



A LINE WITH  
ZERO CHANCE  
OF LOSING  
SALES



ZERO SUGAR

Good To  
BE WELL



**“Healthy Lifestyle Calls for  
Healthy Food Trends”**

# Consumers want and the market demands.

Healthy products have come to stay.

- In the last five years SALES OF HEALTHY PRODUCTS have grown by an average of 12.3% per year.<sup>1</sup>
- 79% of people prefer to substitute conventional foods for more nutritious foods.<sup>1</sup>
- 62% of Brazilians agree to pay more for healthy ingredients.<sup>2</sup>
- 45% of consumers consider products with healthier ingredients, more interesting.<sup>2</sup>

## Who are the consumers?

### PEOPLE ABOVE 30 YEARS

focused on healthy food and supplements such as collagen and hibiscus.

### PHYSICAL ACTIVITY PRACTITIONERS

that need to complete the diet with supplements.

### DIETS WITH FOOD RESTRICTIONS

such as diabetes, hypertension and high cholesterol.

### OBESES, PEOPLE WITH INTOLERANCE OR FOOD ALLERGY.



Products with high turnover and consumption



More rentable



Respect for the environment



Strong and passionate brand



Recognized Quality Erlan



# LIVEFIT ERLAN, A MORE NATURAL AND HEALTHY LINE.

Since 1956 ERLAN has made history as a benchmark of quality and flavor in the food market. Today, a new challenge is to help build a healthier world through a "CLEAN LABEL" product line, which uses natural ingredients with recognized health benefits in its formulations.

A world where fitness expressions like: no gluten, no sugar, source of fiber, source of vitamins, vegan, low sodium, source of protein among others are very used and desired by consumers.





ZERO SUGAR

HEALTHY  
PRODUCTS  
ARE  
HIGH  
FASHIONABLE

It is the signal of our vision to supply consumers with products made with ingredients that contribute to weight control, sports nutrition, digestive and cardiovascular health. All perfectly aligned with the new market trends, combined with the modern and healthy way of living.



# LIVEFIT ZERO SUGAR CANDIES

HEALTHY INGREDIENTS WITH AN INTENSE COMBINATION OF FLAVORS.



## HIBISCO + WITH COLLAGEN + CRANBERRY

VITAMIN C ALLIED TO HYDROLYZED COLLAGEN HAS A FAST ABSORPTION, ALSO BENEFIT FOR SKIN AND ENTIRE BODY.

### BENEFITS:

**Hibisco:** by its action on metabolism, it acts as a great ally in weight loss.

**Hydrolyzed collagen:** forms the fibers that support the skin, hair, nails, bones and cartilage.



## GREEN TEA (MATCHA) + LEMON

A NATURAL DETOX WITH MORE CHLOROPHYLL, 10 TIMES MORE ANTIOXIDANT THAN ORDINARY GREEN TEA. WITH CHIA OIL (OMEGA 3) IT HELPS TO INCREASE SATIETY.

### BENEFITS:

**Green Tea:** helps burning fat, regulates the intestine, fights constipation, controls blood sugar levels and regulates high blood pressure.

**Chia oil (linolenic acid - Omega 3):** is an important agent in the protection of cardiovascular and cerebral health.



CRAVING SWEETS!  
OR ANY TIME OF  
YOUR DAY.

1 PACKAGE  
= 6 ZERO SUGAR CANDIES



NATURAL FLAVOURS  
ZERO GLUTEN\*\*  
ZERO COLOR  
ZERO TRANS FAT  
ZERO ADDITION OF SUGAR\*

### CITRUS + VITAMIN C + MENTOL

A POWERFUL ANTIOXIDANT, SOURCE OF VITAMIN C AND THE MOST REFRESHING TASTE.

#### BENEFITS:

**Vitamin C or ascorbic acid:** it is an antioxidant that protects cells from free radicals and causes cell aging.



### GINGER WITH PROPOLIS + HONEY + LEMON

NATURAL GINGER WITH PROPOLIS EXTRACT TO TAKE CARE OF HEALTH.

#### BENEFITS:

**Ginger:** helps to lose weight, combat bad digestion, heartburn, nausea, gastritis, cold, high cholesterol, high blood pressure, cough, muscle aches, blood circulation problems and arthritis.

**Propolis Extract:** Accelerates tissue regeneration, healing and treats sore throat, flu, sinusitis and respiratory problems, including cough.



