

MIND THE GUM



JUSAMi
IMPORTS

IMPORTED BY / IMPORTATION PAR JUSAMI IMPORTS INC.

WHO IS MIND THE GUM?



- MIND THE GUM was founded by Dante Medical Solutions in 2015

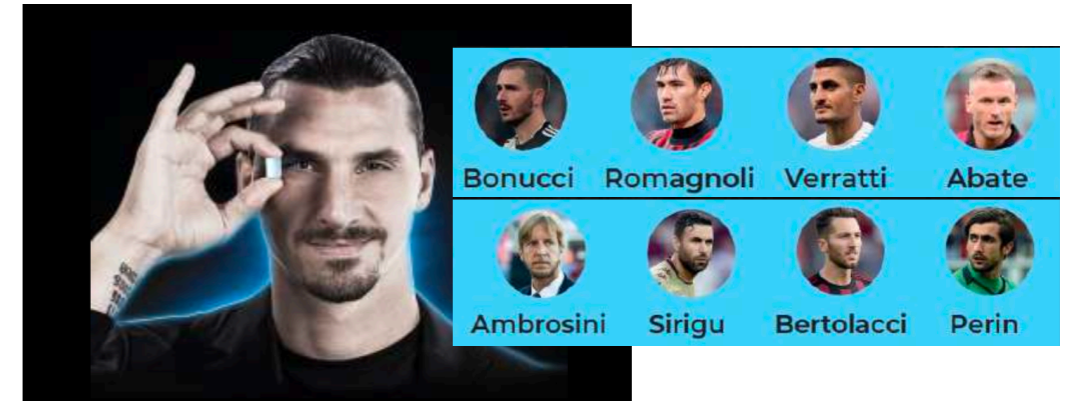


**DANTE
MEDICAL
SOLUTIONS**

**BORN IN 2015,
EVOLVED THANKS
TO INNOVATION**



**A GREAT IDEA BORN
AFTER A NEAR-FATAL
CAR ACCIDENT**



**THE STORY HAS BECOME
AN INTERNATIONAL
SUCCESS**

After having suffered a near-fatal accident, Giorgio Pautrie, founder of MIND THE GUM, struggled to finish his degree at the University of Bocconi due to his physical impairment and impending depression. Together with experts at the Pharmacy of Lagnani, Giorgio created MIND THE GUM which supplied him with the energy he required to complete 23 exams and a thesis in only 392 days.

In 2015, Giorgio's product caught the attention of one of the world's most renowned soccer player, ZLATAN IBRAHIMOVIĆ. Confident in the potential of the product and the credibility of the company, Zlatan becomes the face of MIND and invests in the company, opening up the doors to a worldwide success.

MIND THE GUM

THE **FIRST** SUPPLEMENTS IN A CHEWING-GUM FORMAT



PHARMACEUTICAL COMPANY WITH PRODUCTS **100% MADE IN ITALY**



AWARED THE “ECCELLENZE ITALIANE” IN 2018 & **RECOGNIZED** ACROSS THE MEDIA



THE SUPPLEMENT MARKET

- On average, nearly 50% of Canadians use nutritional supplements every year
- By 2030, it is anticipated that the Canada Nutrition and Supplements market will reach a value of ~\$59 billion (CAD) from ~\$30 billion (CAD) in 2022



THE SUPPLEMENT STIGMA

Pill or capsule format may discourage people from taking supplements



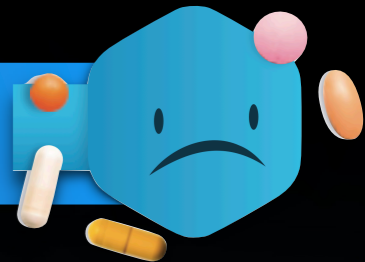
FEAR OF CONTRAINDICATION

The format of the supplement (typically pill/capsule) can be negatively associated to a medication used to treat an illness or condition.



TROUBLE SWALLOWING PILLS/CAPSULES

Some may have trouble swallowing pills or have a fear of choking.

