



L-BLEND

Wine as a pleasant medicine



LBlend

Need: long quality life



Cardiovascular diseases are the **most common reason of death globally**¹

Half of people in the risk group forget to take preventive treatment regularly²

- ✓ Modest regular consumption of wine demonstrated a **protective effect on the stroke and CVD in epidemiological and clinical trials**^{3,4,5}
- ✓ Positive effects of wine bioactive compounds contra-balanced by alcohol⁶. **WHO and FDA excluded the recommendation for moderate wine intake** for health benefits.

L-blend solution

LB Blend



Health
benefits

Cardio and cerebrovascular protection
No alcohol contra effect

Pleasant
consumption

Enjoyable taste, smell, aroma, color,
texture

Anywhere
and any time

Stable solid formulations (powder, dispersible
and chewable tablets)

L-blend mission



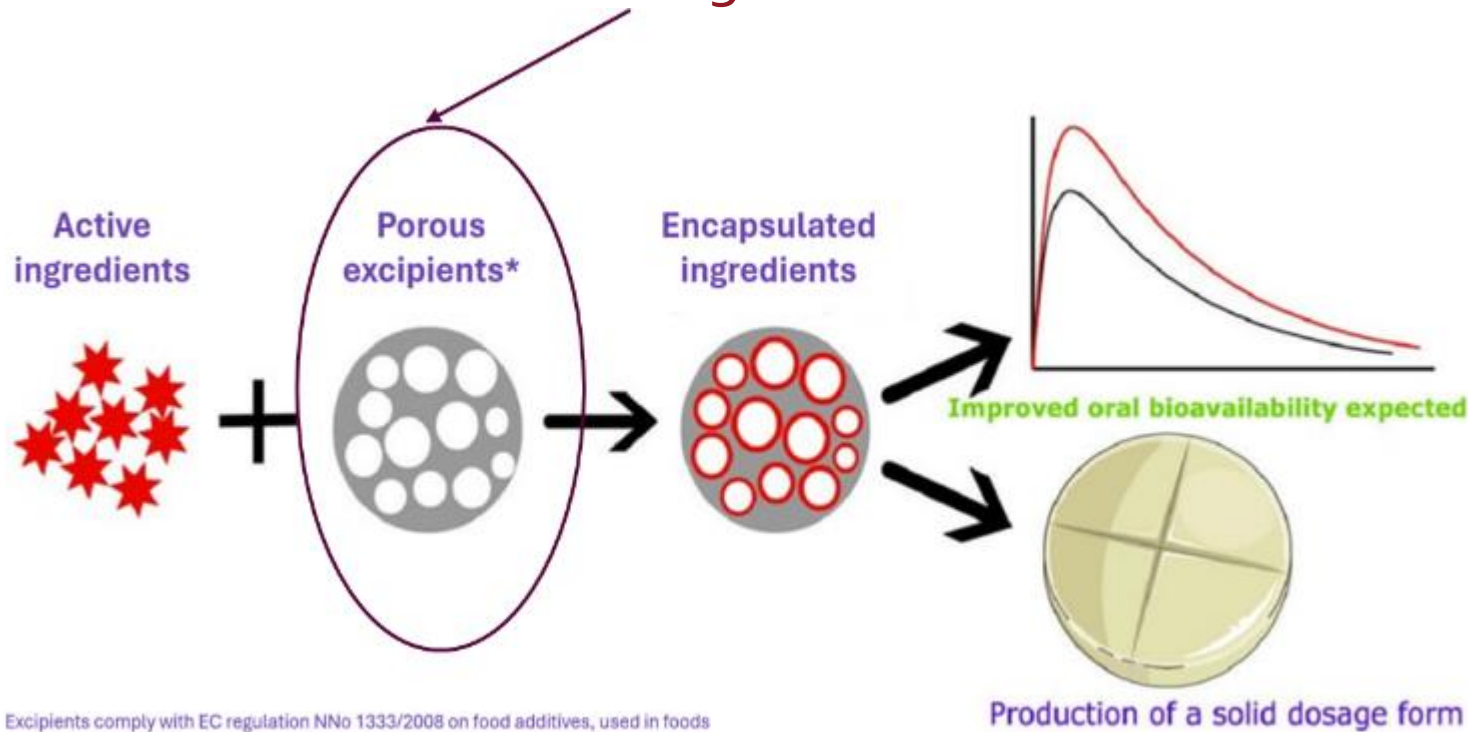
At L-blend, our mission is to revolutionize the supplement experience by offering a sophisticated tablet that combines the exquisite taste and health benefits of wine, without the alcohol. We believe that supplements should not only be effective but also enjoyable. By transforming the way supplements are perceived and consumed, we aim to make healthy choices more accessible and pleasurable for everyone.

