

## **SHIMIZU CHRONOGRAPHY**

LuraLean is produced by the renowned SHIMIZU Chemical/Pharmaceutical Co. from Japan.

The tradition of processing plants from the Manann family dates back to 1670 when the SHIMIZU family started with the production and continued it for the next eight generations.

In the 1970's, team Shimizu through its laboratory for research and development conducts research and analysis of advantages of plants with a natural polymer from the perspective of high molecular science, with the goal of creating scientific explanations about health benefits of traditional food products.

After long and thorough scientific analysis by the Shimizu Chemical Research Laboratory, key molecules by the name of Glucomannan are discovered along with their health benefits. Until then, the term "dietary fibers" was unknown and food was simply regarded as something that provides fullness and calories.

SHIMIZU becomes a pioneer in the world when it comes to dietary fibers because by producing Glucomannan. Their methods are patented in 33 countries throughout the world.

The production of a nutritional product Propol begins, at which time the public finds out about the benefits through academic conferences in several countries.

In the 1980's, Propol begins to be used in the production of dietary supplements with the goal of regulating weight, in addition to being already in use in Japan, Sweden, Holland, Italy, and France. The pharmaceutical industry produced tablets and capsules. Not long thereafter, the food industry begins production of biscuits and cookies with the addition of this plant fiber.

At the same time, clinical studies are done and they confirm that Propol regulates weight, and the research goes on and expands...

1990's-this decade marks not only the increase in use but also in production. The market expands to Great Britain and USA. Propol Mannan becomes known as the most sophisticated health ingredient in the organic world.

2000-marks the expansion of the product on the basis of plant fiber. Propol paste and drinks take over markets. Propol becomes the number one most sold product on the Japanese market.

2010-this year marks the recognition and approval by EFSA (European Food Safety Agency) that Propolmannan, at that time already known by the brand name of LURALEAN, helps with regulating body weight and cholesterol.

According to EFSA, all other Glucomannans are listed as having no health benefits.

The doors are open to LURALEAN in the European, American and Asian markets. Its use has expanded to shakes, instant drinks, condensed fluids and waters, ice cream, milk and milk products, and meat products..

LURALEAN comes to Eastern European markets. SHIMIZU is a leader in the production of plant fibers with proven health benefits.