







### **Company Vision and Mission**



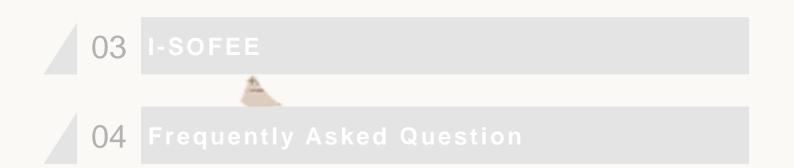
#### **Core Values** Gratitude, Respect, Integrity



# Content

#### 01 Company Vision and Mission

### **02** The Health Effect of Obesity





### **The Health Effect of Obesity**

Malaysia is the fattest country in Asia, almost half of Malaysian are high in fat and poor eating habits are the root cause.

Busy lifestyle leads to irregular eating habits, often skipping breakfast or lunch, even wait until hungry then eat too much in one time. Some people are used to having late dinner or supper, often sleep right after eating, thus energy cannot be consumed. Besides, the interval between the two meals is too short, the food can't get digested properly.

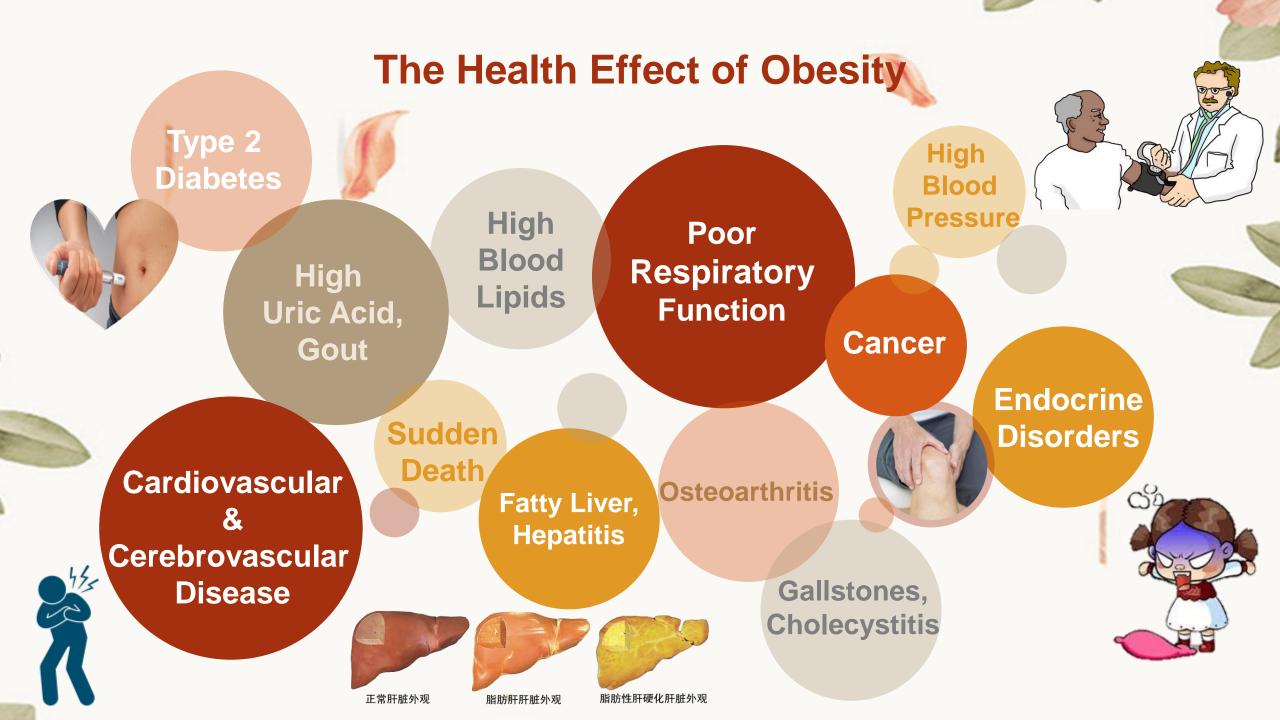


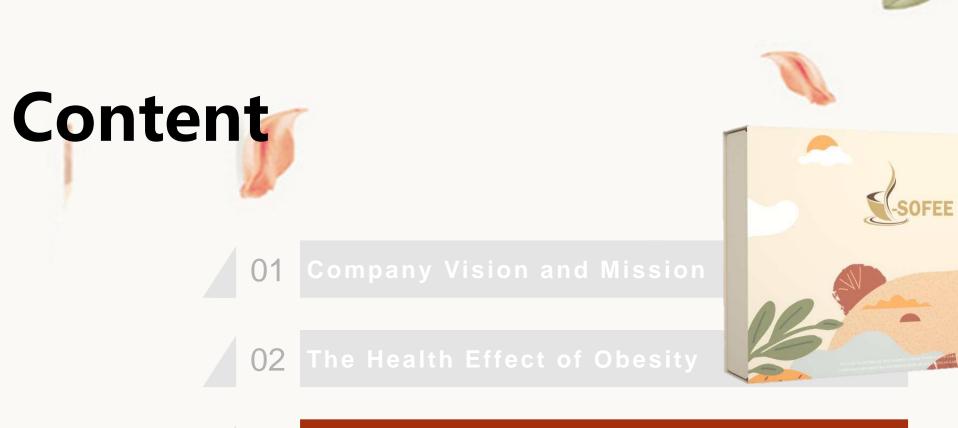
## **The Health Effect of Obesity**

In addition, most of the Malaysians are take outside meal frequently, because eating out may save money and time. However, outside foods contains high sugar, high salt, high fat, high protein, causing the body stores more fats and reduce intake of vegetables and fruits. Nowadays, Malaysians love sugary drinks such as milk tea, coffee, carbonated drinks and so on. These bad eating habits cause an imbalance in the diet and increase the burden of body.

The father of modern medicine, Hippocrates said that "Let food be thy medicine and medicine be thy food" has been reflected in this society, non-communicable diseases such as high blood glucose, high blood pressure, high cholesterol, high uric acid, heart disease and cancer are caused by poor eating habits.

Nutritionists have recommended daily intake of fat should account for less than 30% of total calories. However, Malaysian consume 45% of their calories from fat, so this is why many of Malaysians are obese.









### I - Sofee

SOFEE

