



MORE FLAVOUR IN YOUR HEALTH.



# "HEALTHY LIFESTYLE CALLS FOR HEALTHY TRENDS."



Close to its 70<sup>th</sup>, ERLAN makes history as a quality and flavour BENCHMARK in the food market. Nowadays, it takes on a new challenge, to build a "CLEAN LABEL" product's line, which uses natural ingredients with recognized health benefits in its formulations.

A world where fitness expressions such as: gluten-free, sugar-free, fiber source, vitamin source, vegan, low sodium, protein source, among others, are widely used and desired by consumers.







HEALTHY DELIGHTS  
ARE TRENDS

# Consumers demands.

Healthy products are cool.

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

## Who are the consumers?

**PEOPLE OVER 30**  
with focus on healthy food.

**PHYSICAL ACTIVITIES PRACTITIONERS**  
who need to supplement their diet.

**PEOPLE ON RESTRICTIVE DIETS**  
diabetes, hypertension and high cholesterol.

**PEOPLE WITH FOOD INTOLERANCE OR ALLERGIES.**



High turnover  
and consumption  
products



More  
rentable



Respect  
for the  
environment



Strong and  
passionate  
brand



Erlan's  
recognized  
quality



# LIVEFIT

## CHOCOLATE BARS - SUGAR FREE\*

HEALTHY FOOD WITH  
BETTER TASTE.

GLUTEN FREE\*\*  
SUGAR FREE\*  
NATURAL FLAVOUR  
TRANS FREE  
STEVIA



### MILK CHOCOLATE

Improves mood, combats depression and anxiety, as well as being highly energetic.

Contains lactose

Low sodium

111 kcal

Stevia

111 kcal

### 55% CHOCOLATE

Dark chocolate, 55% cocoa, it has a high content of flavonoids, antioxidants that helps to reduce the risk of cardiovascular disease.

Sodium Free

110 kcal



110 kcal

Stevia





## HAZELNUT CHOCOLATE + CASHEW NUT

**Hazelnuts and cashew nuts:** contains mono and polyunsaturated fats, considered good for the body, fight against LDL (bad cholesterol), preventing obstruction of veins/arteries and the emergence of neurological diseases, depression and insomnia.

Contains lactose  
Low sodium  
107 kcal

107 kcal



## 55% COCOA CHOCOLATE + CARAMEL + HIMALAYAN PINK SALT

CRISPY PIECES OF SUGAR FREE SALTED CARAMEL WITH A SAVORY TOUCH OF THE TASTY PINK HIMALAYAN SALT

**Himalayan salt:** increases body hydration, regulates blood pressure, improves blood circulation, eliminates toxins from the body, reduces acid reflux and balances pH.

Contains lactose  
Low sodium  
115 kcal

115 kcal



## MILK CHOCOLATE + WHEY + CRISPY PROTEIN

PROTEIN SOURCE, A CRUNCHY OPTION.

**Isolated Whey Protein:** recommended not just for athletes. It is a source of protein that helps to gain muscle mass.

35% protein - 7g protein / bar

Isolated Crispy Soy Protein  
133 kcal



133 kcal





## WHITE CHOCOLATE

With skimmed milk, sugar free and 25% reduced energy value compared to Erlan's regular white chocolate.

Contains lactose  
Very low sodium  
105 kcal

105 kcal

**Stevia**



## WHITE CHOCOLATE + BERRIES (GOJIBERRY + CRANBERRY) + CASHEW NUT

**Gojiberry, cranberry:** are considered super fruits with functional capacity to nourish and improve immunity.

Contains lactose  
Very low sodium  
110 kcal

110 kcal

**Stevia**





# LIVEFIT CANDIES - SUGAR FREE\*

THE FLAVOUR  
AND STRENGTH  
OF NATURE.

NATURAL FLAVOUR  
GLUTEN FREE\*\*  
NO ARTIFICIAL COLORS  
TRANS FREE  
SUGAR FREE\*  
NO PRESERVATIVES  
NATURAL SWEETENERS:  
ISOMALT AND STEVIA



## GINGER + PROPOLIS + HONEY + LEMON

NATURAL GINGER WITH PROPOLIS EXTRACT  
TO TAKE CARE OF HEALTH.

44 kcal

Stevia



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

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

\*This is not a food reduced in energy value. \*\*Like all food in this category.



## RED FRUITS + PEPPER + CINNAMON



44 kcal

Stevia



**Pepper and Cinnamon:** thermogenic foods, in addition to raising body temperature, they are great allies for healthy weight loss!



45 kcal

Stevia

## COFFEE POWER + MCT

A MIXTURE OF **GOURMET COFFEE** + **GHEE CLARIFIED BUTTER** + **MCT** (OIL RICH IN MEDIUM CHAIN TRIGLYCERIDES).

OUR COFFEE POWER CANDY HAS ALL THESE INGREDIENTS IN A BURST OF FLAVOUR.



**Arabica coffee and MCT:** is an excellent supplement for providing energy and contributing to training performance. Combats obesity, acts on muscle metabolism, favors the burning of body fat and lowers blood sugar levels.

**Ghee Butter:** energy, allergy reduction, heart health and cholesterol lowering, combat free radicals, eye health, immune system, healthy bones, rich in vitamins, healthy fat source, anti-inflammatory effect and weight loss.