Our commitment to evidence-based formulation supports public awareness and health education, ensuring that our products contribute to a healthier, well-informed community.

Patented extraction technology



Patented set of ingredients



Excipients comply with EC regulation NNo 1333/2008 on food additives, used in foods

Registration of patent application:
LU506808: April 2024

Patented set of ingredients to produce dehydrated wine, beer, or fruit juice products in the form of water-dispersible powder or other solid forms

L-blend longevity team



Dr. Odon Planinsek, master of Pharmacy at the Ljubljana University with 112 publications and over 2600 citations, h-Index=28. Expertise in pharmaceutical formation, pharmaceutical development, pharmaceutical analysis



Ana Baumgartner, PhD student, focuses on studying silica co-processed excipients based on mesoporous silica. Part of her scientific work is incorporated into the L-blend technology.



Dr. Anna Gabuniya, medical doctor, with 20+ years of experience in the pharmaceutical industry including experience with food supplements.

Advisors



Scientific advisor: Dr. Elizabeth Fragopoulou, an Associate Professor at Harokopio University, conducts pioneering research on the health effects of wine consumption. h-index - 36



Taste and smell consultant: Tatjana Lovko a marketing and Brand Development specialist with more than 10 year of experience in Alcohol beverage industry, certified wine instructor

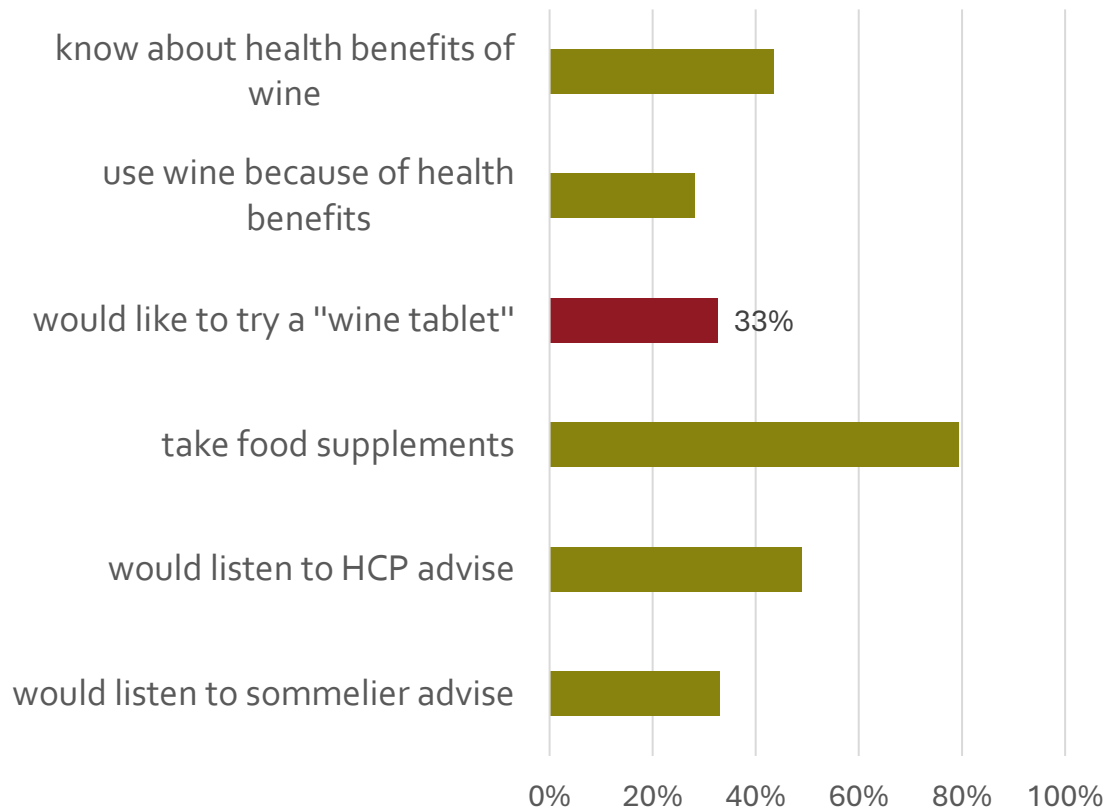


Marketing strategist, Katherine Tuominen, | Founder of social enterprise Culture Cure | Helping SMEs with Branding, Public Relations, Social Media and Marketing Communications

