

Training:

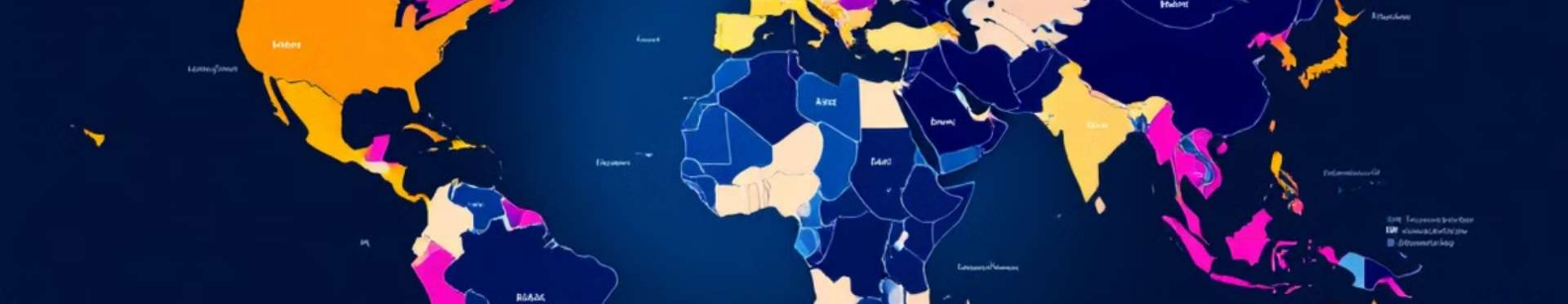
VIHO® OBEGlutide SPRAY

Welcome to this comprehensive training on VIHO OBEGlutide SPRAY. This program is designed to provide the sales team with a complete overview of obesity, its causes, current treatments, and how our innovative product, VIHO OBEGlutide SPRAY, addresses market needs.

Throughout this presentation, we will explore the global obesity epidemic, its impact on health, the main causes, the associated economic costs, and future projections. Additionally, we will delve into the key hormones involved in weight control, the incretin system, emotional state, and energy metabolism.

FR by **Fernando Rueda**





Global Obesity Burden

39%

Overweight Adults

An alarming percentage of the global adult population falls into this category.

13%

Obese Adults

A significant proportion of adults suffer from obesity worldwide.

2X

Increase Since 1980

The prevalence of obesity has doubled since 1980, indicating a concerning growth.

Kenya Obesity Burden

20,5%

Overweight Adults

9,1%

Obese Adults

43.4% of women and 34% of men are overweight or obese.

Impact on Health



Type 2 Diabetes

Obesity significantly increases the risk of developing type 2 diabetes.



Cardiovascular Diseases

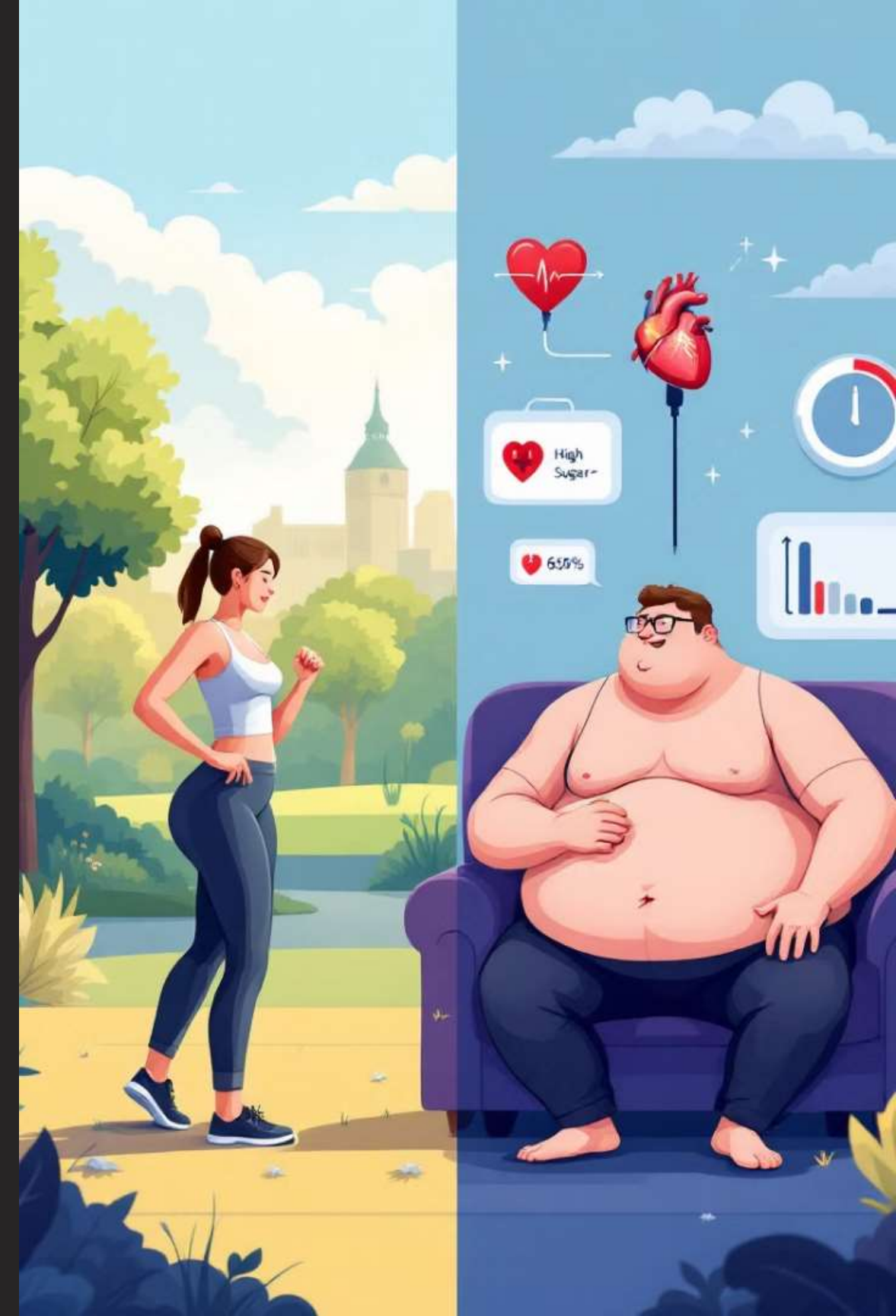
Excess weight is a major risk factor for heart problems.



