HELLAWELLWOMEN

Metabo-Lumina

Precision Lifespan Metabolic & Gut-Endocrine System

Cellular longevity & energy

Hormone & stress adaptation

Gut–immune–endocrine resilience



Brand Positioning & Core Value Proposition

Brand Positioning

The world’s first gender-optimized, lifespan-targeted metabolic system engineered to mimic endogenously stimulated GLP-1/PYY signaling, reset the HPA-Ovarian metabolic axis, and re-engineer the gut micro-ecology associated with PMOS, endometriosis, and visceral adiposity in women.

Core Value Proposition

Delivers natural GLP-1 receptor agonist signaling and metabolic rate restoration without the sarcopenia (muscle-wasting), severe nausea, rebound weight gain, or gastrointestinal paresis (stomach paralysis) associated with synthetic GLP-1 injectables.

GLP-1/PYY signaling: Gut hormones glucagon-like peptide-1 (GLP-1) and peptide YY (PYY) signal fullness after meals and help reduce appetite and food intake.

Unmet Market Need & Root-Cause Analysis

01	**The Synthetic GLP-1 Sarcopenia Flaw**	Synthetic peptide injectables cause significant lean muscle mass loss alongside fat loss, compromising long-term resting metabolic rate (RMR) and accelerating bone mineral loss.
02	**The Estrogen-Insulin Resistance Spiral**	Hyperinsulinemia drives ovarian androgen production (worsening PMOS) and fuels inflammatory lesion proliferation (endometriosis). Standard metabolic products ignore this bidirectional crosstalk between insulin and estrogen receptors.
03	**Cortisol-Driven Adrenal Weight Gain & Visceral Adiposity**	Elevated serum cortisol upregulates 11β-HSD1 in visceral fat tissue, creating stubborn abdominal weight gain ("cortisol belly") and HPA-axis exhaustion ("adrenal fatigue") that traditional weight-loss stimulants exacerbate.
04	**The Obesogenic & Inflammatory Microflora Dysbiosis**	Women with PMOS, endometriosis, and metabolic resistance exhibit distinct microflora deficits—specifically reduced levels of *Akkermansia muciniphila* and *Christensenellaceae*, paired with an overgrowth of lipopolysaccharide-producing (LPS) bacteria that drive low-grade metabolic endotoxemia.

Metabolic endotoxemia: A mild elevation of bacterial endotoxins (mainly lipopolysaccharide, or LPS) in the blood, often linked to gut bacteria and low-grade inflammation.

The Quad-Action Metabo-Matrix (1 of 4)

Endogenous GLP-1/PYY Signaling & Bitter Receptor Engine (The Incretin Mimetic)

Standardized Eriocitrin (Lemon Bioflavonoid) + High-Potency Berberine Phytosome

Stimulates enteroendocrine L-cells in the distal ileum to release endogenous GLP-1 and PYY hormones, inducing satiety, delaying gastric emptying naturally, and enhancing peripheral insulin sensitivity without systemic nausea.

Bitter Receptor Agonist Complex (Gentian Root & Amara Botanicals)

Activates gastrointestinal extra-oral T2R bitter taste receptors along the entire digestive tract, triggering natural gut-brain satiety cascades and digestive enzyme secretion.

PYY:A hormone produced by intestinal endocrine L cells that reduces food intake. T2Rs act as systemic metabolic regulators by influencing appetite, glucose homeostasis, and energy balance.

The Quad-Action Metabo-Matrix (2 of 4)

HPA-Axis Cortisol Reset & Visceral Fat Depleting Complex

Relora® (Magnolia officinalis & Phellodendron amurense) + Sensoril® Ashwagandha

Downregulates 11β-HSD1 activity in adipose tissue, lowering local cortisol regeneration and inhibiting visceral fat accumulation while soothing HPA-axis exhaustion ("adrenal fatigue").

Trans-Resveratrol + Standardized Green Tea EGCG Phytosome

Activates AMPK (cellular master metabolic switch) to increase fat oxidation and mitochondrial uncoupling (UCP1) in brown adipose tissue (BAT).

11β-HSD1 uses NADPH (an electron-donating coenzyme) to convert inactive cortisone to active cortisol in most intact cells, amplifying local cortisol action in tissues such as liver and fat.

The Quad-Action Metabo-Matrix (3 of 4)

Endocrine-Metabolic Calibration (PMOS, Endometriosis & Estrogen-Insulin Axis)

Myo-Inositol & D-Chiro-Inositol Matrix (40:1 MI:DI Ratio)

Restores ovarian insulin sensitivity, reduces circulating LH/FSH ratios, and decreases hyperandrogenism in PMOS while supporting regular ovulatory cycles.