The cooking oil is one of the sources of fat. Malaysians eating habits are oily and unhealthy. From Fried Kuey Teow, Nasi Lemak, Roti Canai, Fried Dough Sticks, Fried Banana and etc., all of these foods need oils. Therefore, reduce in oil and choosing the right oil is the first step to achieving healthy weight loss and prevent diseases.



I-SOFEE slimming coffee uses American high-tech formula and has multiple functions. I-SOFEE slimming coffee can promote cell metabolism, help to burn fat in the body, reduce the absorption of excess calories and increase calorie consumption, thus we can have slim and healthy body.



## I - Sofee



5. Burn Fat

6. Diet Control

7. Muscle Tightening



8. Solves Edema Problem

9. Increases Calories Exhaustion

**10. Invigorating and Refreshing** 

10 Functions

**1. Promotes Cell Metabolism** 

2. Reduces Calorie Intake and Promotes Weight Loss

3. Reshape the Waistline, Tight and Belly

4. Eliminates Arm, Belly and Thigh Fat





Cocoa Extract

I - Sofee

Cocoa powder is process from cocoa bean (seed) taken from the pods (fruits) of the cacao tree, obtained through fermentation, coarse crushing, peeling and then defatted become Cocoa Powder. Cocoa powder has a strong cocoa aroma.

Rich in vitamin B2, potassium, magnesium, calcium, iron and other elements, which can effectively promote blood circulation, strengthen fat burning and achieve weight loss

Contains polyphenols, fatty acids and catechins, which have anti-oxidant and antiinflammatory properties and protect the blood vessels

Contains theobromine, provides satiety, reduces appetite, stabilizes blood sugar and controls weight

Promotes Is intestinal ir peristalsis o and ir digestion a

Isoflavones help to inhibit the secretion of chloride ions in the intestine, which can alleviate the symptoms of diarrhea Helps to calm emotions

### Arabica Coffee



I - Sofee

Arabica coffee is also one of the coffee beans, accounting for 70-80% of the coffee bean production, rich in aroma and has slightly sour taste.

