Statistics

*Target: Educated semi-affluent to affluent 25-54 year olds; focus on women*

AGE	%
18-24	5%
25-34	28%
35-44	21%
45-54	20%
55-64	15%
65+	12%

HHI	%
\$0-\$74K	18%
\$75-175K	50%
\$175K+	32%

TOP STATES	%
California	16%
New York	9%
Texas	7%
Florida	6%



 = Target

GENDER	%
Female	57%
Male	43%

STATUS	%
Married	78%
Single	22%

# Trusted Retail Partners (~7,000 Doors)

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# Superb Press and Market Response

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VOGUE

*"Stay sharp with a snack that boosts your mental energy..."*

The  
LONGEVITY  
SOLUTION

*Dr. Jason Fung endorses IQBAR in his book, proclaiming it "a great plant protein bar."*

The Beet.

*"I am keeping a box at my desk and eating one every midmorning and afternoon..."*

SHAPE

*"A perfect keto-friendly choice for snackers on the go..."*

Visit the IQ BAR Store  
 3,384 ratings

*Thousands of Amazon.com buyers have given us rave reviews, averaging out to a 4.4/5.0*

RESOURCE - <https://www.eatiqbar.com/pages/why-iqbar>

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## 6 BRAIN NUTRIENTS IN EACH BAR

IQBARs are formulated around six nutrients shown to support sustained cognitive energy, performance, and health. Read up on the wonders of each nutrient below!

OMEGA-3S

MCTS

LION'S MANE

FLAVONOIDS

VITAMIN-E

CHOLINE



### WHAT ARE OMEGA-3S?

Omega-3s are essential fatty acids that the body cannot create, but must consume.

### BENEFITS LINKED WITH OMEGA-3S

- The creation of new brain cells
- The structural health of brain cells
- Memory, learning, brain adaptability
- Lower levels of free radicals and inflammation

LEARN MORE

# Thank You!

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