

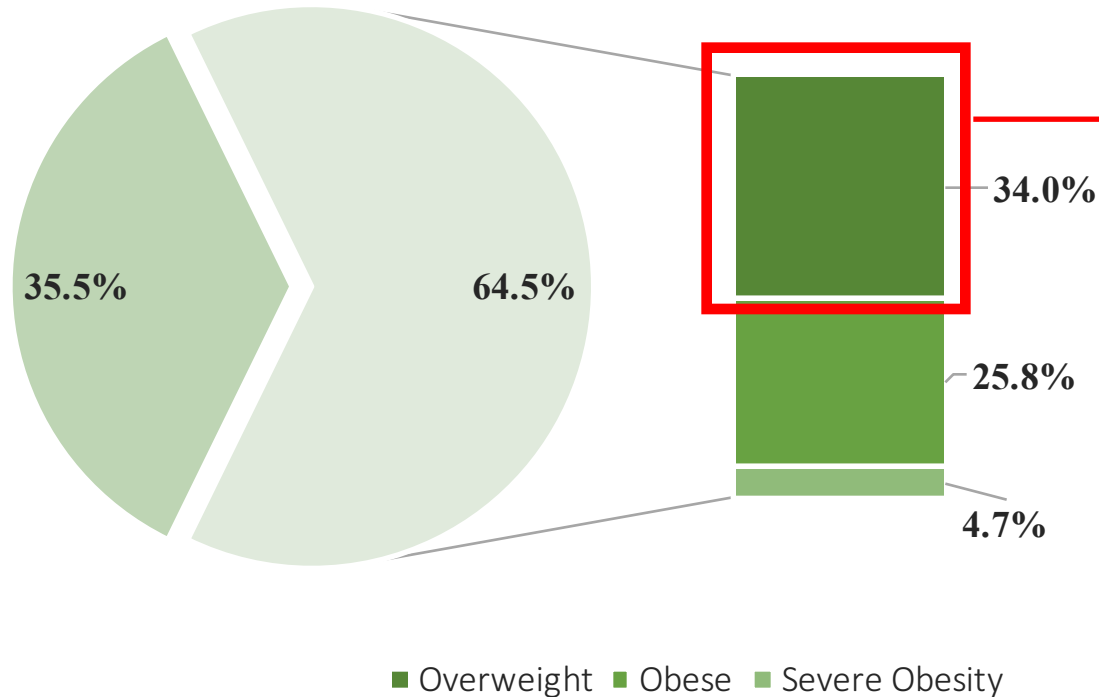
Positioning the weight-loss prescription drug Metabical

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Metabical is intended for individuals in overweight, aged 35 and + with a strong desire of losing kilos for health and medical reasons

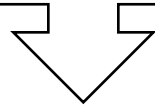
- Identified as a high factor of mortality, 64,5% of the U.S adult population suffered overweight, categorized in 3 groups:



- CSP addresses Metabical to people suffering of overweight, with a BMI between 25 to 30. They were 34% of the adult population in the U.S to potentially be user in 2000. This number had tend to increase.
- Both genders women and men are concerned about overweight. Market Research revealed that it affects in majority individuals aged 35 and + .
- 35% of overweight individuals are actively trying to lose weight:
 - ➔ Positive attitude among overweight individuals who would like to lose weight for health and medical reasons.

Overweight segment of consumers are looking for an effective weight-loss drug that is not currently available on the market. Here is an opportunity for Metabical

Metabical has no equivalent in terms of weight-loss prescription drug in the overweight segment (BMI 25 to 30).



WHAT CONSUMERS ARE LOOKING FOR ?