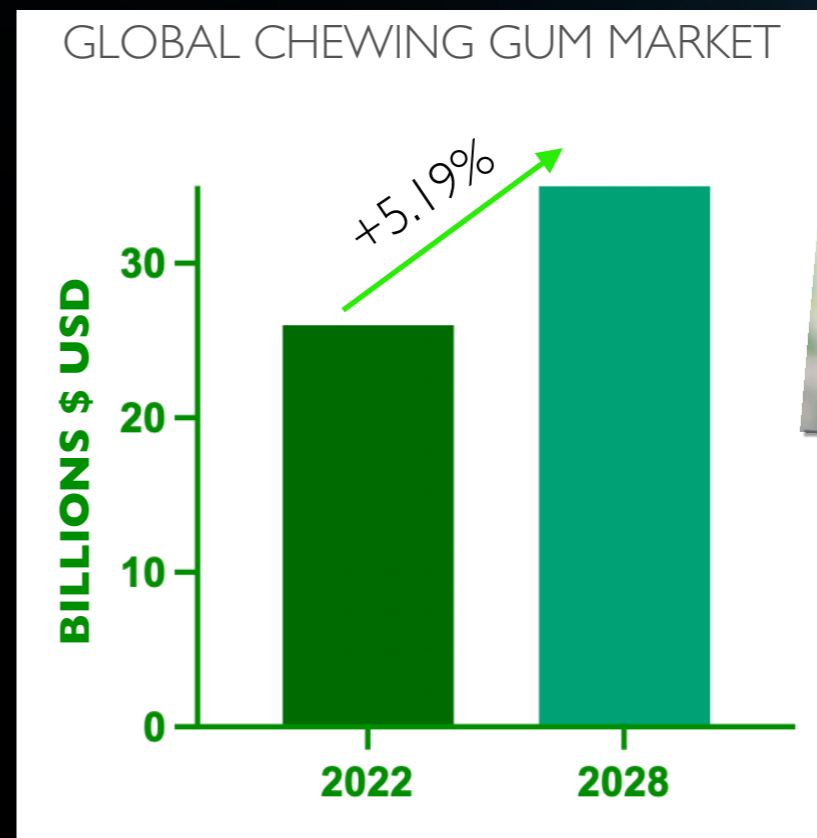
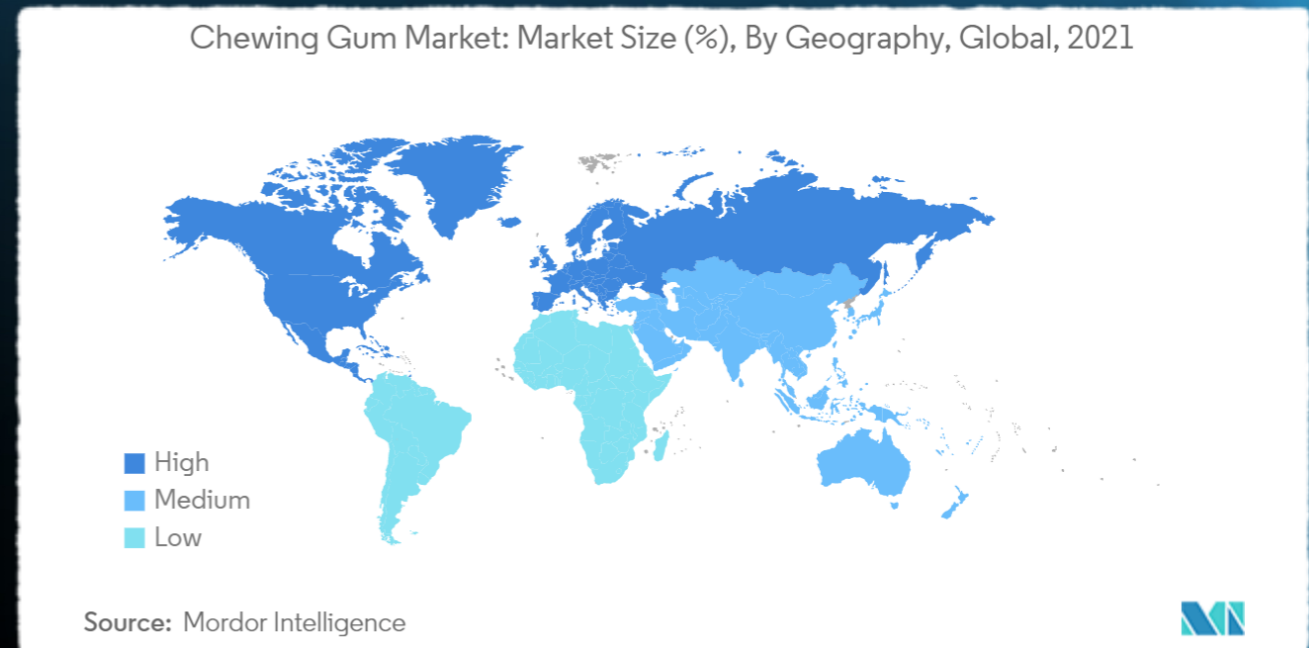