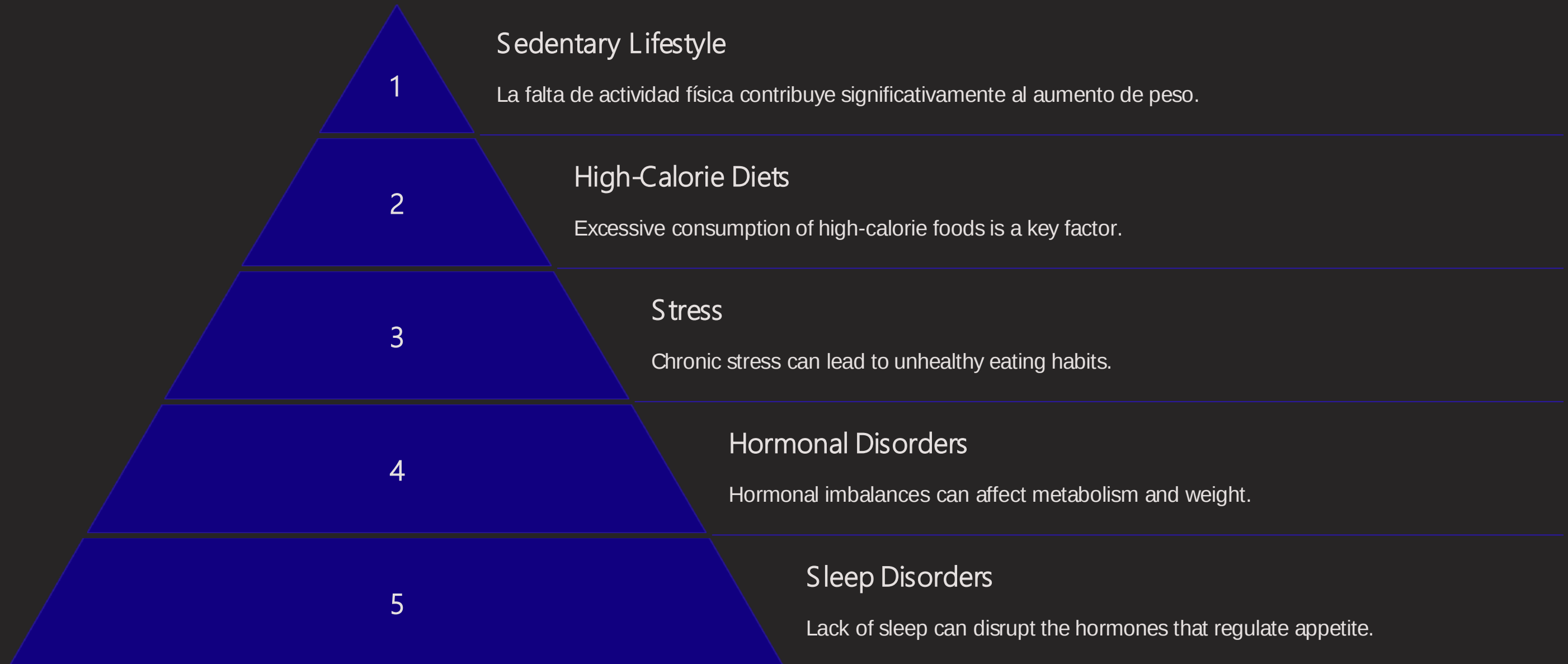
Cancer

Certain types of cancer are associated with obesity.

Reduced Life Expectancy: 5–10 years.



Main Causes of Obesity



Economic Costs of Obesity

Global Financial Impact

2 trillion dollars annually.

This astronomical figure reflects the enormous economic cost that obesity imposes globally, affecting both individuals and healthcare systems, as well as entire economies.

Strain on Healthcare Systems

Obesity places significant pressure on healthcare resources, increasing the demand for medical services and treatments associated with health complications related to excess weight.

