







# The Gut Feeling

A holistic approach for better gut health



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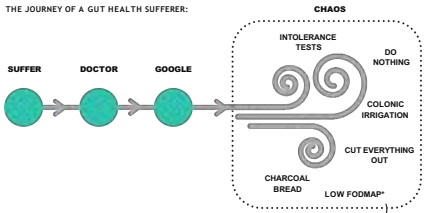
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**Problem**  
40% of the global population suffer with gut issues, I was one of them.


THE JOURNEY OF A GUT HEALTH SUFFERER:



**SUFFER** → **DOCTOR** → **GOOGLE** → **CHAOS**

INTOLERANCE TESTS  
 DO NOTHING  
 COLONIC IRRIGATION  
 CUT EVERYTHING OUT  
 CHARCOAL BREAD  
 LOW FODMAP\*

\*The "gold standard" elimination diet which only works for up to 50% of people and costs £350+



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**Solution**  
A holistic digital therapeutics platform to help people with gut health issues feel better with positive feedback



## The 3 week programme for stomach issues


Start your personalised gut directed yoga, meditation & mindfulness programme to manage and improve your gut health.

Based on clinical science.

- Personalised programmes
- Gut health score
- Tracking & prediction
- Evidence based

bloating  
 constipation  
 diarrhoea  
 reflux  
 heartburn

Have I heard to start through this course? Read the video.  
 Have I heard to start through this course? Read the video.  
 Have I heard to start through this course? Read the video.



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Opportunities

Opportunities in the gut health space

- ✦ The need for innovation
- 🍊 Holistic approaches
- 🧠 The Gut-brain axis



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Challenges

Challenges in the gut health space

- ✅ Making credible info accessible
- 📄 Better healthcare pathways
- 🗣️ Speaking to people



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Lessons

Lessons learnt

- 🤔 Many do not understand "gut health" let alone "microbiome"
- ✅ The need for empathy



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Ask  
How can you help?

 We are about to open our fundraiser

 Do you need to rent my brain?



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The Gut Feeling  
[www.thegutfeeling.co.uk](http://www.thegutfeeling.co.uk)



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**begin**  
**health**

a microbiome health company



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The Western world has a 🍌 **pooping** problem.

Why? 🤔

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Because we are living through gut microbiome **biological warfare**.

- Antibiotics
- C-Section Births
- Pesticides (glyphosate)
- Processed and low nutrient foods
- Poor diets and decreased exercise
- Lacking or shortened breastfeeding

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**9 in 10** U.S. infants with gut microbiome deficiency <sup>1</sup>

**3 in 10** Toddlers and kids experience constipation <sup>2</sup>

1 Casburn, Durr/Brown, Sylvester, Metagenetic Insights of the Infant Gut Microbiome, January 2021  
2 Epidemiology of childhood constipation: a systematic review, October 2008

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Creating a massive epidemic that you can't see.

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Today, the leading doctor recommended product for kids with constipation is...

- FDA approved for kids under 17
- For use longer than 7 days <sup>1</sup>
- Uses PEG 3350

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So we built the first tasteless and textureless, toddler and kids' prebiotic that helps kids 🍌 with comfort and ease.

Begin Health leverages the emerging science of HMOs to nourish the developing gut 🌱 for softer stooling & long term health.

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First Product

# growing up prebiotics

- ✓ 2\*-FL Human Milk Oligosaccharides
- ✓ 3g of Fiber from Chicory Root

Smart  
Ingredients

Science  
Forward

Fiber  
on-the-go



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## Our customers say we are life changing

This is actually the first time since she turned 6 months that I have seen her poop this soft no struggle 🐛

Thank you for producing this life changing product ❤️



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Opportunities	Challenges
<ul style="list-style-type: none"> <li>• <b>Cleaner Solutions</b> Innovations with cleaner ingredients is IMPERATIVE.</li> <li>• <b>Great Market Awareness</b> Wider spread awareness is up</li> <li>• <b>Build stuff that works!</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Clinical Trials</b> Harder and more expensive to run clinical trials on babies, toddlers and kids.</li> <li>• <b>Longer Term to Market</b> Category is more delicate. Everything must have strong evidence and safety.</li> <li>• <b>Full Microbiome understanding still early.</b></li> </ul>