2. Stay awake and relieve fatigue

4. Stimulate gallbladder contraction and reduce cholesterol in order to prevent the formation gallstones

1. Increase the body metabolism rate

3. Relieve constipation and help in weight loss

5. Diuretic and reduce edema problem



### White Kidney Bean





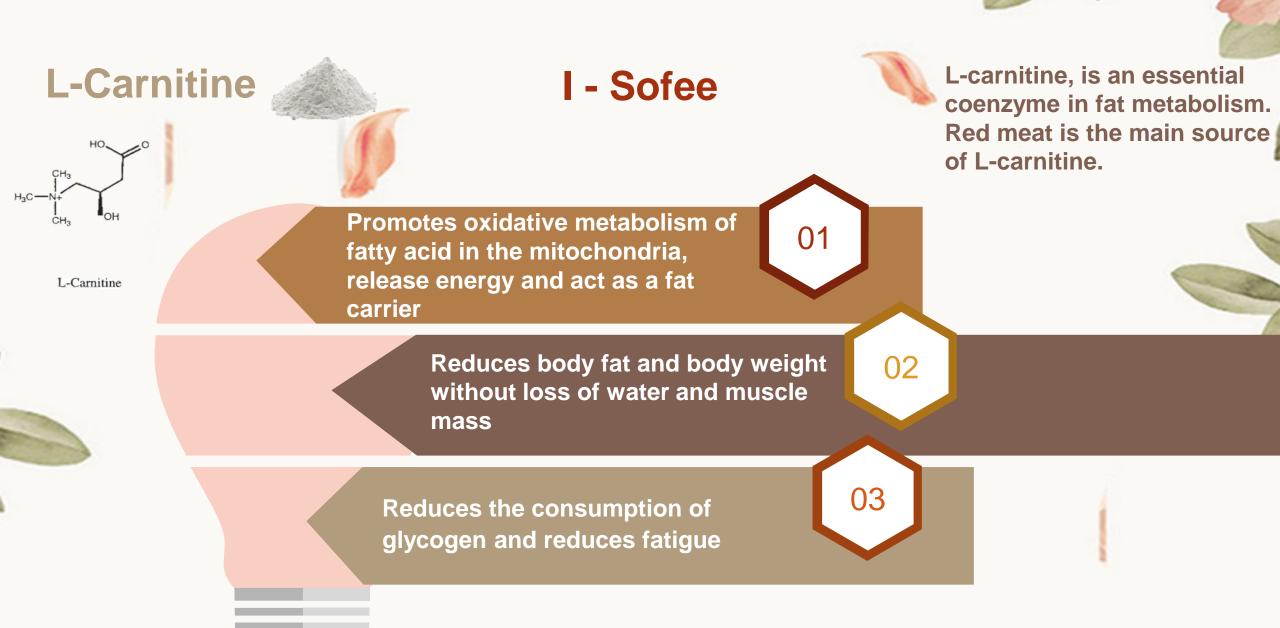


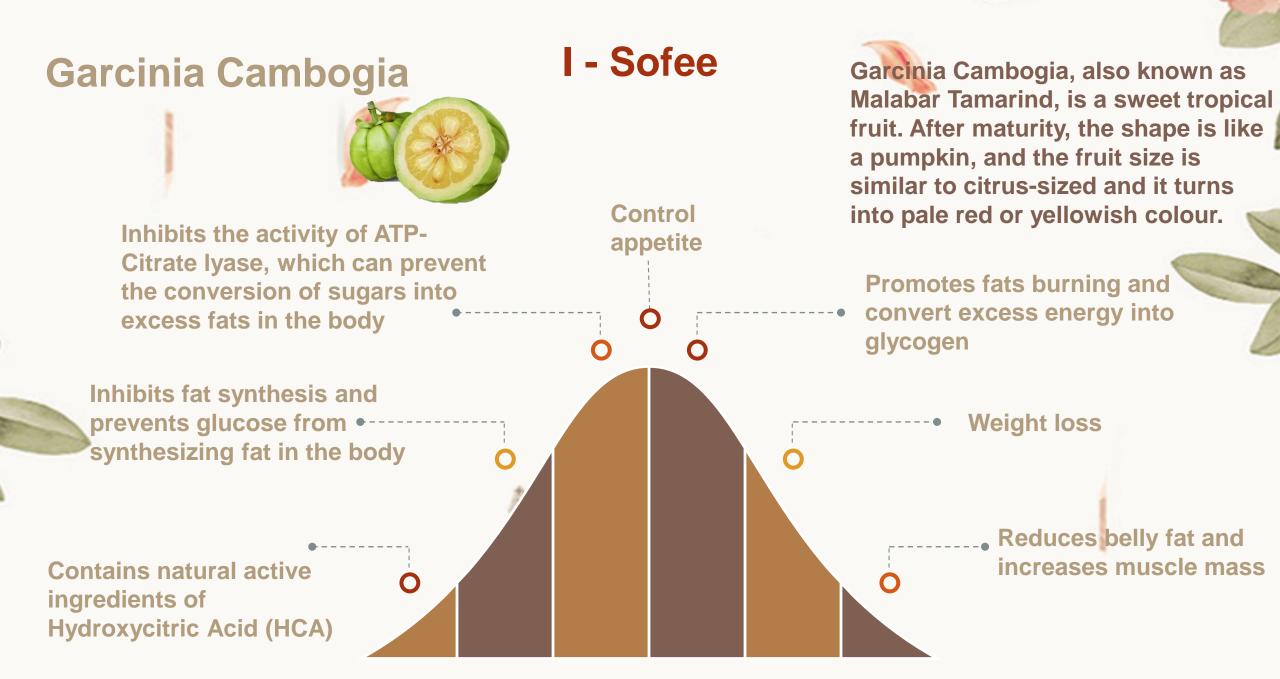
White kidney bean extract is a natural starch-blocker.

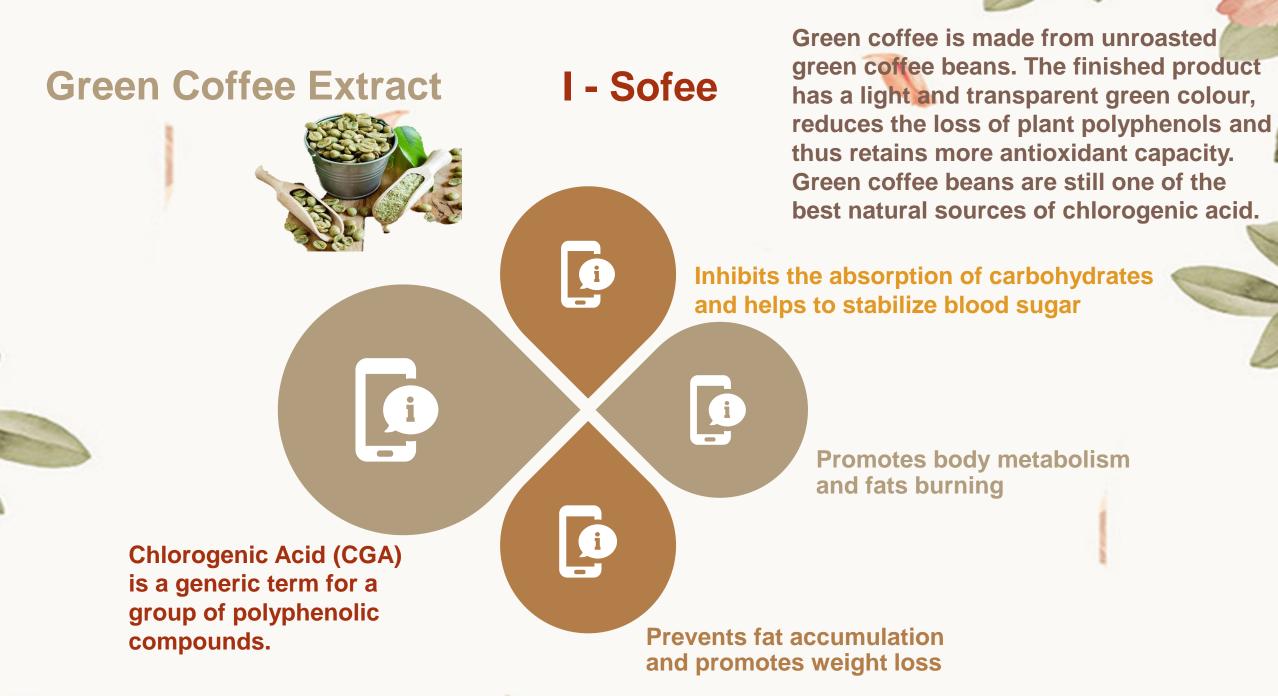
Eliminates hunger, stabilize postprandial blood sugar and weight control