Future Projections of Obesity

1

2023

Current Situation

2

2025

Progressive Increase

3

2030

>50% with overweight/obesity

Projections for 2030 are alarming, indicating that more than half of the global population could be overweight or obese if effective measures are not taken.

Key Hormones in Weight Control

GLP-1

It promotes satiety and stimulates insulin production.

Leptin

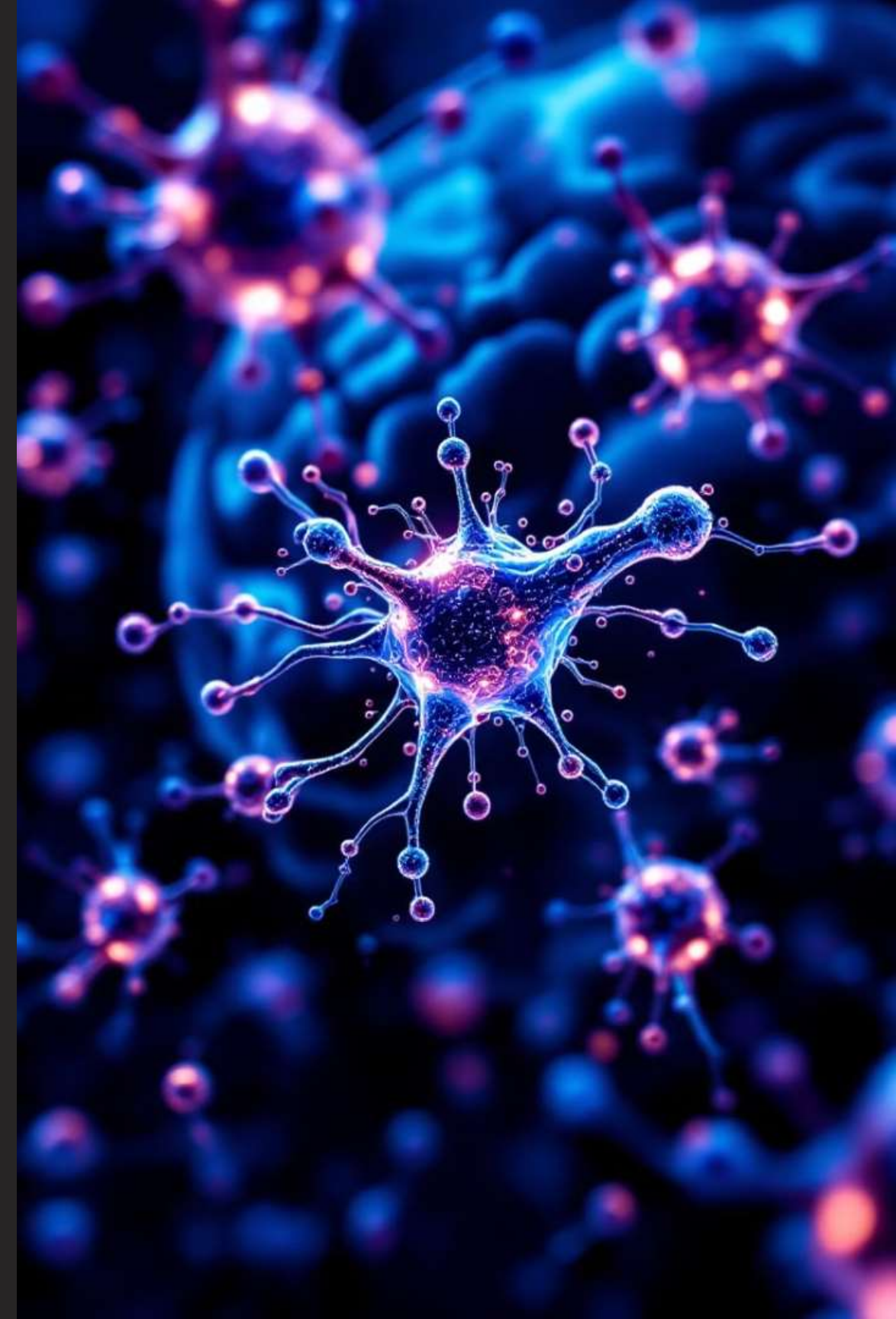
Satiety hormone. It regulates energy balance and long-term feelings of fullness.

