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# Enzy-Prime

Lightness Exists



# Key Points About Our New Product: How to present Enzy-Prime to Partners and your Network:

- 01 Identify the needs of potential consumers
- 02 Focus the team's attention on the new product



# What You Need To Know About Enzy-Prime



A balanced complex of 10 enzymes that support comfortable digestion.\*



Enzy-Prime helps break down proteins, fats, carbohydrates, and dietary fiber.\*



Suitable for unbalanced eating habits, such as occasional overeating or eating on the go.



Contains lactase, an enzyme that helps digest lactose-containing dairy products.\*



Quick Support: helps ease occasional discomfort after meals.\*

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.







Advanced enzyme  
complex that helps  
break down  
carbohydrates\*

10

enzymes  
in every capsule

# Enzy-Prime

Unique Selling Points



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Balanced formula  
for the modern diet



Suitable for  
vegetarians

## Target Audience for Enzy-Prime (by Age Group)

### 18–25 years

Profile: Students, young professionals

Common Habits: Irregular eating patterns, fast food, eating on the go, dairy sensitivity, occasional stress

Motivation: Feel more comfortable after eating occasional heavy or on-the-go meals; be health-conscious without strict restrictions

### 26–35 years

Profile: Active working adults focused on performance and wellness

Common Habits: Stress-related eating, skipped meals, irregular food choices

Motivation: Support comfortable digestion during busy days; health under high load; minimize after-effects of coffee, fast food, or celebrations\*

### 36–45 years

Profile: Family, career – balancing multiple responsibilities

Common Habits: Feeling less comfortable after certain foods (e.g., dairy or heavy meals), eating at irregular times\*

Motivation: Enjoy favorite foods with comfort; support digestive balance over time\*

### 46–60 years

Profile: More mindful of health and wellness routines; may notice digestion feels slower with age; Lower stomach acidity, slower digestion, more focus on healthy habits\*

Common Habits: occasional heaviness or less comfort after meals, difficulty with certain foods\*

Motivation: Maintain comfortable digestion with mindful choices; take a proactive approach to wellness\*

### 60+ years

Profile: Value comfort, ease, and quality of life

Common Habits: Prefer simpler meals and easier digestion; looking for gentle, familiar solutions for eating occasions.

Motivation: Support ease of digestion; feel comfortable after eating without complicated routines; reduce occasional gas and heaviness; enhance comfort after eating\*

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## Target Audience for Enzy-Prime (by Lifestyle)

People with Occasional Instances of Overeating or with Unbalanced Diets

Scenarios: Holidays, business trips, fast food, dining in cafés or restaurants.

Motivation: “Just in case” — to enjoy the evening and support comfortable digestion.



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Athletes and those actively living a healthy lifestyle

Goal: Support nutrient absorption (proteins, fats, carbohydrates).

Benefit: Supports normal digestion — an essential part of overall wellness.



## Target Audiences for Enzy-Prime

### People Who Experience Occasional Digestive Discomfort\*

Common Occurrences: After enjoying larger meals, when trying new foods, or dairy-containing foods, it can be harder to digest for some.

Values: On-the-go support for digestive comfort, safety of use. Frequency of Use: Regular or occasional.

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### People Who Travel Frequently / Have Busy Lifestyles

Scenarios: Different food types or new products, changes in routine, occasional stress.

Need: A universal, convenient support, and compact option for on-the-go support.



A woman with dark hair, smiling and looking slightly to the right. She is wearing a green tank top. The background is a lush, green outdoor setting with palm trees and sunlight filtering through the leaves.

## Target Audience for Enzy-Prime

### Persons over 40

Fact: Digestive enzyme activity naturally decreases with age.

Motivation: Gentle digestive support.

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A woman with dark hair tied back, wearing a green long-sleeved top. She is holding a fork with a strawberry on it, about to take a bite. Her eyes are closed in a happy expression. The background is a plain, light color.

### Vegetarians and Vegans

Need: Preference for formula free from animal-derived ingredients.

Plus: Enzy-Prime is suitable for vegetarians.



# How To Tell Consumers About This New Product



# Reasons to Choose This Product

## 61%

of adults regularly experience gastrointestinal discomfort<sup>1</sup> – at least once a week. That's why we developed a solution that provides digestive support when you need it.



Compact format: easily fits in your bag, perfect for travel, holidays, and dinners out



Suitable for vegetarians and vegans.



<sup>1</sup>Almario CV et al. Am J Gastroenterol. 2018;113(11):1701–1710. PMID: 30323268



# Interesting Fact

Fermentopathy is a term sometimes used in nutrition to describe suboptimal digestive enzyme activity that may influence how certain foods are broken down. Lifestyle habits — such as eating quickly or consuming highly processed or rich foods — may also play a role. Many modern diets are high in carbohydrates, processed foods, and meals eaten “on the go.” † As a result, some individuals may experience: occasional digestive discomfort, such as feeling overly full or heavy after meals, occasional gas, or occasional bloating

† For educational purposes only. Not intended to diagnose, treat, cure, or prevent any disease.