EMBARASSEMENT

Consuming pills in public may cause embarrassment or shame.

THE MARKET OF CHEWING GUM

- In 2021, the Canada gum market size was valued at ~ \$440 million (CAD).
- North America is ranked the 3rd largest market for chewing gum worldwide.
- The global Chewing Gum market size was valued at ~\$26 billion (USD) in 2022. It is expected to expand at a CAGR of 5.19%, reaching ~ \$35 billion (USD) by 2028.



MIND THE GUM



THE PHILOSOPHY



**IMPROVES LIFE IN A SIMPLE
BUT EFFECTIVE WAY:**

AS EASY AS CHEWING A GUM

A line of supplements that combines the efficacy of formulas with the innovation of a smart format, making it easy to use any moment of the day and is ideal for any target.



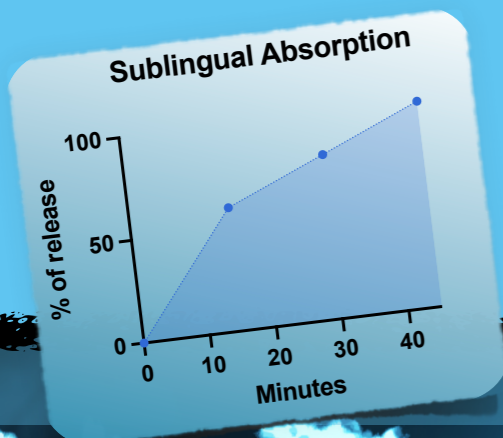
MIND THE GUM



SUPPLEMENTS IN AN INNOVATE CHEWING GUM FORMAT

FAST & EFFECTIVE

Sublingual absorption: the active components do not need to cross the gastric barrier



PRACTICAL & CONVENIENT

Can be taken at any time, in or out of the house!

You do not need water to swallow a pill!

NO EMBARRASSMENT

Gum format allows the discreet intake of what you need!



MIND THE CHOICE OF/LE CHOIX DE ZLATAN IBRAHIMOVIC

ENERGY FOR YOUR MIND
ÉNERGIE MENTALE

+B7 +B12
WITH CAFFEINE AVEC CAFFEINE

13 ACTIVE COMPONENTS FOR CONCENTRATION AND MENTAL ENERGY
CAFFEINE VITAMINS AND ANTIOXYDANTS
15 MINUTES EFFET EN POUR LA CONCENTRATION ET L'ÉNERGIE MENTALE

