

PRESS RELEASE

LightLife by Dr. Morepen: Scientific solution to long-lasting Weight Management

New Delhi; December 10, 2024: Dr. Morepen, a trusted leader in health devices and OTC products, proudly introduces **LightLife**, a **360° holistic weight management program** designed for modern lifestyles. Built on **science-backed innovation**, LightLife isn't just a product—it's your digital buddy, offering hand-holding support to achieve sustainable health goals.

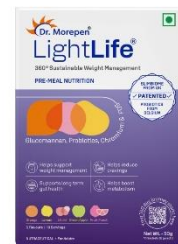
At its core, LightLife combines **award-winning Slimbiome® from the UK** and **Intellicaps Probiotics from**



Belgium—ingredients celebrated globally for their clinical efficacy in managing weight. These formulations curb cravings, promote fullness, and enhance gut health while eliminating the harmful effects often associated with extreme weight-loss tricks and fads that promise quick fixes but do more harm than good.

The program offers **Pre-meal Nutrition Drinks** and **On-the-Go Meal**, providing easy, convenient solutions that match your fast-paced lifestyle. Complemented by a **state-of-the-art mobile app**, LightLife enables users to access **live 24x7 tracking**, guided diet plans, and expert-led counselling to transform their health journey. In a world where complicated diets and all-consuming regimens are the norm, LightLife stands apart as a simple, affordable option at just ₹599, empowering people to choose a healthy lifestyle effortlessly.

The weight loss industry is flooded with fads and quick-fix diets that demand extreme lifestyle changes, often leaving people with energy dips, digestive issues, and unsustainable results. LightLife changes this by offering a **safe and balanced program** that works seamlessly with your routine.



Both products provide science-driven solutions, helping users stay on track without requiring constant adjustments to their daily routines.

Speaking at the launch, **Mr. Varun Suri, Managing Director of Dr. Morepen**, said: *"India's obesity market is expected to grow to \$52.3 billion by 2032, reflecting the urgency to address weight management with solutions that are both safe and effective. At Dr. Morepen, we believe in science and trust, not shortcuts. I am thrilled to bring LightLife to India, where high-fat and high-carb diets have contributed to a surge in obesity and diabetes. With LightLife, we address these challenges without crash diets or harmful fads, offering freedom from complicated regimens. This program is not just about weight loss—it's about promoting a healthy, balanced lifestyle through globally respected innovations like Slimbiome® and Intellicaps, empowering individuals with a scientifically validated, trustworthy solution they can rely on."*

LightLife: A Complete Program

- **Pre-meal Nutrition Mix:** Convenient sachets available in **five delightful flavors** — Fruit Punch, Lychee, Lemon, Green Apple, and Orange. Designed to **boost metabolism, reduce calorie intake, and promote satiety**, this mix is a perfect fit for those with a sedentary lifestyle or

anyone looking for an easy, effective addition to their routine. Simply mix a sachet in a glass of water and consume it **30 minutes before meals** to feel fuller and reduce calorie consumption naturally.

- **On-the-Go Meals:** These high-protein, **Slimbiome®-infused nutrition packs** are enriched with probiotics and essential vitamins, offering a **nutritionally balanced alternative** for individuals who are constantly on the move. Ideal as a **meal substitute**, these packs ensure proper nourishment for those with hectic schedules—whether you're juggling meetings, traveling, or staying active. Designed for busy lifestyles, they provide all the goodness of a wholesome meal in a quick, easy-to-consume format.
- LightLife's state-of-the-art mobile app acts as your digital buddy and health companion throughout your wellness journey. The app's seamless interface ensures that you have hand-holding support for every step of your health transformation, making wellness accessible, actionable, and achievable. It features live 24x7 tracking to monitor your progress in real-time, AI-powered personalized plans tailored to your dietary and fitness needs, daily motivational tools, guided workouts, and meditation sessions and expert counselling available on demand to keep you informed and inspired.

Addressing India's Growing Health Crisis

According to the National Family Health Survey (NFHS-5), **23% of Indian men and 24% of Indian women** are overweight or obese, leading to increasing risks of cardiovascular diseases, diabetes, and joint issues. LightLife steps in as a scientifically sound, holistic program designed to help individuals take control of their health with ease and confidence.

Accessible and Affordable

Priced at just ₹599, LightLife ensures that premium, science-backed health solutions are accessible to all. With a commitment to transforming lives, Dr. Morepen continues its legacy of over 40 years of excellence in healthcare.

About Dr. Morepen

Dr. Morepen Ltd. is a wholly owned subsidiary of Morepen Laboratories Limited. Established in 2001, Dr. Morepen is driven by the philosophy of "health in your hands," a mantra that resonates with contemporary life full of hectic schedules, impending deadlines, and tough competition. The brand is built on two core values: health and empowerment, encapsulated by the punchline "health in your hands." Certified by the "Limca Book of Records" as the first company to redefine the OTC category as FMHG, Dr. Morepen takes pride in owning iconic products like Burnol and Lemolate.

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