Before using content of the booklet, it must be locally approved in order to ensure regulatory compliance in each market.
Nutrilett is the best documented weight loss brand in the Nordics with a wide selection of products with delicious taste. Nutrilett offers protein meal replacements that will give consumers a positive experience and a guarantee for a safe and credible weight loss without the feeling of hunger.

Nutrilett contains all nutrients the body needs in a day: Protein, vitamins, minerals and fibers. Nutrilett meal replacement products are high quality shakes, bars and smoothies. Nutrilett is easy to use and to take on-the-go.

We know that it is hard to maintain the weight that has been lost, Nutrilett helps control the calorie intake.

The bars and smoothies are perfect as meal replacements to manage weight. We know that taste is important in whatever meal, so our priority is to make great tasting bars and smoothies. Consumer research has also shown that we in fact have the best dieting products in the Nordics.

Since then, as many as 20 clinical studies have been done on the Nutrilett Very Low Calorie Diet powders, making Nutrilett the best documented weight loss brand in the Nordics. All studies prove that the Nutrilett powder products are guaranteed to give quick weight loss when used as prescribed. Therefore, we are proud to say that Nutrilett is the best documented dieting product in the Nordics! Today Nutrilett is a clear market leader.

Brand story

Largest growing weight management brand in the Nordics

Nutrilett was established by the Norwegian/Danish doctor Lars H. Høie in 1989. Lars H. Høie was working with the prevention of overweight in relation to cardiovascular disease. Through research, he found that low calorie powders with high quality soy protein would contribute to weight loss when used as a diet. He continued his research within this field, and the results were convincing. It was apparent that these type of products could benefit all people that were overweight – and so the Nutrilett Very Low Calorie Diet (VLCD) powders were born.
Category

Rising overweight and obesity among the world’s population has become one of the top global health concerns. According to figures from the World Health Organization, the global prevalence of obesity has nearly doubled since 1980, with nearly 2 billion adults being overweight.

This trend provides a growing market for the weight management category, as people are searching for ways to prevent and overcome overweight and obesity.

This is the product category, Nutrilett is operating within and can be defined as products and methods that help people lose and/or control their weight and assist them in the weight loss/control process. The products offered vary from weight loss powders, pills and bars/smoothies to calorie control products/light products/no sugar products to diet philosophies, services and courses.

Our core products are meal replacement products in the form of powders, bars and smoothies, but we also offer calorie-controlled snack bars.

Meal replacement/slimming products represent by far the largest segment within weight management, counting for more than 50% of the total category:

Source: Euromonitor International

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Our consumers

Our main target group is people that have set themselves a goal in relation to their weight/body – either lifestyle change, reaching a specific target weight, feel that their clothes fit better, avoid gaining weight/get a shaped body. We further divide these into three subgroups which we target with different products:

“Lifestyle change”
These consumers have been overweight for a long time and have realized that they need to change their lifestyle and lose (a lot) of weight to avoid getting health issues due to their weight problem. They think about their weight a lot and have many negative feelings related to their weight. They dream about having a normal life and not being different than everyone else. But they need help to kick start their journey towards a healthier lifestyle.
Main product groups: Get Started VLCD/LCD shakes and soups

“Lose a few kilos”
This group occasionally think about their weight in everyday life, but mostly become aware of it in certain situations (before summer, when shopping, etc) that they need to lose a few kilos. They perceive that they easily gain weight and therefore need to “watch out” what they eat in their everyday life, as they don’t feel comfortable when having some extra kilos. They know that eating more healthy food and exercising is the best way to lose weight, but struggle to find time or motivation do so in a busy everyday life. Therefore, they need smart solutions that can help them control their calorie intake.
Main product groups: Smart Meal bars and smoothies

“Maintain & Prevent”
These consumers are very concerned about their appearance and make a great effort to prevent gaining weight. They live a healthy lifestyle with healthy food habits and exercise, and know how to stay slim and fit. However, if they should fall for the temptation of something unhealthy they often feel guilty. Therefore, they seek smart solutions with low sugar- and calorie content that allow them to indulge without guilt.
Main product groups: Snack Smart bars
Why Nutrilett

Best tasting product on the market

Developed by a medical doctor and having more than 25 years of experience developing dieting products, Nutrilett is among the most credible players in the weight management category.