13 INGRÉDIENTS ACTIFS VITAMINES ET ANTIOXYDANTS

RELEASE FROM THE FIRST

CHEWING BLOCK WITH SWEETENERS/BLOC À MÂCHER AVEC EDULCORANTS

CALM

YOUR ZEN MOMENT
VOTRE MOMENT ZEN

LEMON BALM MELISSE B
HAWTHORN AUBÉPINE

2 ACTIVE COMPONENTS FOR RELAXATION AND MENTAL WELL-BEING
HAWTHORN LEMON BALM
15 MINUTES EFFET EN POUR LA DÉTENTE ET LE BIEN-ÊTRE MENTALE

2 INGRÉDIENTS ACTIFS AUBÉPINE MELISSE

RELEASE FROM THE FIRST

CHEWING BLOCK WITH SWEETENERS/BLOC À MÂCHER AVEC EDULCORANTS

IMMUNI

READY TO USE DEFENSE
DÉFENSE PRÊT À L'EMPLOI

C D3
ZINC

WITH/AVEC **LACTOFERRIN** VITAMIN **C, D3** AND/ET ZINC
CONTRIBUTING TO THE NORMAL FUNCTION OF THE IMMUNE SYSTEM
CONTRIBUANT AU FONCTIONNEMENT NORMAL DU SYSTÈME IMMUNITAIRE

AN IMMEDIATE BOOST OF CONCENTRATION & MENTAL ENERGY THANKS TO ACTIVE COMPONENTS

AN IMMEDIATE SENSE OF RELAXATION WITHOUT FEELING DROWSY THANKS TO NATURAL INGREDIENTS

AN IMMUNO-STIMULANT THANKS TO THE RELEASE AND SUBLINGUAL ABSORPTION OF LACTOFERRIN, VITAMIN C, D3 AND ZINC


LACTOSE FREE
SANS LACTOSE


GLUTEN FREE
SANS GLUTEN


SUGAR AND ASPARTAME FREE
SANS SUCRE NI ASPARTAME

ONLY SEULEMENT
3
CALORIES

WHAT DO CANADIANS RESORT TO WHEN THEY NEED THAT QUICK BOOST OF ENERGY?



ENERGY DRINKS



NO HEALTH
BENEFITS

UNHEALTHY
AMOUNTS OF SUGAR

RAISE BLOOD PRESSURE
+ HEART RATE

CAUSE ANXIETY +
INSOMNIA

RISK OF HEART
DISEASE

+++
CALORIES

SOLUTION?





**INCREASES
CONCENTRATION**



**COMBATS
MENTAL
EXHAUSTION**



**PROVIDES
ENERGY TO THE
BODY & MIND**



**IMPROVES
EXERCISE
PERFORMANCE**



STIMULATES WITH

CAFFEINE

L-TYROSINE

COENZYME Q10

L-GLUTAMINE

BILBERRY

VITAMIN B7 (BIOTIN)

VITAMIN B12

L-PHENYLALANINE

CHROMIUM

L-ARGININE



RELAXES WITH

L- THEANINE
 INOSITOL
 HAWTHORN

ALSO
 PROMOTES
 A CLEAR
 MIND

360° ACTION ON THE MIND



WITH VITAMINS, MINERALS,
 ANTIOXIDANTS &
 AMINO ACIDS



**SCIENTIFIC STUDIES
 SUPPORT THE EFFICACY
 OF THE PRODUCT**



WHY IN A CHEWING GUM?