CCK (Cholecystokinin)

It is involved in digestion and promotes short-term feelings of fullness.

Grelin

Known as the "hunger hormone," it stimulates appetite.





Incretin System

1

GLP-1

It stimulates insulin production and reduces glucagon production.

2

GIP

Promotes insulin secretion in response to glucose.

3

Effects

Blood sugar control and increased satiety.

Emotional State and Weight Regulation

Serotonin

Improves mood and reduces cravings.

Serotonin plays a crucial role in mood regulation and can significantly influence eating habits, helping to reduce cravings for unhealthy foods.

Cortisol

Stress and Fat Accumulation.

Cortisol, known as the stress hormone, can promote fat accumulation, especially in the abdominal area, when its levels remain elevated for prolonged periods.



Innovation in Obesity Treatment

We present a revolutionary new solution for weight control that combines efficacy, safety, and accessibility. Throughout this presentation, we will explore the current landscape of obesity treatment and how our innovative product is poised to transform the market.

Current Options

Pharmacological

- rGLP-1 Agonists
- Orlistat
- Weight-loss medications, others

Non-pharmacological

- Surgery
- Diets

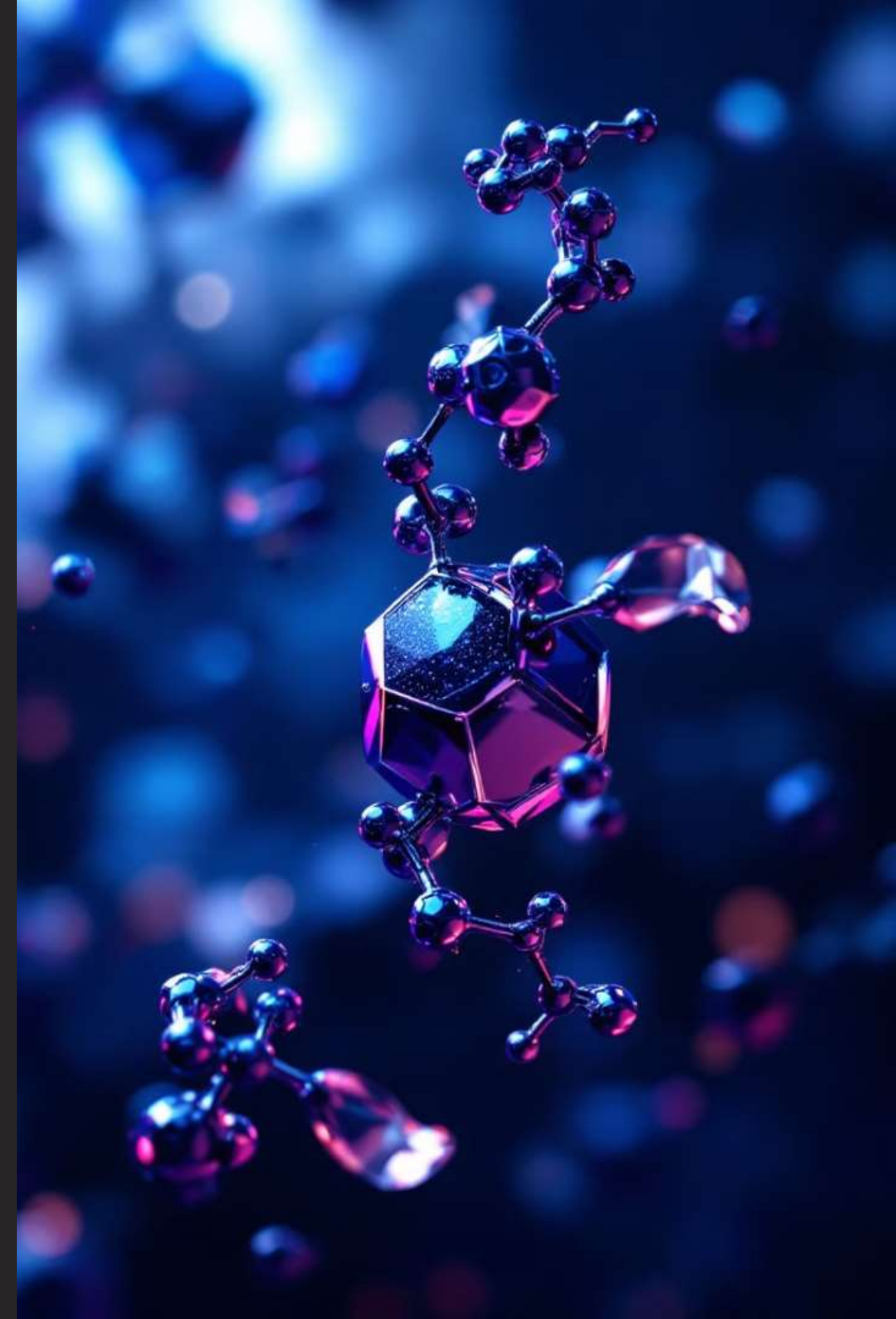
GLP-1 Agonists

Liraglutide and semaglutide

These medications work by promoting satiety in patients.

Limitations

They present challenges such as high costs and notable side effects.



Obeglutide Spray: Innovation in Weight Control

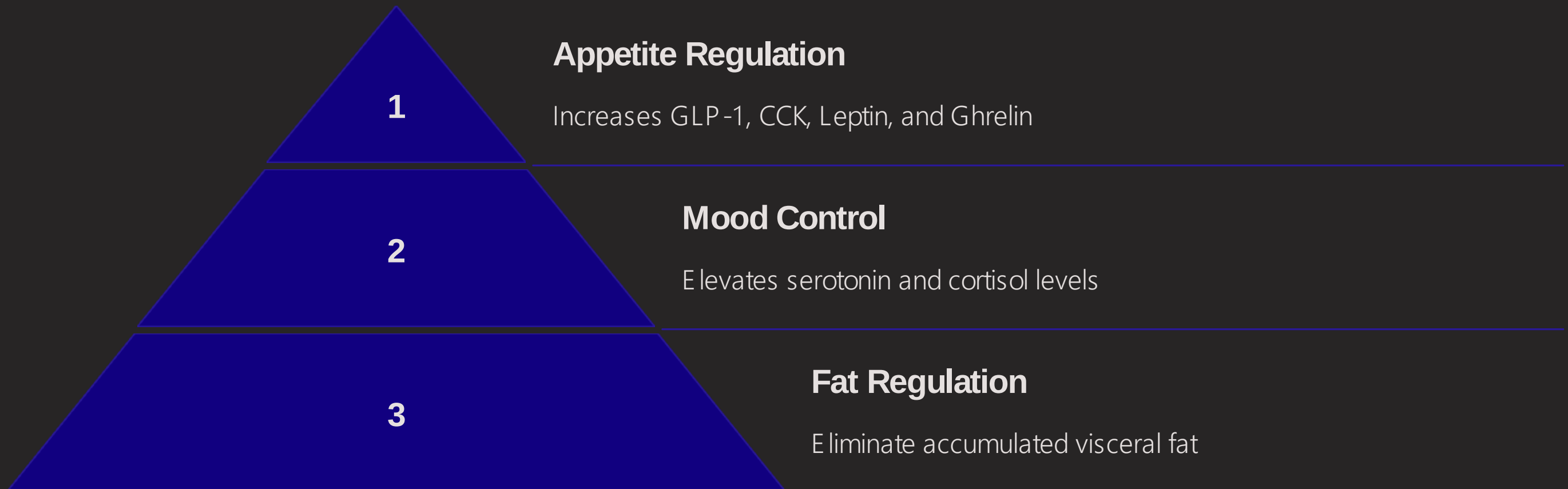
Revolutionizing weight management with advanced science and proven efficacy.

A safe and effective solution for healthcare professionals.

 by Fernando Rueda



Viho® Obeglutide Spray, unique in its action on the key factors of weight control.