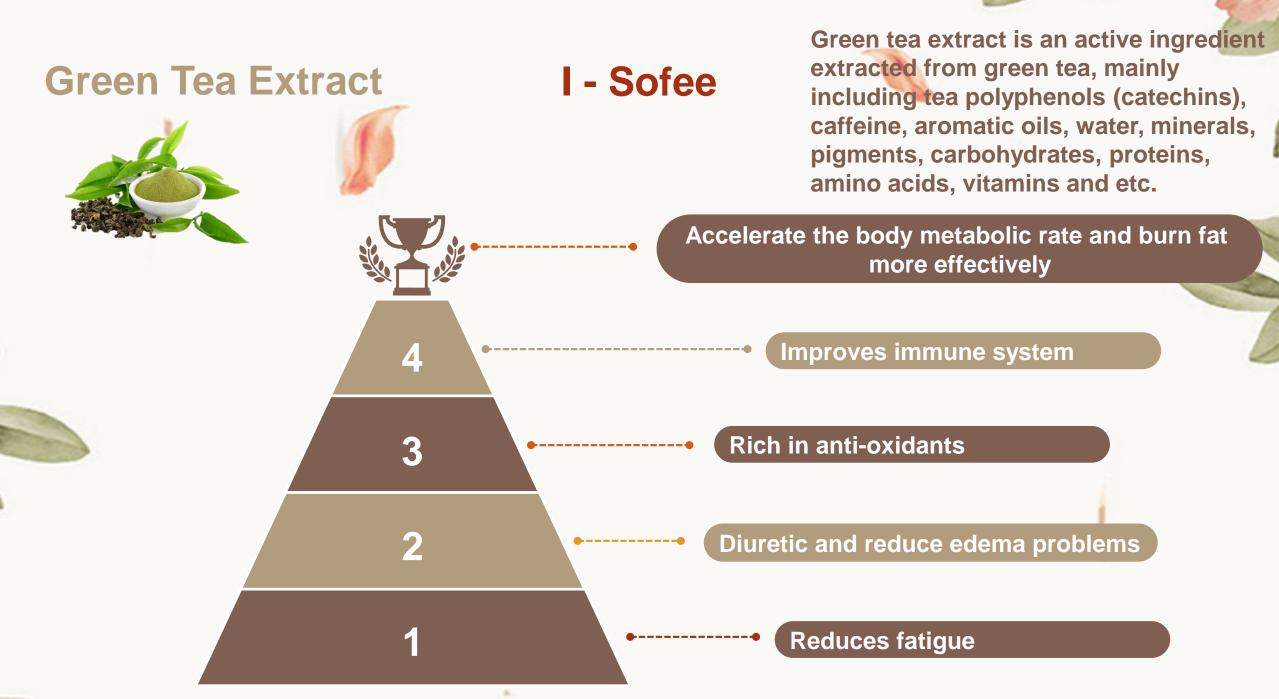
Rich in α-amylase inhibitor, also known as "starch absorption blockers" Helps to inhibit the breakdown of starch and reduce the absorption of glucose, therefore reducing in postprandial blood glucose and insulin secretion and thus reduce fat synthesis. When the white kidney bean extract enters the intestines, it will be quickly excreted from the body, it will not enter into the blood circulation, and will not act on the brain, thus there is no side effect.