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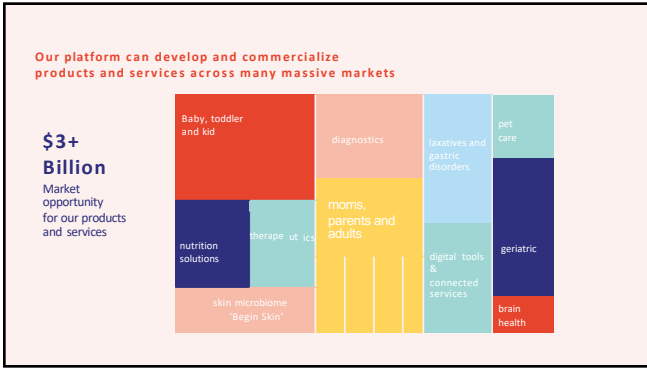
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**Website:** [beginhealth.com](https://beginhealth.com)  
**Instagram:** [@begin.health](https://www.instagram.com/begin.health)

**Contact:**  
Madeline Lauf  
Founder, CEO  
[madeline@beginhealth.com](mailto:madeline@beginhealth.com)

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## INTRODUCING SUPERGUT

The world's first gut-health superfoods.

- Clinically-proven to improve digestion, lower blood sugar, weight and more
- Award-winning taste and convenience
- Content driven approach

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Supergut's award-winning products all feature our patented, resistant-starch prebiotic fiber blend.

**Prebiotic Shakes**

- Full meal or satisfying snack; vegan options; \$3.50/meal
- 20g fiber, 15g protein, 0g sugar, 7g net carbs
- NEXTY Award for Best New Product Supporting a Healthy Microbiome

**Prebiotic Bars**

- Delicious on-the-go snack; \$2.99/bar
- 10g fiber, 10g protein, 0g added sugar
- 2022 Good Housekeeping Healthy Snack Award for Best Nutritional Bar

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Supergut Fiber Mix turns any food or drink into a gut-health superfood.

**Prebiotic Fiber Mix**

- Versatile add-to-anything powder; \$1.75/serving
- 8g fiber, 1 net carb, vegan
- Low FODMAP certified by Monash University

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SCIENCE 38

Supergut is the 1st commercially-available nutrition product with a peer-reviewed clinical study published in *Diabetes, Obesity & Metabolism*.

**DIABETES, OBESITY AND METABOLISM**

A microbiome-targeting fibre-enriched nutritional formula is well tolerated and improves quality of life and haemoglobin A1c in type 2 diabetes: a double-blind, randomized, placebo-controlled trial

102 Participants | Placebo-Controlled | Double-Blind | 12 Weeks | Independent Investigator | Started Clinical Research 2016

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PRODUCT 39

Supergut's products raise the bar while lowering blood sugar levels.

80-95% Lower Blood Sugar

RESISTANT STARCH

Source: Four-hour blood sugar levels measured by a CGM in 8 healthy individuals. All bars (Challenge 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 35, 36, 37, 38, 39, 40, 41, 42, 43, 44, 45, 46, 47, 48, 49, 50, 51, 52, 53, 54, 55, 56, 57, 58, 59, 60, 61, 62, 63, 64, 65, 66, 67, 68, 69, 70, 71, 72, 73, 74, 75, 76, 77, 78, 79, 80, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95, 96, 97, 98, 99, 100) were consumed as described (total mass) and blood sugar was measured in the 100 mins following the start of the consumption. Blood sugar reduction % based on total "area under the curve" for each bar.

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CONTENT 40

We are becoming a producer and enabler of smart gut-health content across owned and earned channels.

supergut (Click the linked images)

- ORGANIC SOCIAL
- INFLUENCERS
- PRESS: Forbes, WELL + GOOD, BYRDIE, mindbodygreen, GOOD HOUSEKEEPING, THE SPOON, Eat This, Not That!
- PODCASTS
- BLOG FOR SEO: Google
- EMAIL & WEBINARS

PRIVILEGED AND CONFIDENTIAL, FEBRUARY 2021 | 20

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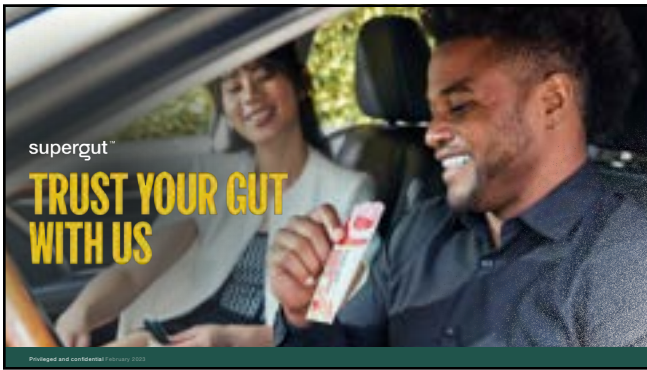
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