# How To Present This New Product Using The Sales Stages

7 steps for effective engagement, product presentation, and overcoming objections with potential consumers and acquaintances:

01

## Identify Target Audience

Goal: Understand the needs and motivations of potential customers.

Tip: Refer to the target audience slides in this presentation.

02

## Engage Through a Question

Goal: Help the customer relate through everyday situations and spark interest.

Example: "Do you ever find it challenging to fully enjoy food when traveling or eating out, and wish for extra support for comfortable digestion?"

03

## Share a Personal Story

Goal: Show the solution through a real situation and make the product relatable. Example: "My friend and I were trying different foods on a trip, and I always had Enzy-Prime with me — I felt comfortable enjoying meals while using Enzy-Prime as part of my routine to support digestive comfort.\* Results may vary.

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# How To Present This New Product Using The Sales Stages

## 04

### Offer a Solution

Goal: Gently guide the customer toward the product and provide a recommendation.

Example: "Its compact format makes it easy to have a solution on hand — anytime, anywhere."

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## 05

### Introduce the Product: "Try it and see for yourself!"

Goal: Overcome the "I 'm not sure it will work for me" hesitation and encourage a trial.

Example: "Take it with you to a party, or use it before a big meal — and see how it works for you!"

## 06

### Additional Sales

Goal: Increase sales volume by offering complementary options.

Example: "For added digestive support, some people like pairing it with Super-Flora.\*

## 07

### Call to Action: Purchase

Example: "I'll send you the link — you can easily and conveniently place your order for Enzy-Prime there."\*

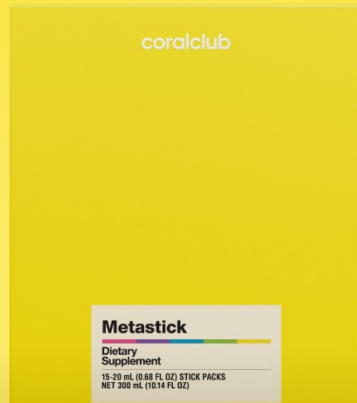
## How to Combine Enzy-Prime with Other Coral Club Products for Enhanced Results



### Enzy-Prime + Super-Flora\*

A comprehensive approach to digestive support. The synbiotic (probiotics + prebiotics) helps maintain a healthy balance of gut microflora and may support intestinal health. Together, they support nutrient absorption and overall digestive comfort.

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### Enzy-Prime + Metastick\*

An effective combination for digestive balance. Metastick does not contain live bacteria, but instead, postbiotic metabolites — active compounds that start working quickly. Together, they support healthy gut balance, comfortable digestion, a healthy microbiota environment, gentle digestive motility, and nutrient breakdown.\*



# How To Talk To Your Teams About This New Product



01. Demonstrate through personal experience by sharing how you incorporate the product into your routine.





## 02. Calculate the Benefit for Building Sales Turnover:



Compare this new product with its counterparts:

Enzy-Prime \*— Well-suited for individuals with varied eating habits (on-the-go, inconsistent mealtimes, or mixed diets) who may benefit from added digestive support.

Assimilator \*— A good option for those seeking gentle, daily enzyme support as part of a healthy diet.

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Show how to combine these products to increase sales:

Enzy-Prime + Super-Flora\* — can be paired to support digestive comfort and a balance of gut microflora.

### 03. Provide Tools for Recruiting and Supporting Customers



Target Audience analysis



Questions & Answers



Create a Shared Collection of Results †



Social Media

†Results may vary. Personal experiences should not include disease claims or imply guaranteed outcomes.