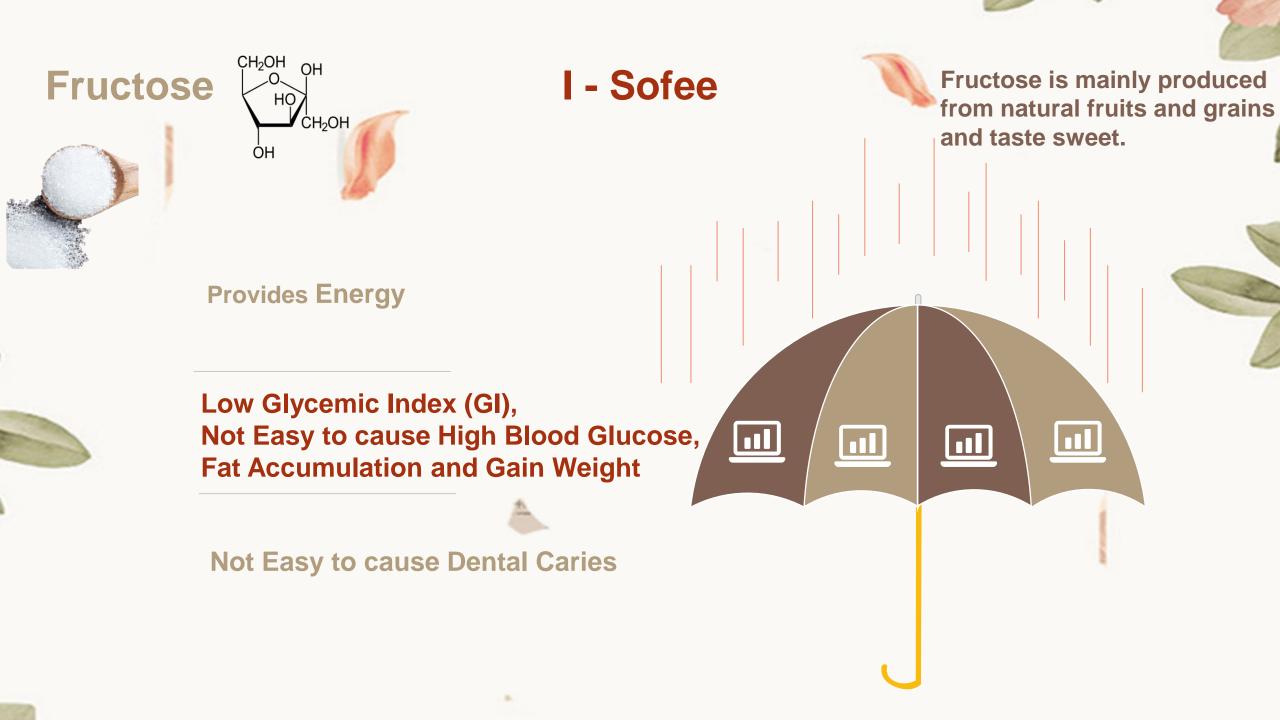












### I - Sofee

#### 1 Working Adults Sedentary lifestyle, lack of exercise

**2** Localized Obesity

Eliminate elephant legs, butterfly sleeves, fatty arms, belly fat & etc.

3 Obstinate Obesity Fail in weight loss, easy to rebound Suitable For Middle-aged Obesity 4 Decrease in metabolism rate, lack of exercise

### Postpartum Obesity 5

Gain weight after deliver, eliminate belly fat, control appetite

Edema Swollen on hands, feet, eyes especially wake up in the morning

### **Direction of Use**

Mix one sachet with 180-200ml of warm water. Stir well and drink.