What Obeglutide Offers



Safe Weight Loss



Increase in Energy



Prolonged Satiety

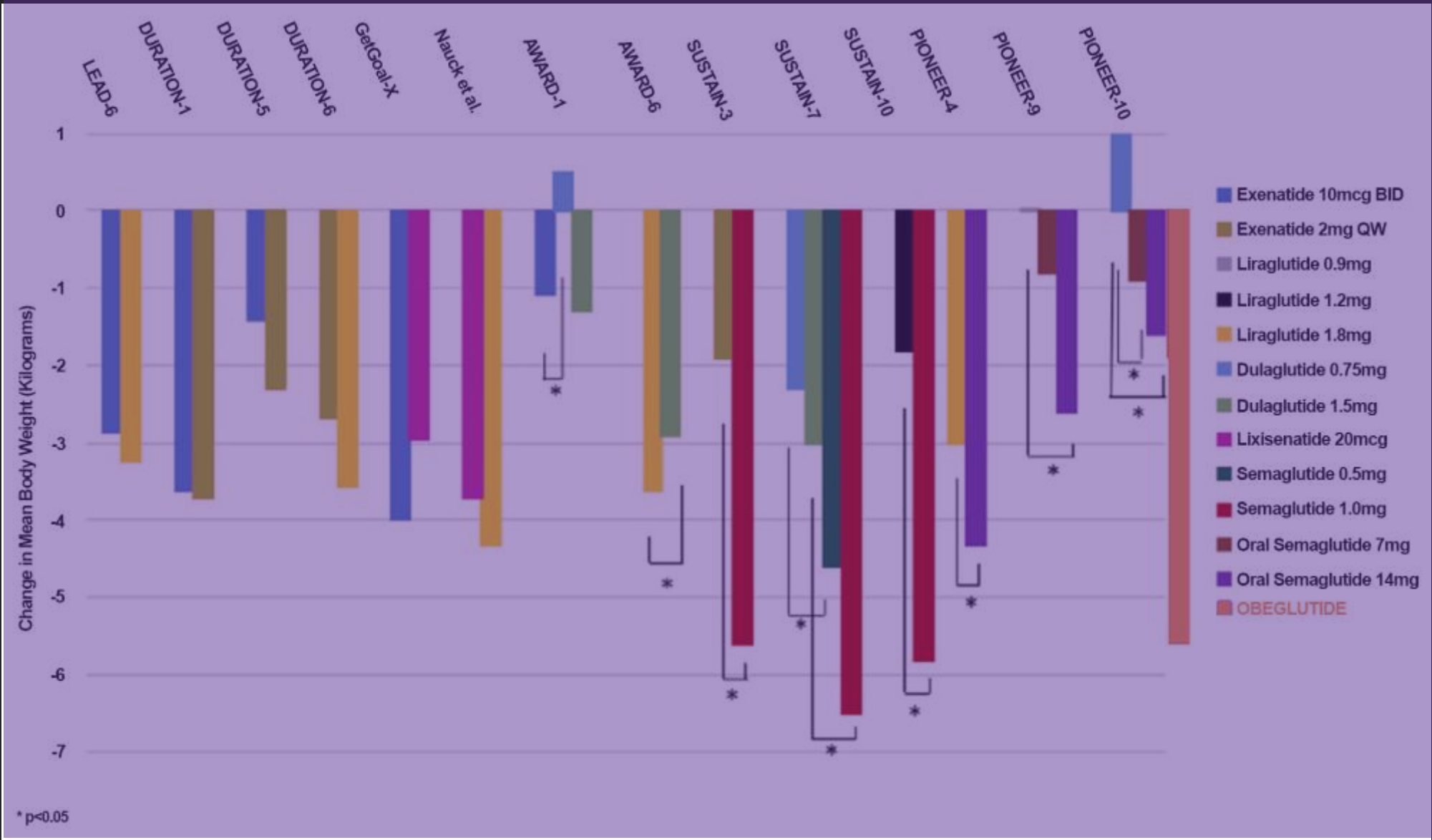


Appetite and Stress Control



Clinical Comparison

Same Efficacy



Kg Lost

The data indicates that OBEGLUTIDE® has an efficacy comparable to liraglutide and semaglutide, with an average weight reduction of 5.4 kg.

0

Adverse Effects

No significant adverse effects were reported during the clinical study, unlike with GLP-1.