# Social Media Promotion Tools



Short vertical videos  
to attract your target audience



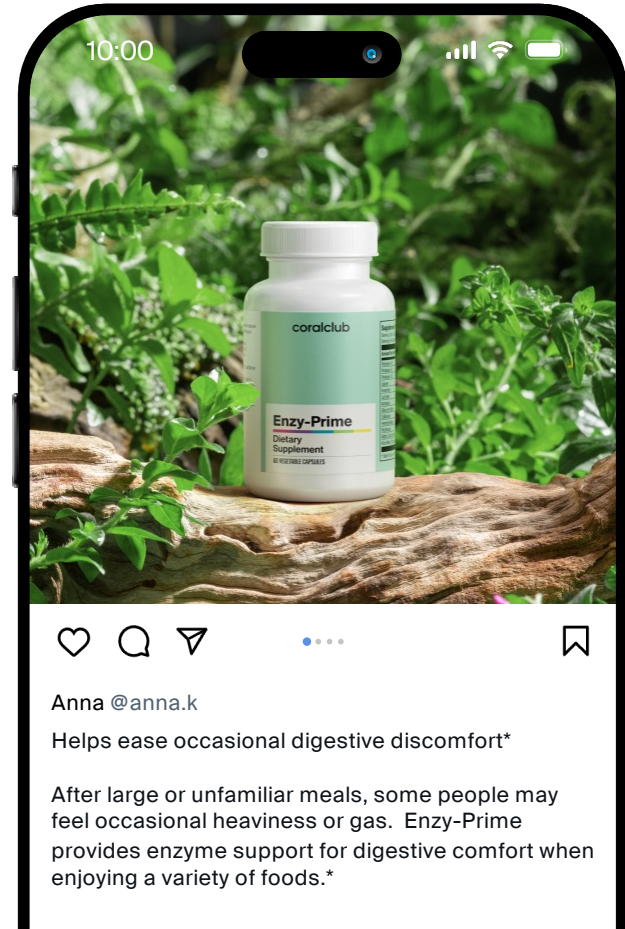
Stories, posts, and live streams  
to engage and warm up your followers

How to use these content formats effectively:

→ Apply compliant storytelling and value-based messaging to create engaging content about Enzy-Prime.

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Note: Results may vary. Personal experiences should not include disease claims or imply guaranteed outcomes



A<sup>①</sup>

Attention

I<sup>②</sup>

Interest

D<sup>③</sup>

Desire

A<sup>④</sup>

Action

① Attention. At the first stage, it's important to grab the user's attention.

Example: "Ever feel a bit uncomfortable after a big meal or when trying new foods?"

② Interest. Once you have attention, build interest by highlighting a common need. Emphasize the need.

Example: "What if I told you there were simple daily habits that could support more comfortable digestion?"

③ Desire. According to the AIDA model, desire arises from showing value, heightened interest, and motivation to get the product.

Example: "Enzy-Prime is a complex of 10 enzymes that supports comfortable digestion.\*"

④ Action. For your content to drive conversions, include a clear next step for the user.

Example: "By the way, I share digestive health and wellness tips on my Telegram channel. The link is in my profile bio – check it out!"



P<sup>①</sup>

Problem

① Problem. Identify your audience's need.

Example: "Do you feel heavy or uncomfortable after eating?"

Occasional bloating affecting how you feel? Bloating and heartburn ruining your mood and draining your energy?"

A<sup>②</sup>

Agitation

② Agitation. Show the consequences and dive deeper into the problem.

Example: "Imagine how this impacts your day....feeling sluggish, avoiding certain foods, or not enjoying meals the same way. No one wants that."

S<sup>③</sup>

Solution

③ Solution. Example: "Enzy-prime is a blend of 10 enzymes that support comfortable digestion.\* It's designed for use with meals and can be a helpful part of your routine."

## 04. Develop a Product Promotion Strategy



### For Consumers:

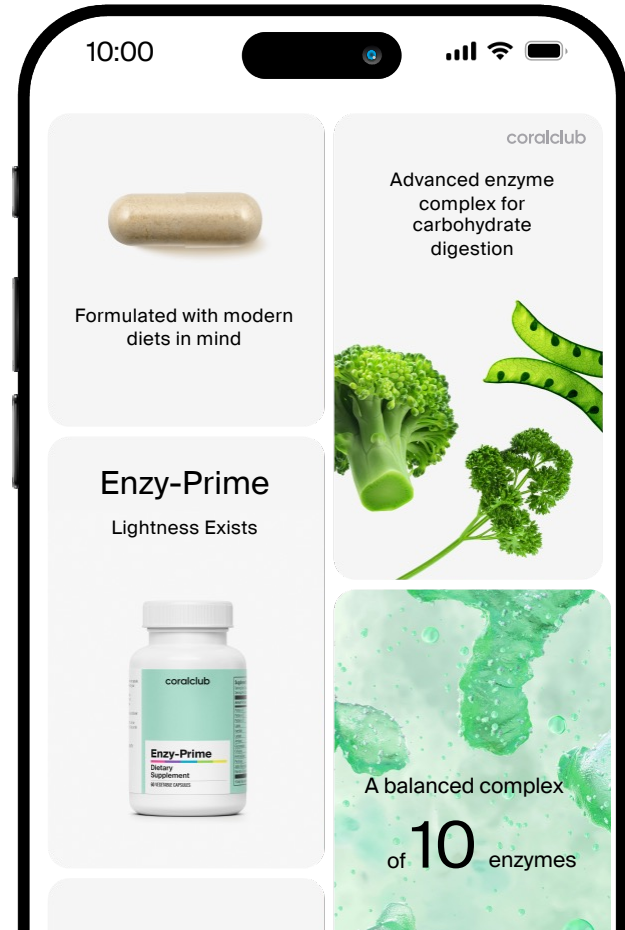
Information cards, live streams with product experiences and tips +



### For Distributors:

Product training sessions, webinars with experts, presentations, and distributor education materials

†Personal experiences vary and should not imply typical or guaranteed outcomes.





