



FORMULITE

The premium weight loss brand recommended by Australia's leading surgeons and dietitians.



We're committed to being the gold standard weight loss brand of choice with consumers and health care professionals, offering fast, effective weight loss solutions.

Obesity rates are expected to increase due to poor consumption and eating habits in an ageing population, which is what makes Formulite one of Australia's fastest growing VLCD meal replacement brands - and the only one that meets the protein needs of consumers with a high BMI.

Formulite was developed with healthcare professionals and includes premium ingredients that taste great and support weight loss.

Weight loss can aid in the management of:

- Type 2 diabetes
- Sleep apnoea
- Heart disease
- or preparing for surgery
- Fertility issues
- Osteoarthritis
- Fatty liver disease

TASTE THE RANGE

CONTACT info@formulite.com.au
1300 002 230



Meal Replacement Shakes

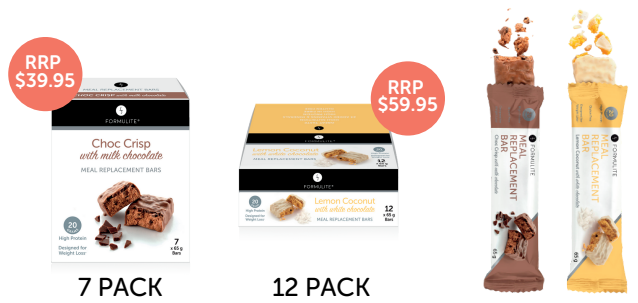
Choc Hazelnut, Creamy Vanilla, Coffee, Banana and Honeycomb



- Nutritionally complete meal replacement with over 30g of quality whey protein
- 24 essential vitamins and minerals
- Added pre and probiotics
- Lower lactose than other shakes
- Enough protein to meet the needs of bariatric patients

Meal Replacement Bars

Choc Crisp and Lemon & Coconut



- Nutritionally complete meal replacement
- 20g high quality whey protein
- 24 essential vitamins and minerals
- NO protein aftertaste
- Only 1.9g-2.1g lactose per serve

REGENERATIVE COLLAGEN *and* AMINO ACIDS

Recovery Protein

Flavour-Free, Berry Apple, Mango Passion, Lemon Lime



- Supports tissue repair and maintains muscle mass
- Enhanced amino acid profile with added BCAAs
- Electrolytes to aid hydration
- 15-16g Hydrolysed collagen
- Only 1.4g carbs and 66-68 calories per serve

HIGH PROTEIN SNACK

Lupin Soups

Chicken, Beef and Vegetable



- Nutritious snack for in between meals
- 12-22g hydrolysed collagen protein
- Only 2.5g carbs
- 7-10.5g dietary fibre
- Gluten and dairy free



FORMULITE

In-Store Marketing Support

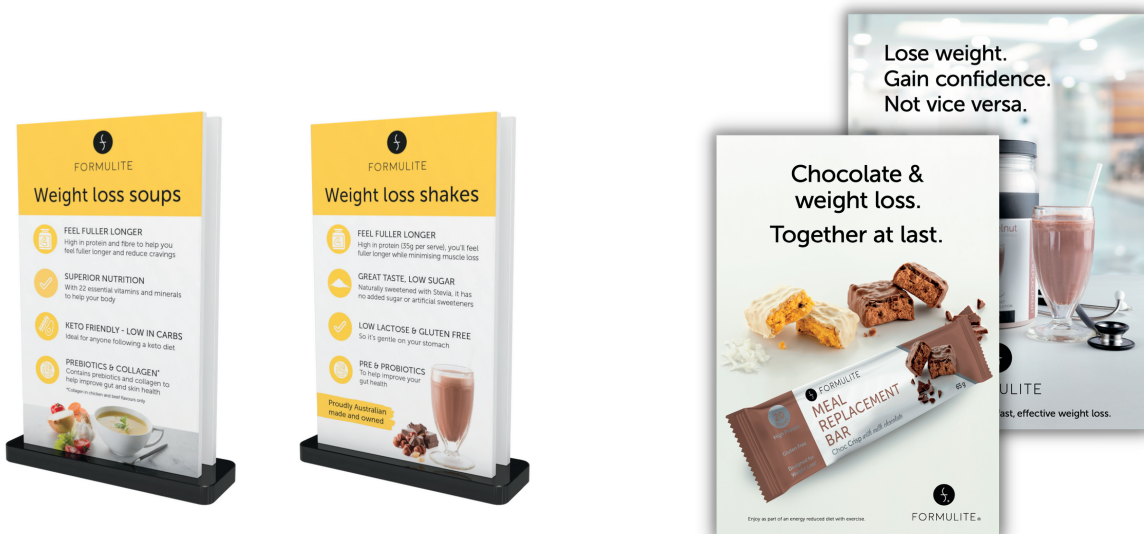


Medical and Bariatric Protocols Training Material



FORMULITE® HIGH PROTEIN GLUTEN FREE WEIGHT LOSS 100% AUSSIE OWNED

Shelf Stripping 300mm



Shelf-Talkers Shakes, Bars, Soups & Recovery Protein

A2, A3 & A4 Posters Assorted

PRODUCT SAMPLES AVAILABLE



Formulite Media Calendar 2023												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
National Digital Campaigns	●	●	●	●	●	●	●	●	●	●	●	●
National Outdoor Advertising			●			●				●		
National Print Campaign			●		●			●				●
Direct Mail Campaigns	●	●	●	●	●	●	●	●	●	●	●	●
New Product Launch			●									
Medical Conferences			●		●		●	●		●		
In-Store Product Sampling	●	●	●	●	●	●	●	●	●	●	●	●



2022 Activity

Not just a protein bar.

25 grams of protein...

PLUS

- 24 vitamins & minerals
- Good source of fibre
- Tastes nothing like a protein bar

Why more Doctors and Dietitians recommend Formulite

- 173 grams GI
- 12g protein
- No probiotics
- No artificial sweeteners
- Naturally Sweetened
- 12g protein
- 12g protein
- Probiotics
- Digestive Enzymes
- No added sugar
- Naturally Sweetened

National Digital Awareness Campaigns

RAISING THE BAR
Good nutrition has never tasted so sweet

SHAKE THE HABIT
Honest is the key to keeping your goals on track

Can chocolate help you lose weight?
This meal replacement bar can.

Want to lose weight?
Formulite could be just what the doctor ordered.

National Magazine Print Publication



National Outdoor Advertising



Superbus Installation Sydney Metro



National Conference Circuit



National Radio Campaign

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