L-blend product and market feedback



Middle age middle class europeans (92 on-line responders)

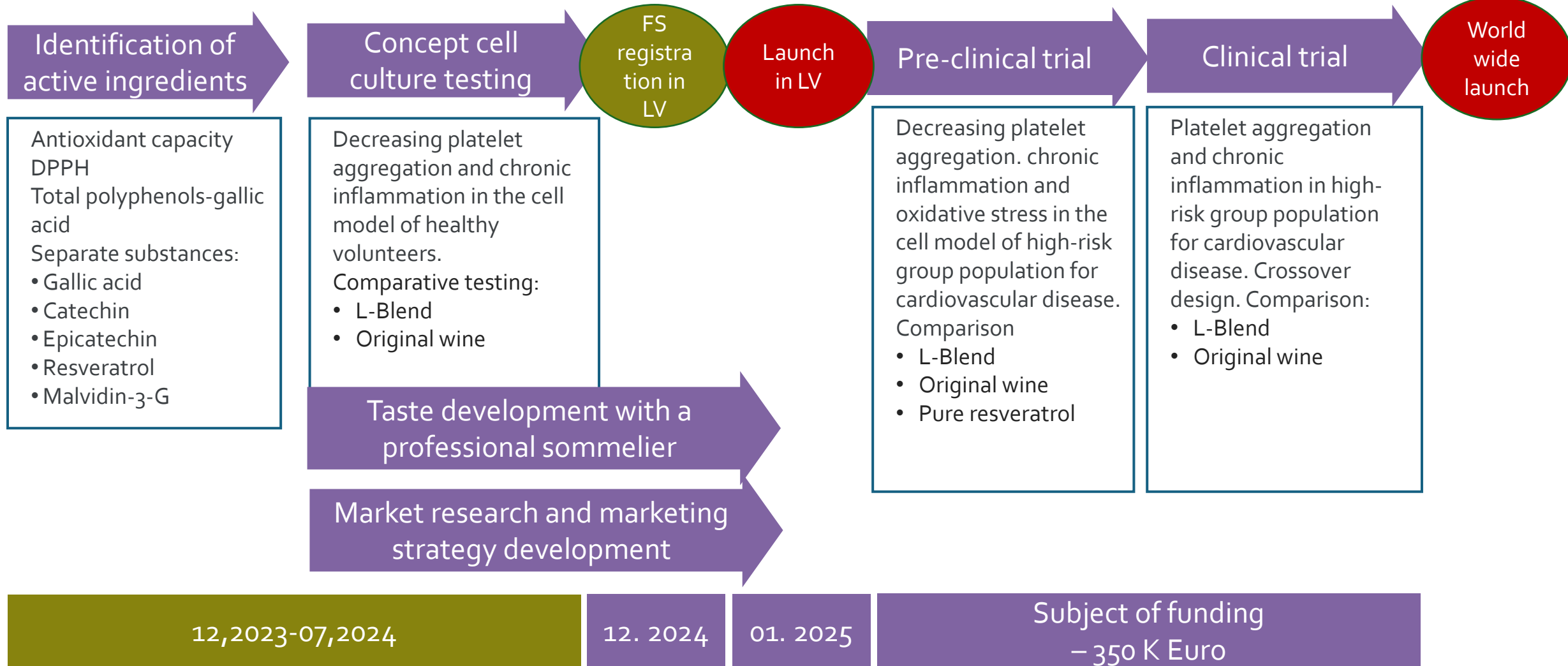


Current sample



Extraction of
85% antioxidants

Development plan



Health benefits research

First pre-clinical research in the cell-based model



Parameter	Description
Type of cell model:	Plasma Rich in Platelets (PRP) from healthy volunteers
Arms:	L-Blend, samples (6) Wine, used as raw material for L-Blend production Control
Platelet aggregation agonists:	Adenosine Diphosphate (ADP), Collagen, TRAP (Thrombin receptor-activating peptides)
Measurement	Platelet aggregation measured by Light transmission aggregometry (LTA) which is considered the “gold standard” for platelet aggregation testing and is a well-established method for assessing any possible effects of compounds on platelet function.
Primary outcomes:	% inhibition of agonists-induced platelet aggregation by each of the samples
Result	Superiority in reduction of platelet aggregation in L-Blend compared to the corresponding wine

Taste and smell development

Work in progress with a certified sommelier



Sample of taste development report

- Sample 2

Aroma: strawberry and raspberry jam. Miss some additional notes.