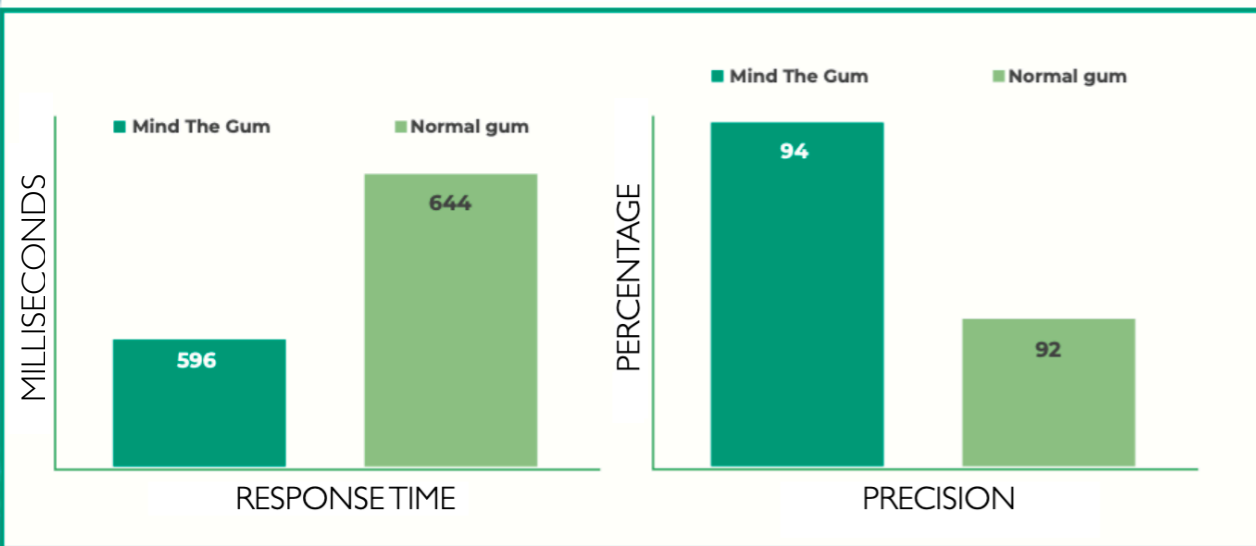
CHEWING
 INCREASES
 CONCENTRATION
 AND MEMORY UP TO
 +37%



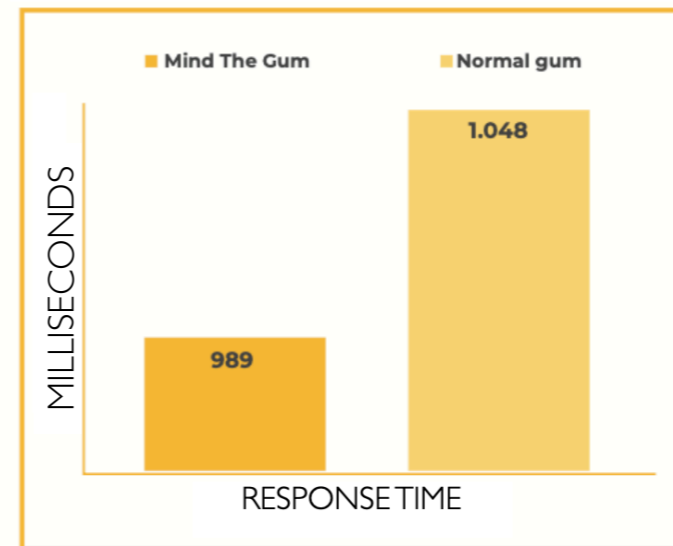
SCIENTIFIC RESEARCH THAT TESTS EFFECTIVENESS AGAINST PLACEBO

IN COLLABORATION WITH THE UNIVERSITIES OF WESTMINSTER, BATH, EAST LONDON AND UCL (FIRST IN EUROPE WITH NEURO-SCIENTIFIC STUDIES)