Serving Size: 20 Packets / Box

I - Sofee

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One sachet daily, drink on empty stomach in the morning (For those who has gastric problem, drink it after breakfast).

## **Friendly Reminder**

 If you are the "super-immune baby" in weight loss, you are recommended to consume 2 sachets a day (Please Drink Separately) (but you must not have any pain and 3 highs problems).

I - Soffee

- Try to avoid coffee, alcohol and tea during the period of consuming I-SOFEE slimming coffee, because tea contains theophylline, it will hinder the absorption of nutrients and advisable to have light diet.
- When consuming I-SOFEE slimming coffee, you are recommended to drink at least 2-3L of water per day to accelerate body metabolism rate.
- Slimming products are not suitable for heart disease, diabetes, stroke, high blood pressure/low blood pressure, hyperthyroidism, pregnant women, breastfeeding mothers or other serious illnesses.



## Individual of which age range can Consume I-SOFEE?

Individual who are 18 years old and above are suitable to consume I-SOFEE.

#### How much water should I drink After I consumed I-SOFEE?

It is recommended to drink at least 2-3L of water per day for the best result, you are encouraged to drink warm water to accelerate the body metabolism. Water is the key for fat metabolism, overweight individual needs more water, as they require more water to eliminates body waste and toxins. How many sachets of I-SOFEE
Can I consume in a day?
One sachet per day, consume before breakfast.

## How many boxes of I-SOFEE needed for a complete course?

A complete weight loss program takes about 90-180 days. You need 4 boxes for a complete course, however, please do not conclude and evaluate the product in just 30 days.

## Which range of individuals should not consume I-SOFEE?

This product is not suitable for individuals with heart diseases, diabetes, stroke, high / low blood pressure, hyperthyroidism, pregnant / lactating women and other serious diseases. If you are currently under medications or under supervision of doctor, please consult your doctor before taking this product.

## Can individual with constipation drink I-SOFEE?

Yes, you need to consume more water and you will have better result when you consume with NDD to achieve effective slimming effect.

## Why should I drink more water after I consumed I-SOFEE?

While the fats being metabolised in the body, we will certainly feel thirsty. Water is needed to accelerate the body metabolism rate. American obesity experts found that lack of water in the body will lead to partial metabolism of fat tissue. Hence, results in water retention problem and weight gain. If the body has insufficient amount of water, will cause improper body metabolism and lead to fat accumulation. Water needs to be replenished because metabolism of 1kg fats requires 5L of water.

## How many calories can I burn in a sachet of I-SOFEE?

Consume 1 sachet of I-SOFEE can burn up to 2000-3000 kcal. You are encouraged to have regular exercise so that it will help to burn more calories.



#### Can vegetarian consume I-SOFEE? Yes, I-SOFEE is 100% plant-based products and natural, it would not cause any side effects.

12 Can I consume I-SOFEE while taking other health supplements or drugs? Yes, it is advisable to consume in an hour interval in order to avoid the efficacy of supplements or medicines.

## Can I consume I-SOFEE if I have gastric pain?

It is advisable to have some light meal first before consuming I-SOFEE.

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## Can I consume I-SOFEE if I having menstruation?

You are not recommended to drink I-SOFEE during menstrual period. During menstruation, the consumption of energy is increase than usual, which may cause you to become relatively weak. Hence, your immune system is slightly low during this period, which may cause hormone imbalance and lead to menstrual disorder. Therefore, it is not encouraged to consume any slimming products during menstruation.



## Should I stop consuming I-SOFEE after I have slimmed down?

After you achieved your ideal weight, you can still continue consume 1 sachet of I-SOFEE alternate days or 2-3 sachets a week for weight maintenance.

#### If I stop drinking I-SOFEE, will it cause my weight rebound? You are advisable to maintain a good and

You are advisable to maintain a good and healthy eating habits after you achieve your ideal weight, prohibits binge eating, healthy lifestyle, rebound will not happened.

#### Can I consume I-SOFEE everyday?

Yes, I-SOFEE is made from natural ingredients. It does not possess harm to your body and affect your health.