Mouth: soft medium level acidity. Nice tannins, very soft and light. Well balanced. Lack structure and taste profiles. Too simple a bit.

Aftertaste: long, soft

- Sample 2a

Aroma: candies, cherries, blackberry. A bit too candy aroma.

Mouth: soft medium level acidity. Nice tannins, very soft and light. Well balanced. Good structure.

Aftertaste: long, soft

I would choose sample 2 and 2a and make mix of them. Keep aroma and balance of sample 2, but add complexity in aroma and taste, and add tannins and structure as in sample 2a.

Consumer and market research

Market research program and preparation for pilot launch in Latvia



Our consumer and market research indicates that retail volume and current value sales of vitamins in Latvia are now substantially higher than pre-pandemic levels. Since the COVID-19 pandemic, the consumption of vitamins has become much more prevalent, with more Latvians using vitamins to help prevent sickness and boost immunity. This growing public awareness about the efficacy of vitamins underpins our strategy. To further refine our approach, we plan to utilize DISC models to gather psychographic and demographic insights into consumer behaviour.

Our go-to-market strategy will include a comprehensive market analysis, consumer segmentation, competitive landscape, and marketing tactics. Additionally, we will conduct upcoming qualitative surveys to gain deeper insights into public health awareness and product preferences, ensuring that our offerings align with consumer needs and expectations.

Our market intelligence will support our commercial partners to achieve maximum commercial success with L-Blend in their territories.