Clinical Comparison

Product	Dosage	Dosage Form	Approved for	Patient	Other Benefits	Adverse effects
Ozempic (Semaglutide)	1 weekly		Type 2 Diabetes		Heart, Kidneys, weight loss	Nausea Diarrhea Vomiting Headache Psychological problems Suicide
Rybelsus (Semaglutide)	1 Daily		Type 2 Diabetes		Heart, Kidneys, weight loss	
Wegovy (Semaglutide)	1 weekly		Weight Loss		Weight loss	
Trulicity (Dulaglutide)	1 weekly		Type 2 Diabetes		N/A	
Victoza (Liraglutide)	1 Daily		Type 2 Diabetes		Heart, Kidneys, weight loss	
Saxenda (Liraglutide)	1 Daily		Weight Loss		Heart, Kidneys, weight loss	
Byetta (Exenatide)	2 Daily		Type 2 Diabetes		N/A	
Bydureon BCise (Exenatide)	1 weekly		Type 2 Diabetes		Weight loss	
Mounjaro (Tirzepatide)	1 weekly		Type 2 Diabetes		Weight loss	
Slender IO (SlendIO)	1 Daily		Diabesity		Weight loss	N/A

Viho® Obeglutide Spray

- Similar efficacy.
- No adverse effects.
- No risks.
- No injections.
- Treats the causes.
- Does not alter the system.



VS
rGLP-1 Agonists



Market Segments

All patients with overweight and obesity, whether they are aware of GLP-1 or not.

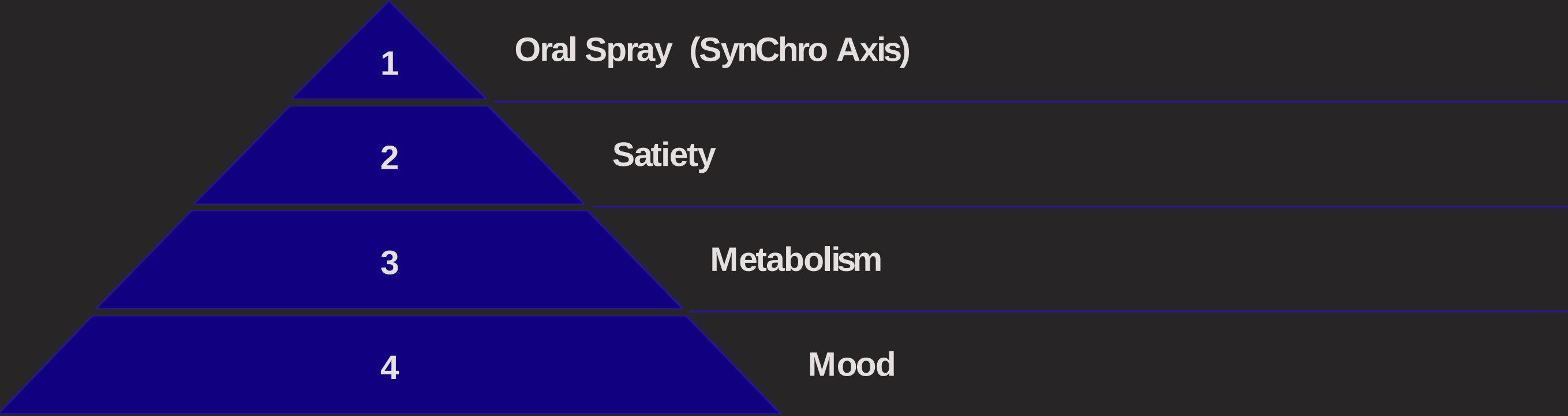
An important segment of patients seeking non-injectable alternatives for obesity treatment.

People with previous side effects or who have discontinued the treatment.

Those who have experienced side effects with other treatments and are looking for safer options.



Product Introduction



Our innovative oral spray offers a comprehensive solution for weight control, addressing multiple aspects of the patient's health.

Synchro Axis Technology

1

Immediate absorption

The technology allows for rapid absorption of the product into the body.