## How is it different from probiotics?

Probiotics help maintain a healthy balance of gut microflora over time.\*  
Enzy-Prime, on the other hand, is designed for use with meals to support digestive comfort.\*

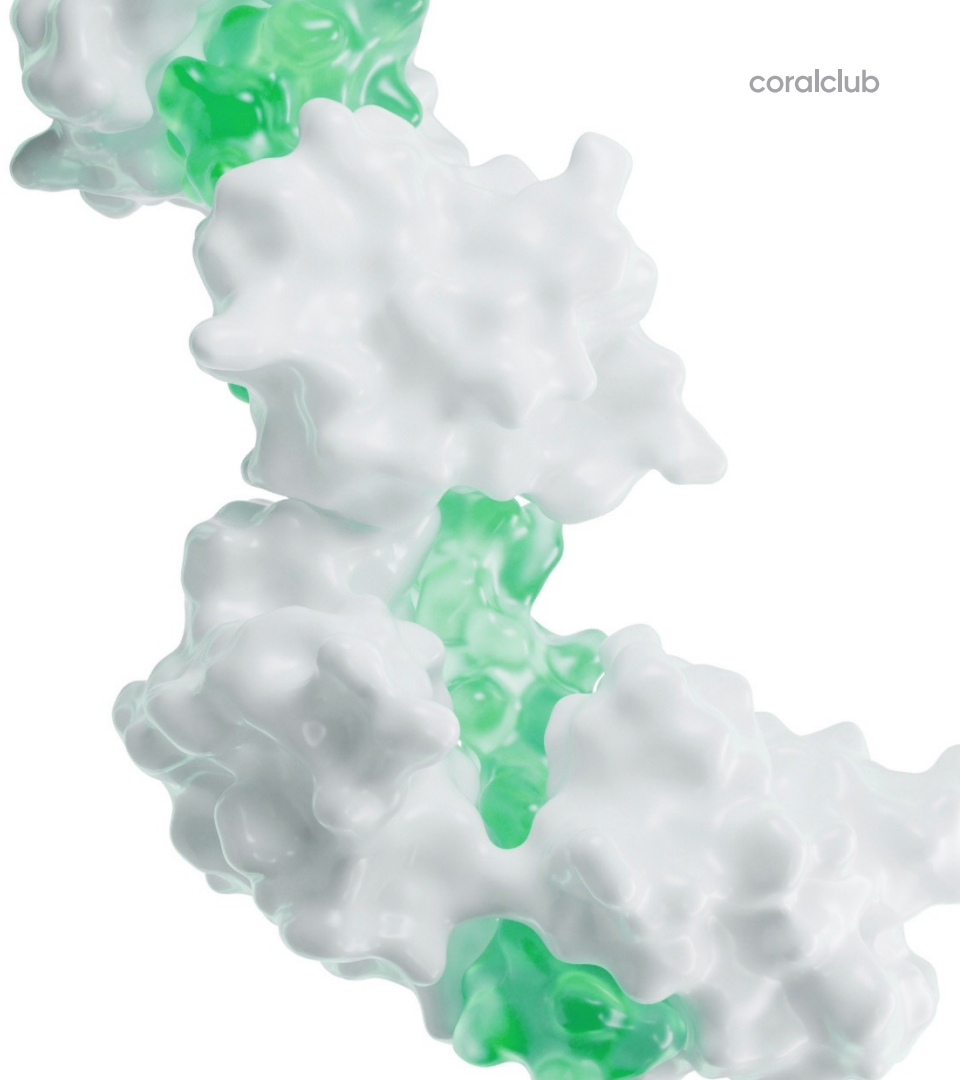
## Why take it if I already use other (digestive) products from Coral Club?

Many of our other products provide broader daily digestive wellness\*  
Enzy-Prime is more targeted – ideal for occasions when your eating routine varies (e.g., heavier meals, travel, social events) to support digestive comfort.\*

## How is Enzy-Prime different from Assimilator?

Assimilator\* is a daily option that offers gentle enzyme support as part of a balanced diet.\* Enzy-Prime\* includes a broader enzyme blend designed to help break down a wider variety of foods, including those common in modern eating patterns. If your eating routine often includes eating on the go, heavier meals, or more diverse food choices, Enzy-Prime may be a more suitable option for those occasions. It features an expanded enzyme complex designed to help with the breakdown of carbohydrates and other food components and is formulated with the modern diet in mind.

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# Distribution Materials

- Product Video
- New Product Webinar
- Information Cards – B2C-presentation
- "How to talk about Enzy-Prime" Presentation
- Content Library

