


PRODUCT INFORMATION

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| Product name | Bitter Gourt (Goya) Stick | | |
| contents | 90g(3g X 30 stick) | Date of release | Jan., 2005 |
| Suggested retail | 3,800 yen | UPC code | 4 958349 240105 |
| expiry | 2 years from the date of production | Units/case | 20 |
| dimension mm | 50×135×105 (L×W×H) | Product weight | 155g |
| Case dimension mm | 270×580×125 (L×W×H) | Case weight | 5kg |
| classification | Bitter gourt extract processed food | Product figure | granule |
| efficacy | Useful component is being extracted from Okinawa origin bitter gourt by our own bio-technology method. Makes it possible to intake useful component of bitter gourt, which controls blood sugar level, high blood pressure, improves arteriosclerotic. Also, conjugation linoleic acid, contained in bitter gourt seed activate enzyme lipase which is inevitable for fat breakdown and prevent synthesis of of once broken down fat. | | |
| description | Made in Okinawa bitter gourt(Goya) whole, including its seeds, is processed into easy to intake granule type product |  | |
| ingredients | Bitter gourt extract powder (dextrin, bitter gourt extract), anhydrous dextrose, barley browse, V.C., sucralose | | |
| dosage | Consume one stick per day with water or lukewarm water | | |
| Nutrition facts | <ul style="list-style-type: none"> <li style="width: 33%;">• energy 11.6kcal <li style="width: 33%;">• protein 0.2g <li style="width: 33%;">• fat 0.1g <li style="width: 33%;">• carbohydrate 2.5g <li style="width: 33%;">• sodium 1.1 mg <li style="width: 33%;">• vitamin C 240mg | | |
| Catch phrase | ‘Okinawa energy’ from within | | |
| Sales points | Bitter gourt(goya), long been known in Okinawa as healthy vegetable is originally processed into easy to intake granule type product. Add vitaminC to control its original bitter taste. Granule also is good for digestion and absorb the useful componet. Recommended for all member of family for easy health maintainance. | | |
| marketability | Compared with 10 years ago, people are suffer more and more on conventional diseases such as high blood pressure, heart disease, diabetes. This is because intake of vegetable is not enough and meat related foods gains its share in a great deal. It is said that adult human being need to digest at least 300g of vegetable a day. This will be easier to do with this kind of functional foods and it draws much attention nowadays. | | |
| notes | Follows the intake instruction. Cannot expect the higher effect by more than usual intake. Categorized as normal health food, not officially certified by Ministry of Welfare and Health | | |