2

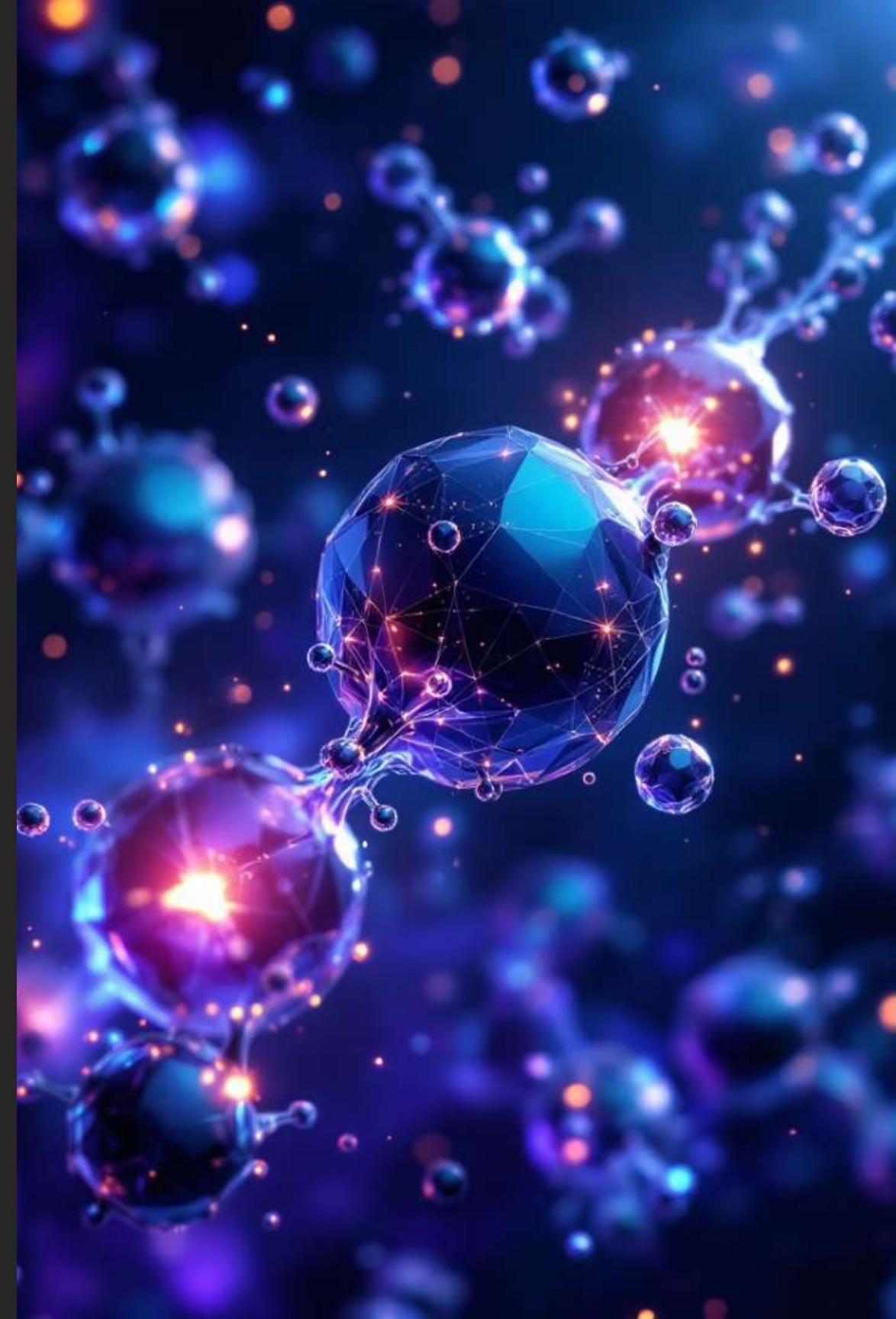
Greater bioavailability

A higher presence of the active ingredient in the body is achieved.

3

Improves biophysical properties

Optimization of the product's characteristics for greater efficacy at lower doses.



Advantages of this technology

1

Rapid Absorption

Directly into the bloodstream

2

Higher Bioavailability

+20% compared to capsules or pills, similar to injectable forms.

3

Convenient Use

Easy application at any time

Lower dose requirement to achieve maximum efficacy





Clinical Evidence

1

Study Start

Obese Patients with BMI > 30

2

First 4 weeks

Results: 5.42 kg of weight loss on average within the first 4 weeks.

3

Data Analysis

Confirmation of the product's efficacy and safety.



Viho® Obeglutide Spray: Together, We Transform Lives

6 Daily Pushes

Effective control of the scale

3 Pre-Meal Pushes

30 minutes before the main meal

3 Flexible Pushes

Throughout the day to eliminate cravings

Competitive Advantages and Sales

Competitive Advantages

- Same efficacy as existing treatments
- No reported side effects
- Affordable and non-invasive

Key Messages

- Safety
- Efficacy
- Accessibility



Viho®Obeglutide Spray

Key Messages:

- No Injections
- Comfortable
- Affordable
- Safe
- No Side Effects



Available Tools and Actions

- **Introduction to Innovation in Weight Control for the Sales Force**
- **Training courses for each target.**
- Online Course: Expert in Nutrition and Advanced Weight Control
- Professional Coach Course in Personal Trainer, Nutrition and Biohacking
- Professional Expert in Nutrigenomics, Biohacking and Healthy Longevity
- Expert in Inner Beauty, Longevity, and Weight Control for Aesthetics Center Professionals
- **Tools to accelerate the use and/or prescription generating experience.**
- Expert in Inner Beauty, Longevity, and Weight Control for Aesthetics Center Professionals
- **Specialized Artificial Intelligences for professionals, points of sale, and the network.**