#### COD. DESCRIÇÃO

171006 Bala Dura Live Fit Mix Zero Açúcar – Hibisco sabor Cranberry; Chá Verde sabor Limão; Citrus mentolada; Gengibre com Própolis sabor Mel e Limão

PC./ QTD./  
PESO

PALLET

CÓD. BARRAS  
CAIXA

7789607708010/4

#### DESCRIÇÃO

DESCRIÇÃO	CÓD. BARRAS UNIDADE	CÓD. BARRAS BAG 24g	CÓD. BARRAS DISPLAY
Bala Dura Zero Açúcar Hibisco, Cranberry	789607707970/3	789607707937/6	789607708005/1
Bala Dura Zero Açúcar Chá verde, Limão	789607707971/0	789607707938/3	789607708007/5
Bala Dura Zero Açúcar Vitamina C, Citrus Mentolada	789607707972/7	789607707939/0	789607708008/2
Bala Dura Zero Açúcar Gengibre, Própolis, Mel e Limão	789607707973/4	789607707940/6	789607708006/8



# CHOCOLATES LIVEFIT

DELICIOUS ZERO SUGAR TABLETS FOR THOSE WHO FOLLOW CONTROLLED DIETS.

## CHOCOLATE 55% COCOA ZERO SUGAR

INTENSE IN FLAVOR AND IDEAL FOR THOSE WHO FOLLOW SUGAR RESTRICTIONS.

### BENEFITS:

Bitter chocolate, which has more than 50% cocoa, has a high content of flavonoids, antioxidants that help reduce the risk of cardiovascular diseases. Ours has 55% and also no added sugar!

ZERO LACTOSE  
ZERO SODIUM

114 KCAL



## MILK CHOCOLATE

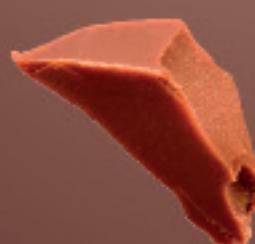
PERFECT FOR ANY TIME OF YOUR DAY.

### BENEFITS:

It improves mood, combats depression and anxiety, as well as being highly energetic and without sugar addiction.

CONTAINS LACTOSE  
LOW SODIUM

117 KCAL



\*This is not a food reduced in energy value.  
This product may cause a laxative effect if consumed in large quantities.



ZERO GLUTEN  
ZERO  
SUGAR ADDITION\*



## MILK CHOCOLATE WITH WHEY

ZERO SUGAR PROTEIN SOURCE FOR PEOPLE OF ALL AGES.

### BENEFITS:

Isolate Whey Protein: recommended for men and women and not just athletes. It is a source of protein presenting an amino acid profile that helps in gaining muscle mass. A crunchy and sugar-free option to replenish nutrients.

ISOLATED WHEY PROTEIN  
ISOLATE CRISPY SOY PROTEIN  
30% PROTEIN - 6G PROTEIN / BAR

110 KCAL

## WHITE CHOCOLATE

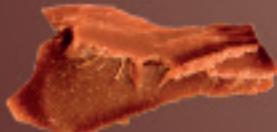
SAME FLAVOR WITH 27% REDUCTION IN ENERGY.

### BENEFITS:

It uses skinned milk, with no added sugar and 27% reduced energy value when compared to Erlan's white chocolate.

CONTAINS LACTOSE  
VERY LOW SODIUM CONTENT

102 KCAL



### COD. DESCRIÇÃO

PC. / QTD./ PESO	PALLET	CÓD. BARRAS UNIDADE	CÓD. BARRAS DISPLAY	CÓD. BARRAS CAIXA
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175001 Tablete Chocolate ao Leite Zero açúcar	CX. 4x12x20g	270	789607707958/1	789607707962/8	7789607707966/5
175002 Tablete Chocolate ao Leite com Whey Protein Zero açúcar	CX. 4x12x20g	270	789607707959/8	789607707963/5	7789607707967/2
175003 Tablete Chocolate Branco Zero Açúcar	CX. 4x12x20g	270	789607707960/4	789607707964/2	7789607707968/9
175004 Tablete Chocolate 55% Cacau Zero Açúcar	CX. 4x12x20g	270	789607707961/1	789607707965/9	7789607707969/6



# NUTS MIXED BARS LIVEFIT ZERO SUGAR

THE PERFECT COMBINATION OF NUTS, FRUITS AND FIBERS IN AN INNOVATIVE RECIPE WITH NO ADDED SUGAR.



## MIXED NUTS + BANANA + DRY FRUITS

NATURALLY DELICIOUS.

### VEGAN BAR

NO ARTIFICIAL FLAVORS, FRUIT FLAVOR  
SOURCE OF FIBER (LINSEED AND PASSION FRUIT FLOUR)



## MIXED NUTS + APRICOT + DRY FRUIT

MORE FLAVOR AND BALANCE IN YOUR DAY TO DAY.



\*As all food in this category contains sugars specific to the ingredients.  
This is not a food reduced in energy value.



VEGAN BAR  
ZERO GLUTEN  
ZERO COLOR  
ZERO LACTOSE  
ZERO SUGAR ADDITION

## MIXED NUTS + CRANBERRY + DRY FRUIT

RICH IN ANTIOXIDANTS, EFFECTIVE IN COMBATING AGING.



