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HOLISTA CO-DEVELOPS 80LESS™ - A PROPRIETARY LOW CALORIE SUGAR THAT IS COMPARABLE TO SUGAR IN SWEETNESS BUT COSTS LESS

Holista Colltech Limited is pleased to announce that it has developed a low calorie sugar – 80Less™ - that is as sweet as sugar but has only 20% of the calories. The product called 80Less™ only required 1/5 as much as cane sugar and is hence, on a per gram basis cheaper than standard sugar.

A proprietary process is used to make the product. This involves taste balancing creation of uniformity of sweetness throughout the granules. This results in a product with no after taste.

Sucralose was first approved for use in Canada in 1991. Subsequent approvals came in Australia in 1993, in the United States in 1998, and in the European Union in 2004. By 2008, it had been approved in more than 80 countries. Several national and international food safety regulatory bodies such as the Food and Drug Administration and the World Health Organization have since accepted sucralose as a safe artificial sweetener. The product is now off patent.

80Less™ is the alternative sweetener that is derived entirely from real sugar and treated with sucralose which is also a cane sugar derivative.

80Less™ has the physical characteristics of sugar. It can be granulated, powdered, cooked, baked and dissolved in liquid like sugar. This is a great advantage over alternative sweeteners like aspartame that are not heat stable. 80Less™ also does not have an after taste like stevia or monk fruit derivatives.

80Less™ can replace sugar in all applications – sweetener, frosting, syrup, granules – except when it is used as a bulking agent. For example, it cannot replace the sugar in candy (where it is a bulking agent) but can replace it when used in the sugar coating of the candy.

“We have been looking for the sugar replacement to complete the final link in our 4S tsunami – Salt, Starch. Saturated fat and Sugar. We looked at alternatives like stevia and Monk fruit but found 80Less™ to be far superior” said Dr. Rajen Manicka, the CEO of Holista .

80Less™ is produced by a Malaysian company called SugarBug. “We are pleased to work with Holista to create a global footprint and access to the fast food industry” said Tom Hew, the Director of SugaBug.

Jay Stephenson

COMPANY SECRETARY