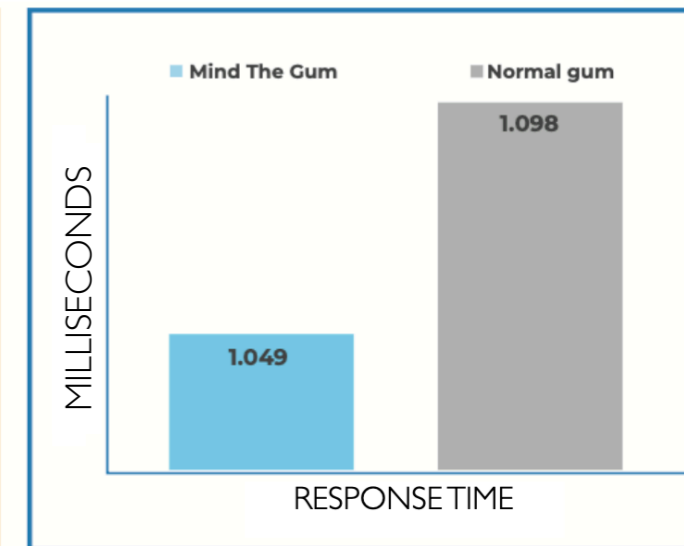
TEST TO MEASURE ATTENTION LEVEL



TEST TO MEASURE SHORT TERM MEMORY

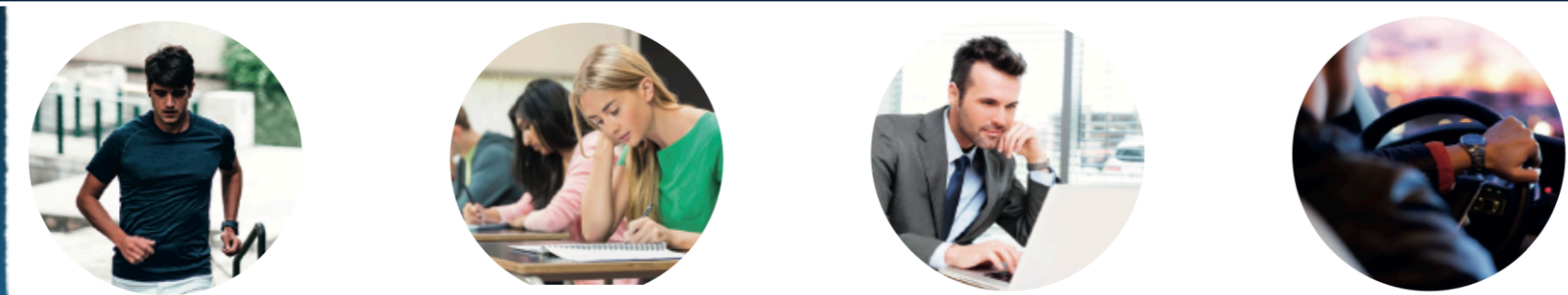


TEST TO MEASURE RESPONSE TIME



STATISTICALLY SIGNIFICANT RESULTS!

OPTIMAL FOR ATHLETES AND STUDENTS, OR IN ANY WORKPLACE THAT REQUIRES FOCUS & ATTENTION (SUCH AS DRIVING)





STRESS IS PART OF OUR DAILY LIVES.

~ 25% of Canadians, 60% of workers and 72% of students report feeling significantly stressed on a daily basis.

RELAXES, REDUCES STRESS & ALLEVIATES ANXIETY WITH

HAWTHORN



LEMON BALM



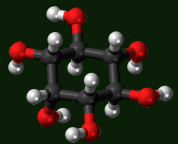
BILBERRY



L- THEANINE



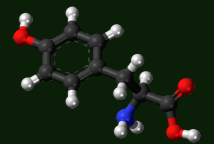
INOSITOL



VITAMINS (B1, B6, B7 (BIOTIN), B8, B12)