### VEGAN BAR

SOURCE OF FIBER (LINSEED AND PASSION FRUIT FLOUR)  
NO ARTIFICIAL FLAVOR, FRUIT FLAVOR



## MIXED NUTS + HIBISCO + DRIED FRUIT

GOOD SOURCE OF FIBER AND FLAVOR. A SPECIAL FLAVOR TO HAVE WITH YOU.



### VEGAN BAR

SOURCE OF FIBER (LINSEED AND PASSION FRUIT FLOUR)  
NO ARTIFICIAL FLAVOR, FRUIT FLAVOR

A SOURCE OF FIBERS  
IN A FLOWPACK PACKAGE THAT MAKES  
THE PRODUCT INTERESTING FOR THE  
CONSUMER WHO WANTS PRACTICALITY  
AND FUNCTIONALITY.



COD.	DESCRÍÇÃO	PC./ QTD./ PESO	PALLET	CÓD. BARRAS UNIDADE	CÓD. BARRAS DISPLAY	CÓD. BARRAS CAIXA
178006	Barra de Castanhas, Cranberry e Frutas Secas Sem Açúcar	CX 6x12x25g	75	789607707983/3	789607707992/5	7789607708001/2
178007	Barra de Castanhas, Banana e Frutas Secas Sem Açúcar	CX 6x12x25g	75	789607707984/0	789607707993/2	7789607708002/9
178008	Barra de Castanhas, Damasco e Frutas Secas Sem Açúcar	CX 6x12x25g	75	789607707985/7	789607707994/9	7789607708003/6
178009	Barra de Castanhas, Hibisco e Frutas Secas Sem Açúcar	CX 6x12x25g	75	789607707986/4	789607707995/6	7789607708004/3



# ZERO SUGAR LIVEFIT BARS

TASTE HEALTHY TO TAKE TO WORK, SCHOOL, ON TRIPS AND EVERYWHERE YOU WANT.

## BANANA WITH WHEY ZERO SUGAR

PROTEIN AND LOTS OF FLAVORS TO HAVE ON HAND, WITHOUT WASTING TIME.

### WHEY PROTEIN

15% ISOLATED PROTEIN  
FROM WHEY MILK



## BANANA, AÇAÍ AND GUARANÁ ZERO SUGAR

IRRESISTIBLE AND NUTRITIONALLY BALANCED FOR ACTIVE DAYS OF DEMANDING PEOPLE.

### VEGAN BAR

NATURAL INGREDIENTS BANANA AND AÇAÍ  
PULPS AND GUARANÁ POWDER  
FRUIT FLAVOR



\*As all food in this category contains sugars specific to the ingredients.  
This is not a food reduced in energy value.





NO ARTIFICIAL FLAVOUR  
ZERO GLUTEN  
ZERO COLOR  
ZERO LACTOSE  
ZERO SUGAR ADDITION\*



## PEANUT WITH ZERO SUGAR CHOCOLATE

HEALTH, ENERGY AND FLAVOR WITH HIGH FIBER  
CONTENT TO INCREASE SATIETY.



**ZERO LACTOSE VEGAN BAR**  
SOURCE OF OMEGA 3 (CHIA FLOUR)\*  
SUCRALOSE SWEETENER  
COVERED WITH BITTERSWEET ZERO  
SUGAR CHOCOLATE

## BANANA + PRUNE + NUTS + CHOCOLATE

A DELICIOUS WAY TO ACCOMPLISH  
THAT SWEET CRAVING AFTER LUNCH,  
WITH NO GUILT AND ZERO SUGAR.

### ZERO LACTOSE VEGAN BAR

FIBER SOURCE  
COVERED WITH BITTERSWEET ZERO SUGAR CHOCOLATE



### COD. DESCRIÇÃO

178001	Barra de Banana Sem Açúcar com Whey Protein Sabor Baunilha
178003	Barra de Banana com Açaí e Guaraná Sem Açúcar
178004	Barra de Amendoim com Chocolate Sem Açúcar
178005	Barra de Banana, Ameixa e Castanhas com Cob. Choc. Meio Amargo Sem Açúcar

PC./ QTD./ PESO	PALLET	CÓD. BARRAS UNIDADE	CÓD. BARRAS DISPLAY	CÓD. BARRAS CAIXA
CX 6x12x25g	75	789607707978/9	789607707987/1	7789607707996/2
CX 6x12x25g	75	789607707980/2	789607707989/5	7789607707998/6
CX 6x12x25g	75	789607707981/9	789607707990/1	7789607707999/3
CX 6x12x25g	75	789607707982/6	789607707991/8	7789607708000/5



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