Nutrilett is also more documented than any other weight loss brand in the Nordics. With more than 20 clinical studies proving the effect of our Very Low Calorie Diet powders we have the best documentation that our products actually work.

Good taste is essential for consumers to stick to a diet and hence succeed with losing/controlling weight. In consumer tests our dieting products have been shown to be better tasting than our competitors’ products. We are therefore proud to say that Nutrilett offers the best tasting dieting products on the market.
Products

Nutrilett VLCD Shakes
These products are intended for dietetic treatment of obesity. Prolonged use should be under supervision of a physician. These products are intended as a treatment and shall not be combined with regular food. Nutrilett offers both hot and cold meals in this category — soups and shakes. Nutrilett VLCD is complete meal replacement for treatment of obesity. The VLCD products are based on high quality soy protein and contains 13 vitamins and 14 minerals. The soy contributes to the content of essential amino acids, fat and fiber. The soy is non-GMO. Due to the low content of fat and carbohydrates in the products, each meal contains only app. 110 kcal — giving a total of 550 kcal per day.

Nutrilett VLCD Soups
These products are intended for dietetic treatment of obesity. Prolonged use should be under supervision of a physician. These products are intended as a treatment and shall not be combined with regular food. Nutrilett offers both hot and cold meals in this category — soups and shakes. Nutrilett VLCD is complete meal replacement for treatment of obesity. The VLCD products are soy-based, and the soy contributes to the content of essential amino acids, fat and fiber. The soy is non-GMO. With 13 vitamins and 14 minerals. Due to the low content of fat and carbohydrates in the products, each meal contains only app. 110 kcal — giving a total of 550 kcal per day.

Nutrilett bars
Products to substitute one or more meals in an energy restricted diet for weight loss, combined with healthy, low-calorie food. Each product must contain 200-400 kcal per meal. This is a good solution for people who have just finished a VLCD/LCD diet, who gradually should return to a regular healthy diet, or just for weight maintenance without previous dieting. Nutrilett smoothies and bars contain just over 200 kcal, with high content of protein, 12 vitamins and 11 minerals, essential fatty acids, amino acids and fiber, the body gets many of the important nutrients it needs in a meal.
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**Nutrilett smoothies**

Products to substitute one or more meals in an energy restricted diet for weight loss, combined with healthy, low calorie food. Each product must contain 200-400 kcal per meal. This is a good solution for people who have just finished a VLCD/LCD diet, who gradually should return to a regular healthy diet, or just for weight maintenance without previous dieting

Nutrilett smoothies and bars contain just over 200 kcal, and with 12 vitamins and 11 minerals, essential fatty acids, amino acids and fiber, the body gets many of the important nutrients it needs in a meal.

**Nutrilett Low calorie snack bars**

These are small bars that can be used to control your snacking. They are low in calories and sugar, while high in protein and fiber which makes it a healthy alternative.

The bars are not meal replacements like the other bars from Nutrilett, but a clever and tasty snack that helps you watch your calorie intake.

**Nutrilett Breakfast**

Nutrilett breakfast is two different bars and shakes, that can be used to begin the day. They are high in protein and fibers which makes it a healthy alternative to normal breakfast. ......... more text will come.
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Science behind

11. Diet and exercise in addition to psychotherapy, in the treatment of patients suffering from eating disorders with obesity, 1997, Eating Weight Disorders.
15. Open randomized trial of intermittent very low energy diet together with nicotine gum for stopping smoking in women who gained weight in previous attempts to quit, 1999, BMJ. As part of the smoking cessation program
16. Immediate and long-term effects of weight reduction in obese people with asthma: randomized controlled study, 2000, BMJ.
17. Effects of walking training on weight maintenance after a very low energy diet in premenopausal obese women, 2000, Arch Intern Med.
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