47 kcal

Stevia

## HIBISCUS + COLLAGEN + CRANBERRY + VITAMIN C

**VITAMIN C** AND HYDROLYZED COLLAGEN HAVE A FAST ABSORPTION, BENEFITS FOR THE SKIN AND THE WHOLE BODY.

**Hibiscus:** acts as a great ally in weight loss due to its action on metabolism.

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



## CITRUS + VITAMIN C + MENTHOL

THE MOST REFRESHING FLAVOUR.

48 kcal

Stevia



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





## MENTHOL + MULTIVITAMINS + MINERALS

PERFECT TO BOOST YOUR IMMUNITY!

VITAMIN SOURCE: A, D3, E, C, B3, B5, B6

SOURCE OF MINERALS: IRON, ZINC AND MAGNESIUM

**Vitamin A:** maintenance of eye, bone and nerve health, antioxidant effect, boosting immunity, combats aging and preventing cardiovascular disease.

**Vitamin D3:** bone maintenance, strengthens the immune system and reduces the risk of developing type 2 diabetes.

**Vitamin E:** antioxidant and anti-inflammatory action that improves immune system, skin and hair.

**Vitamin C:** protects against low immunity, cardiovascular disease, eye disease and even aging.

**Vitamin B3 or Niacin:** improves blood circulation, relieves migraines, lowers cholesterol.

**Vitamin B5 or Pantothenic Acid:** helps to treat stress and chronic anxiety.

**Vitamin B6:** an ally of the brain, skin, heart, relieves pre menstrual tension (PMT) and combats depression.

**Iron:** strengthens the immune system, prevents premature aging and helps with healing, contributes to the proper functioning of memory, prevents anemia and provides energy.

**Zinc:** an ally of the immune system and prevents different infections.

**Magnesium:** helps cardiovascular health, manages type 2 diabetes, migraines, relieves heartburn, poor digestion, constipation and improves sleep quality.





# SNACKS FRUITS BARS SUGAR FREE\*

GLUTEN FREE\*\*  
NO ARTIFICIAL COLORS  
FRUIT FLAVOUR  
SUGAR FREE\*  
LACTOSE FREE



## BANANA + WHEY PROTEIN

WHEY PROTEIN

15% isolated whey protein



## BANANA + AÇAÍ + GUARANA

TRUE BRAZILIAN FLAVOUR!  
IRRESISTIBLE AND NUTRITIONALLY  
BALANCED.

**Vegan snack**

Natural ingredients: banana and  
açaí pulps, guarana powder  
Natural fruit flavour

97 kcal  
per bar



\*As every food in this category contains sugars from the ingredients. \*\*Like all food in this category.





## HARD CANDIES – SUGAR FREE

COD.	DESCRIPTION	QUANTITY / WEIGHT	PALLET	UNIT BARCODE	PACKAGE BARCODE	DISPLAY BARCODE	BOX BARCODE
171001	Hard candy HIBISCUS, CRANBERRY, VITAMIN C - sugar free	CX 04x12x24g	120	7896077079703	7896077079376	7896077080051	77896077079429
171004	Hard candy CITRUS MENTHOL, VITAMIN C - sugar free	CX 04x12x24g	120	7896077079727	7896077079390	7896077080082	77896077079443
171005	Hard candy GINGER, PROPOLIS, HONEY and LEMON - sugar free	CX 04x12x24g	120	7896077079734	7896077079406	7896077080068	77896077079450
171008	Hard candy MENTHOL FRESH, MULTIVITAMINS, MINERALS - sugar free	CX 04x12x24g	120	7896077080433	7896077080297	7896077080303	77896077080289
171009	Hard candy RED FRUITS, PEPPER, CINNAMON - sugar free	CX 04x12x24g	120	7896077080426	7896077080266	7896077080273	77896077080258
171010	Hard candy COFFEE POWER, TCM - sugar free	CX 04x12x24g	120	7896077080440	7896077080327	7896077080792	77896077080807

## CHOCOLATE BARS – SUGAR FREE

COD.	DESCRIPTION	QUANTITY / WEIGHT	PALLET	UNIT BARCODE	DISPLAY BARCODE	BOX BARCODE
175001	Milk Chocolate bar - sugar free	CX 04x12x20g	270	7896077079581	7896077079628	77896077079665
175002	Milk Chocolate bar with Whey Protein - sugar free	CX 04x12x20g	270	7896077079598	7896077079635	77896077079672
175003	White Chocolate bar - sugar free	CX 04x12x20g	270	7896077079604	7896077079642	77896077079689
175004	55% Cocoa Chocolate bar - sugar free	CX 04x12x20g	270	7896077079611	7896077079659	77896077079696
175005	Milk Chocolate bar with Hazelnut and Cashew nut - sugar free	CX 04x12x20g	270	7896077080389	7896077080396	77896077080371
175006	White Chocolate bar with Berries and Cashew nut - sugar free	CX 04x12x20g	270	7896077080358	7896077080365	77896077080340
175007	55% Cocoa Chocolate bar with Salted Caramel - sugar free	CX 04x12x20g	270	7896077080891	7896077080907	77896077080913

## NATURAL FRUIT BARS – NO ADDED SUGAR

COD.	DESCRIPTION	QUANTITY / WEIGHT	PALLET	UNIT BARCODE	DISPLAY BARCODE	BOX BARCODE
178001	Banana bar with Whey Protein - no added sugar	CX 06x12x25g	75	7896077079789	7896077079871	77896077079962
178003	Banana bar with Açaí and Guaraná - no added sugar	CX 06x12x25g	75	7896077079802	7896077079895	77896077079986



**Erlan**  
*Since 1952*

[www.erlan.com.br](http://www.erlan.com.br)

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