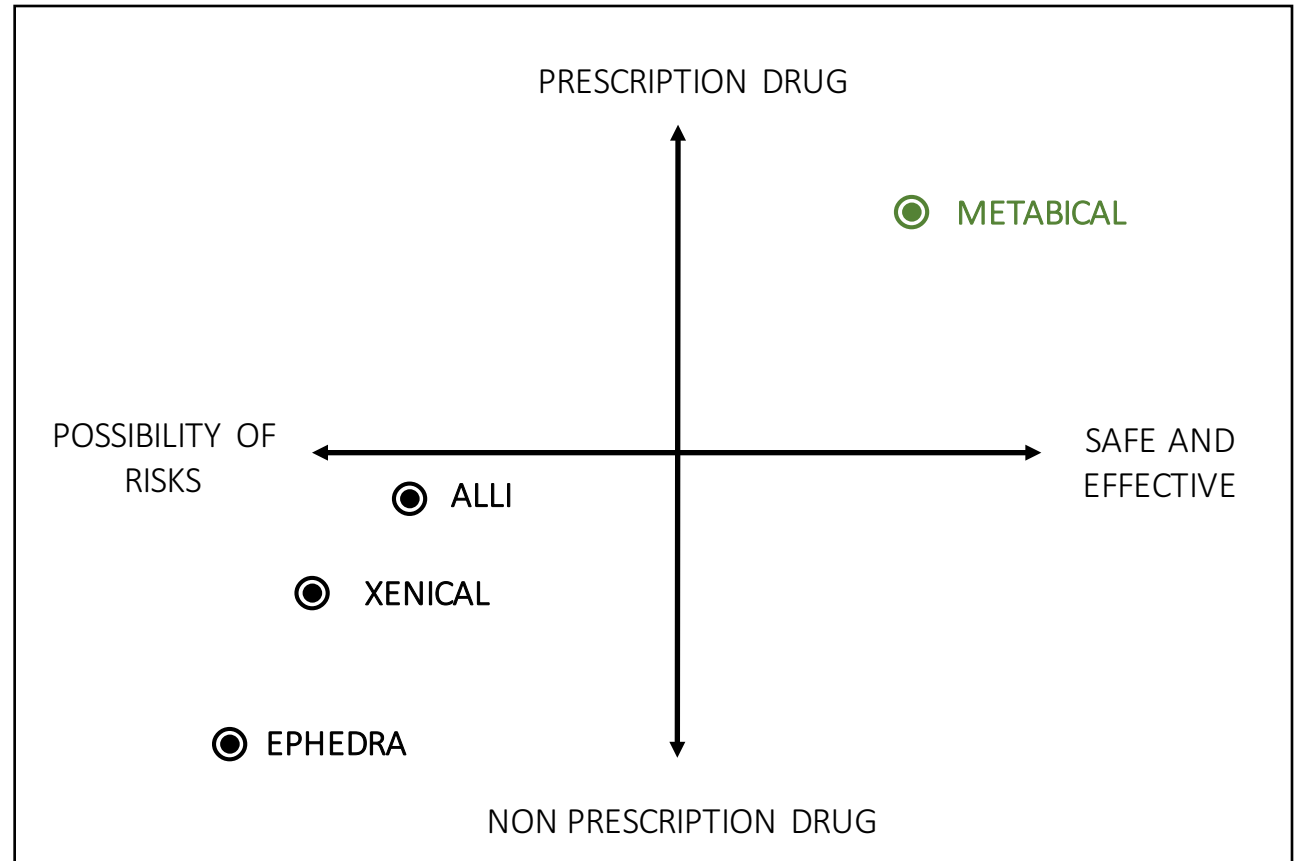
An effective and safe weight-loss drug helping them to achieve a better weight for their health and that is a supplement to a healthy diet.

WHAT IS AVAILABLE ON THE MARKET ?

“over-the-counter” drugs and “Herbal and Dietary supplements”.

→ Are efficient but provide high negative effects.