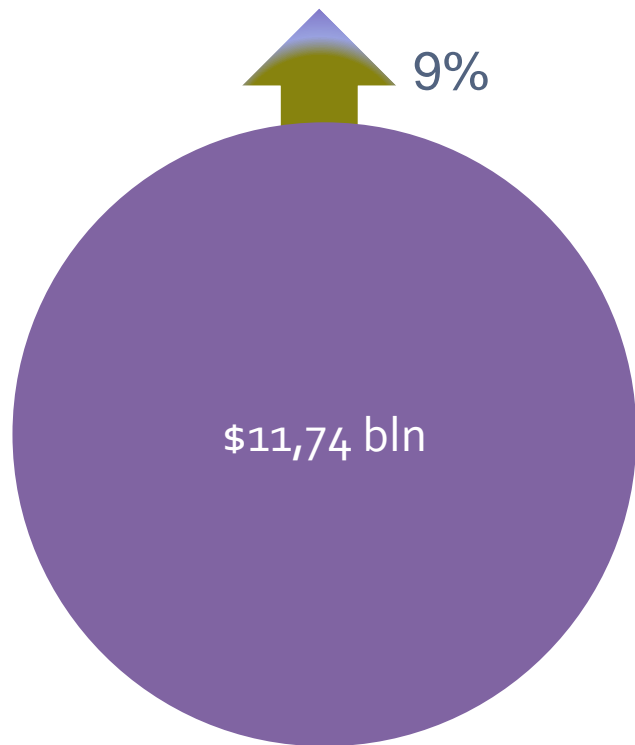
L-Blend markets



Food supplements for cardiovascular health

L-Blend

Non-alcoholic wines



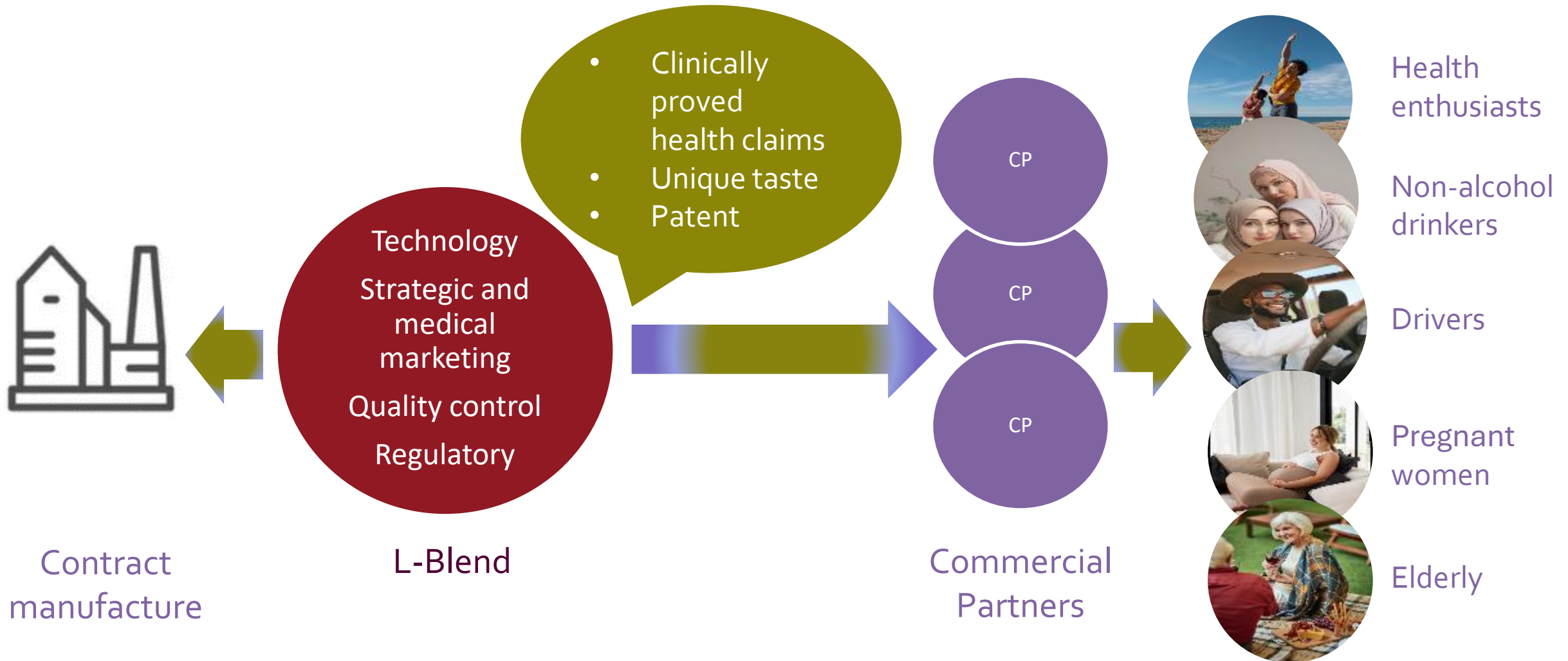
Pleasant taste

Convenience

↓ CO₂+transport

Superior impact on health

B-B-C business model

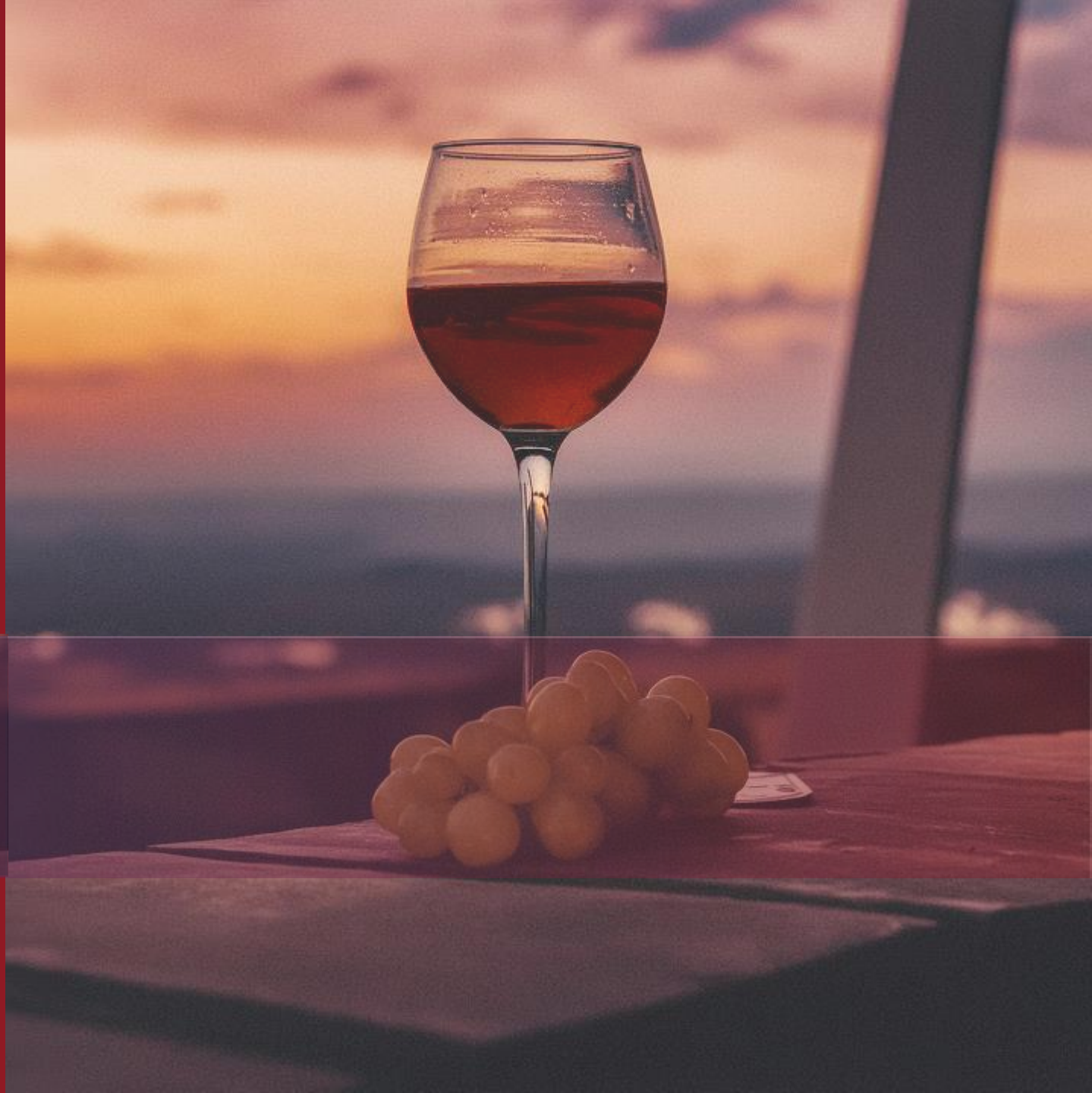


Current traction: waiting list



Q&A

The logo for LBI Blend features a stylized wine glass icon to the left of the text 'LBI Blend'. The 'L' and 'B' are large and blocky, while 'I' is smaller. 'Blend' is in a lowercase, rounded font. The entire logo is rendered in a white outline style against a dark blue background.



Source of raw material for L-Blend



Is drying wine the cheapest way of getting the product, are there any less energy intensive/consuming alternatives?

Most health benefits are achieved using whole polyphenol matrix of wine. Wine bypass products and pure resveratrol do not have the same impact on platelet aggregation and chronic inflammation. In our next phase of research, we plan to demonstrate superiority of L-Blend vs. pure resveratrol and grape seeds extracts.

Besides, global wine production exceeded demand by 10% in 2023, according to estimates from the International Organization of Vine and Wine¹. That has led to a worldwide wine glut, pushing down prices and threatening the livelihoods of wine producers across the globe. L-Blend technology allows wineries to use an alternative market for their products and thus save many family businesses.

Also we investigate opportunity of creation of L-Blend from wine bypass product – wine concentrate that remains after preparation of drinks with higher alcohol concentration, like brandy.

1) <https://www.decanter.com/wine-news/wine-glut-forces-australian-growers-to-destroy-millions-of-vines-524847>



How you will cope with flavor loss?

We have already achieved quite a pleasant taste, at least not worse than average non-alcohol wine and can send you our samples immediately. Though this is not the end of the journey. From mid may we will have a consultant - professional sommelier, who will help us in further development of taste, odor and appearance of L-Blend drink.

Prof. Planinsek has a huge experience in test modifications and based on the progress, that he has achieved in the coming months, I am sure we will be on the part with high quality non-alcoholic wine. In future, we will be able to adjust taste to the demand of each particular market and customer group.

Let's achieve longevity together

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The logo for LBlend features a stylized white outline of a wine glass on the left, followed by the word "LBlend" in a white, outlined, sans-serif font. The logo is set against a dark blue horizontal band.