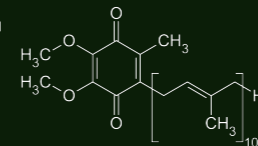


L-TYROSINE



RELAXATION & MENTAL-
WELLBEING WITHOUT
THE DROWSINESS

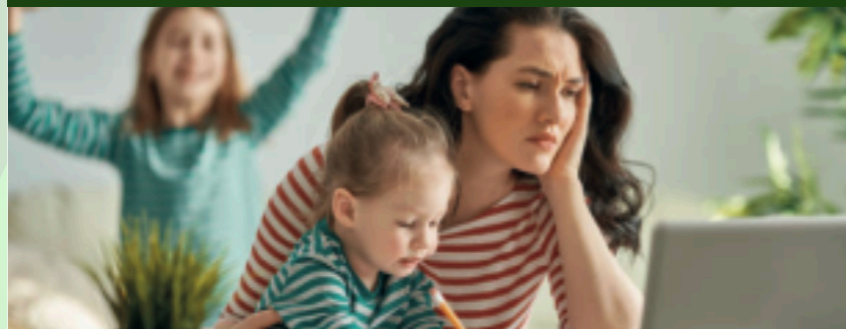
KEEPS YOU ALERT
WITH COENZYME Q10





SCIENTIFIC STUDIES SHOW THAT CHEWING GUM PROMOTES RELAXATION AND REDUCES LEVELS OF CORTISOL STRESS HORMONE

IDEAL FOR ALL YOUR STRESSFUL MOMENTS



IMMEDIATE RELAXATION THANKS TO EFFICIENT
SUBLINGUAL ABSORPTION.

THE GUM'S GRADUAL RELEASE ENSURES PROLONGED ACTION.

IMMUNI

Following the COVID-19 pandemic, there has been a significant shift in consumer focus from reactively treating cold and flu symptoms, to proactively preventing them by building or boosting immunity



VITAMIN C, ZINC, VITAMIN D3

HELPS MAINTAIN THE NORMAL FUNCTION OF THE **IMMUNE SYSTEM**



LACTOFERRIN

HAS **ANTIBACTERIAL, ANTIVIRAL & ANTI-INFLAMMATORY** ACTIONS



BLACK ELDER

BOOSTS IMMUNITY, PREVENTS & EASES FLU SYMPTOMS
EFFECTIVELY **TREATS** UPPER **RESPIRATORY** SYMPTOMS



PROTECTION AGAINST VIRUSES & BACTERIA

THAT ENTER THE ORAL CAVITY THANKS TO **LACTOFERRIN & BLACK ELDER**



IMMUNO-STIMULATORY SUPPLEMENT WITH SUBLINGUAL RELEASE OF LACTOFERRIN

WHY IN A CHEWING GUM?

Sublingual absorption is highly effective with all ingredients; notably for lactoferrin, given its high bioavailability when in contact with saliva.





Nutrition Facts Valeur nutritive

Per 1 chewing block (2.35g)
Pour 1 bloc à mâcher (2.35g)

Calories 3	% Daily Value*
% Valeur Quotidienne*	
Fat/Lipides 0 g	0%
Saturated/saturés 0 g	
+ Trans/trans 0 g	0%
Carbohydrate/Glucides 0.016 g	0%
Fibre/Fibres 0.016 g	0%
Sugars/Sucres 0 g	
Protein/Protéines 0 g	
Cholesterol/Cholestérol 0 g	0%
Sodium 0 g	0%
Potassium 0 mg	0%
Calcium 0 mg	0%
Iron/Fer 0 mg	0%
Biotin 150 mcg	500%
Vitamin B12 11 mcg	458%
Chromium 13,3 mcg	38%
L-Phenylalanine 2,67 mg	0%

*5% or less is a little, 15% or more is a lot

*5% ou moins c'est peu, 15% ou plus c'est beaucoup

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Sugars/Sucres 0 g	
Protein/Protéines 0 g	
Cholesterol/Cholestérol 0 g	0%
Sodium 0 g	0%
Vitamin A 0 mg	0%
Vitamin C 0 mg	0%
Calcium 0 mg	0%
Iron/Fer 0 mg	0%
Vitamin B1 1,1 mg	
L-Glutamine 10 mg	
CoQ10 5 mg	
Vitamin B6 1,4 mg	
Biotin 219 mcg	
Vitamin B12 16,5 mcg	

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Sugars/Sucres 0 g	
Protein/Protéines 0,0125 g	
Cholesterol/Cholestérol 0 g	0%
Sodium 0 g	0%
Vitamin A 0 mg	0%
Vitamin C 80 mg	134%
Calcium 0 mg	0%
Iron/Fer 0 mg	0%
Vitamin D 12,5 mcg	250%
Zinc 2,5 mg	25%

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