- Desired perception of Metabical:



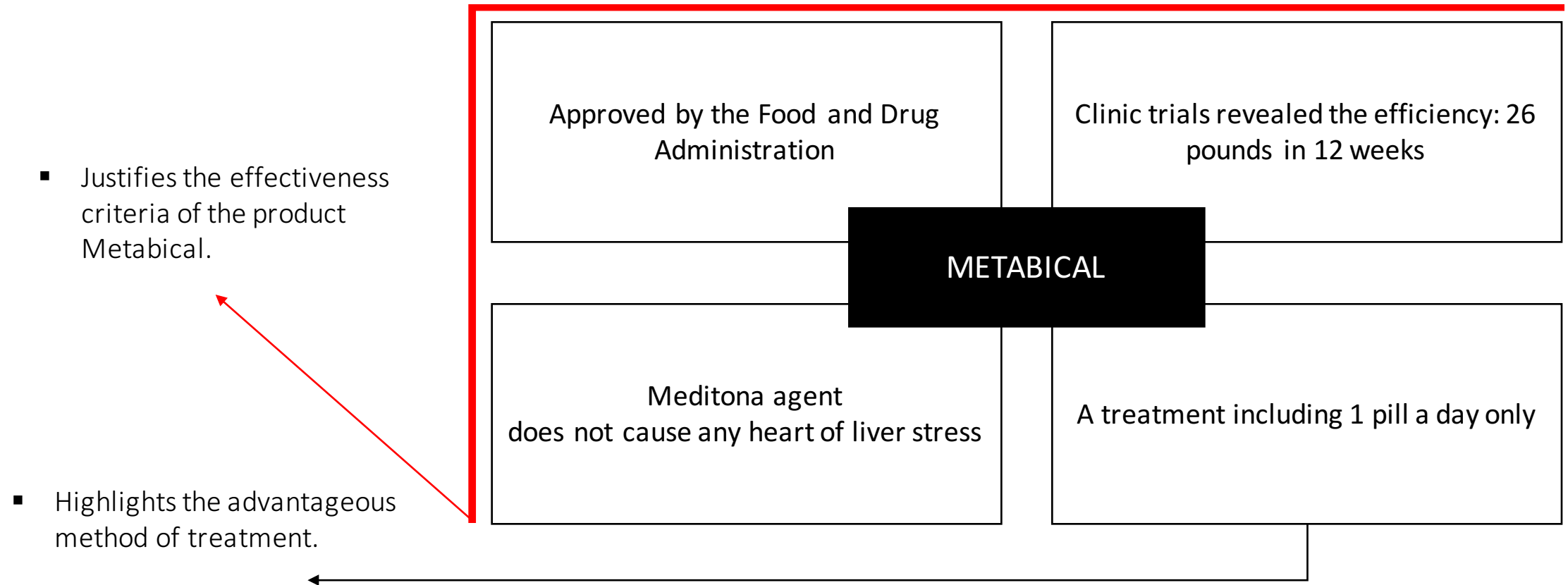
“1 pill a day” treatment is a strong point of differentiation to consider for the product

	Function	Secondary effects	Effectiveness	Approved by the FDA	Method of treatment
Metabical	A prescription drug helping overweight individuals to lose weight.	Only perceived in case of a heavy meal with fat.	Proved during product trials and clinical tests. Effective loss of 26 pounds in 12 weeks.	Yes.	1 pill a day.
Over-the-counter drugs	Helping any kind of overweight and obese people to lose weight.	Yes. Several.	Some accused by FTC of being unsubstantiated.	Alli, approved by the FDA.	1 pill per meal (3 per day).
Herbal and dietary supplements	Helping any kind of overweight and obese people to lose weight.	Yes. Several.	Can be challenged because of the consumers dissatisfaction and FDA outright ban on Ephedra.	Not approved.	Depends on recommendation of a doctor. Generally pills to take before a heavy meal.

Point of differentiation
 Strong enough to be distinctive from competition.
 → Will provide real benefits in terms of lifestyle for consumers.

Point of parity
 “A solution to lose weight”

Effectiveness of Metabical is justified by the its scientific character, its composition approved by a high authority and clinical tests



Metabical should capitalize on proven effectiveness that is credible and relevant as well as an easy method of treatment that is unique, and will procure benefits for customers

“ For individuals suffering of an overweight and that are fighting against kilos, Metabical is the first prescription drug requiring only 1 pill a day and that is scientifically proven effective among all weight-loss treatment, because of its revolutionary composition made of meditona agent clinically tested. ”



Functional benefit	Emotional benefit
A prescription drug helping individuals to lose weight.	Provides serenity and optimism to the patient because of an easy pill administration and positive clinical tests results.