Calcium D-Glucarate + Alpha-Lipoic Acid (R-ALA)

Supports Phase II hepatic glucuronidation (liver detox) to excrete excess xenoestrogens and recycled inflammatory metabolites that exacerbate endometriosis flares and estrogen-dominant weight retention.

The Quad-Action Metabo-Matrix (4 of 4)

Targeted Metabolic Micro-Ecology & Bacterial Bio-Reseeding

Postbiotic *Akkermansia muciniphila* Metabolites & *Christensenella minutissima* Inducers

Rebuilds the protective mucin layer, enhances gut-barrier tight junctions, and increases short-chain fatty acids (propionate/butyrate) that naturally stimulate L-cell GLP-1 production.

Polyphenol-Rich Prebiotic Fiber (Green Banana Resistant Starch & Cranberry Extract)

Specifically feeds beneficial, lean-phenotype commensal microbes while suppressing LPS-producing Gram-negative strains linked to endotoxemia and insulin resistance.

Enhanced Product Innovations

Proposed Duocap® target-release architecture



Concept illustration.

OUTER CAPSULE

Gastric release

Delivers Endocrine, Stress & Metabolic Core to regulate stress, support digestion/liver detox, and modulate early endocrine signals.

INNER MICRO-CAPSULE

Intestinal / Ileal release

Enteric-coated to survive stomach acid and release Incretin Mimetic & Micro-Ecology Matrix directly in the lower intestine where enteroendocrine L-cells are concentrated.

Sarcopenia Shield & Lean Mass Protection

Formulated with metabolic catalysts that preserve skeletal muscle mass during weight loss, ensuring resting metabolic rate remains elevated long-term.

Zero-Stimulant Architecture

Free from caffeine, synephrine, or harsh central nervous system stimulants, preventing heart palpitations, adrenal burnout, or sleep disruption.

DRAFT SUPPLEMENT FACTS PANEL

SUPPLEMENT FACTS

Serving Size: 2 Duocap® Capsules Servings Per Container: 30

	Amount Per Serving	% DV
Chromium (from Chromium Picolinate)	200 mcg	571%
Zinc (from Zinc L-Carnosine Complex)	11 mg	100%
Metabo-Lumina Comprehensive Bio-Matrix	**1,725 mg**	*
Outer Capsule: Endocrine, Stress & Metabolic Core		
Myo-Inositol & D-Chiro-Inositol Matrix (40:1 Ratio)	500 mg	*
Relora® Proprietary Extract (Magnolia officinalis & Phellodendron amurense)	200 mg	*
Calcium D-Glucarate & Alpha-Lipoic Acid (R-ALA) Matrix	150 mg	*
Bitter Receptor Agonist Complex (Gentian Root & Amara Botanicals)	75 mg	*
Inner Intestinal/Ileal Capsule: Incretin Mimetic & Micro-Ecology Matrix		
Berberine Phytosome (Standardized Berberis aristata / Sunflower Lecithin)	300 mg	*
Eriocitrin (Standardized Lemon Bioflavonoid Extract)	100 mg	*
Trans-Resveratrol & Green Tea EGCG Phytosome	150 mg	*
Sensoril® Ashwagandha Extract	100 mg	*
Postbiotic Blend (Akkermansia muciniphila & Christensenella)	50 mg	*
Prebiotic Blend (Green Banana Resistant Starch & Cranberry Extract)	100 mg	*

* Daily Value (DV) not established.

Commercial & Operational Advantages

The proposed opportunity for Unilever

PROPOSED MONTHLY MSRP

$75–$95

One high-value daily protocol

High Gross Margin & Recurring Lifetime Value

Replaces multiple isolated supplements (berberine, inositol, cortisol blockers, pre/postbiotics) in one SKU.

Captures the Post-GLP-1/Natural Incretin Market

Positions Unilever as a pioneer in natural, side-effect-free GLP-1 alternatives, targeting millions of women seeking alternatives or off-ramps from prescription injectables.

Addresses High-Unmet Female Health Categories

Solves underserved conditions (PMOS, endometriosis-associated metabolic distress, menopausal and perimenopausal weight shifts) with a single, comprehensive daily protocol.

Ambient stability & global scale

Dry postbiotics, phytosomes, and stable extracts aim to avoid cold-chain and liquid preservation.