

# POST-ORGANIC from to **FARM FORK**





High-quality and  
natural plant-based  
**PRODUCT**



Convenient and easy  
to **consume**



**Wide range** of  
health **benefits**

**“EMPOWERING HEALTHIER LIVES  
THROUGH NATURE EXCELLENCE.”**

We are an **AgriFoodTech** company who strives for  
**Safe Food with Desired Nutrition.**



## Milestones achieved



[www.nobitter.life](http://www.nobitter.life)





# IN THAILAND



**22 M**

**PEOPLE SUFFER FROM NCDs**



**300,000**

**PEOPLE DIED FROM NCDs**

***Caused by***

- smoking
- alcohol consumption
- lacking of exercise
- **eating behavior**

**YOU ARE WHAT YOU EAT**



# Functional ingredient to add up in any **food products**

- **Benefits**

- Reduce cholesterol absorption in intestine
- Prevent the production of glucose in the liver

- **Completely soluble**

- **No genotoxicity**

- **Effective dose not disturb end-product perception**



# Snack, Ready-To-Eat, Drink can add this ingredient



# Business model



**We are food ingredient supplier**

# Marketing Strategy



1. Identify potential **co-branding** partners
2. Develop a **co-branding** agreement
3. Design packaging and marketing materials
4. Launch the **co-branded** products
5. Monitor and analyze the results

# MARKET SIZE



DIETARY SUPPLEMENTS

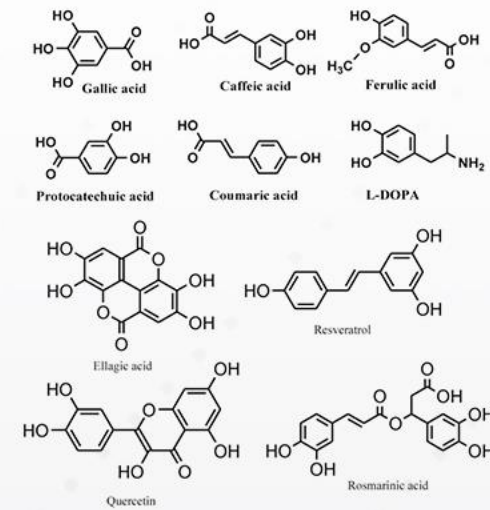
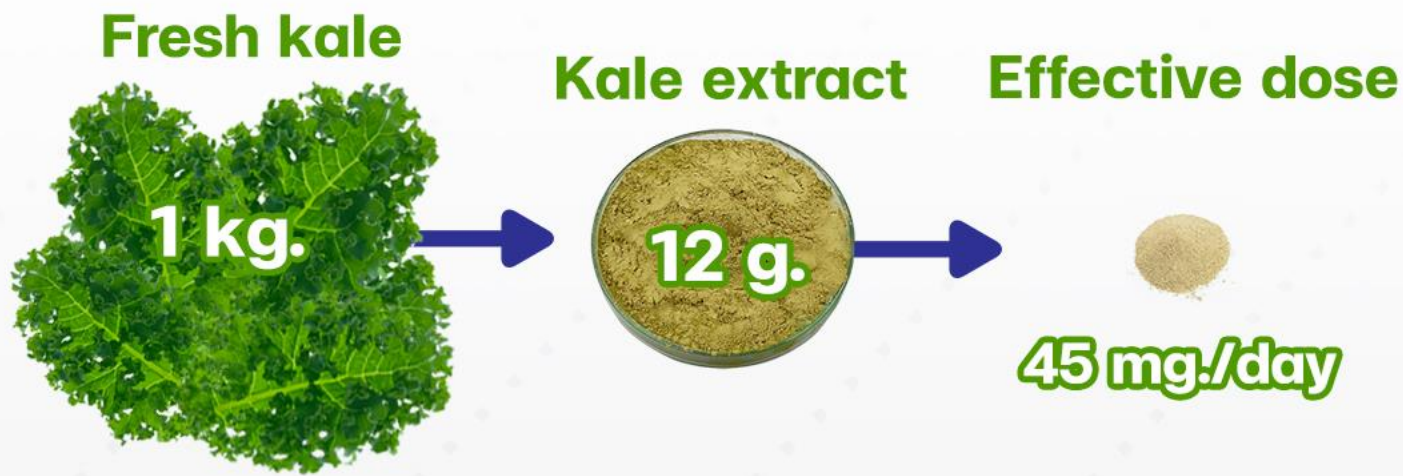


FUNCTIONAL FOODS



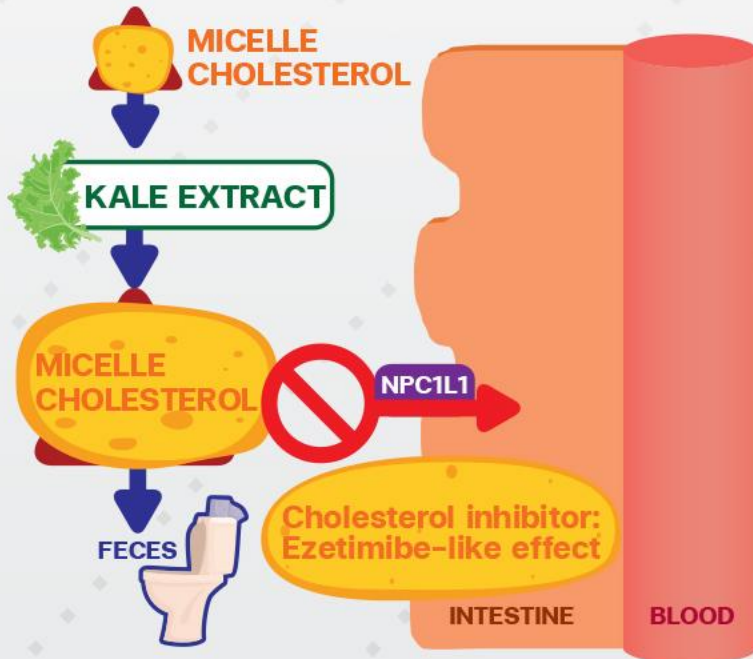
DETOX PRODUCTS

**Healthy food industry** in Thailand, size THB 40,000 M  
with an average **growth** of 7% per year



## Mechanism

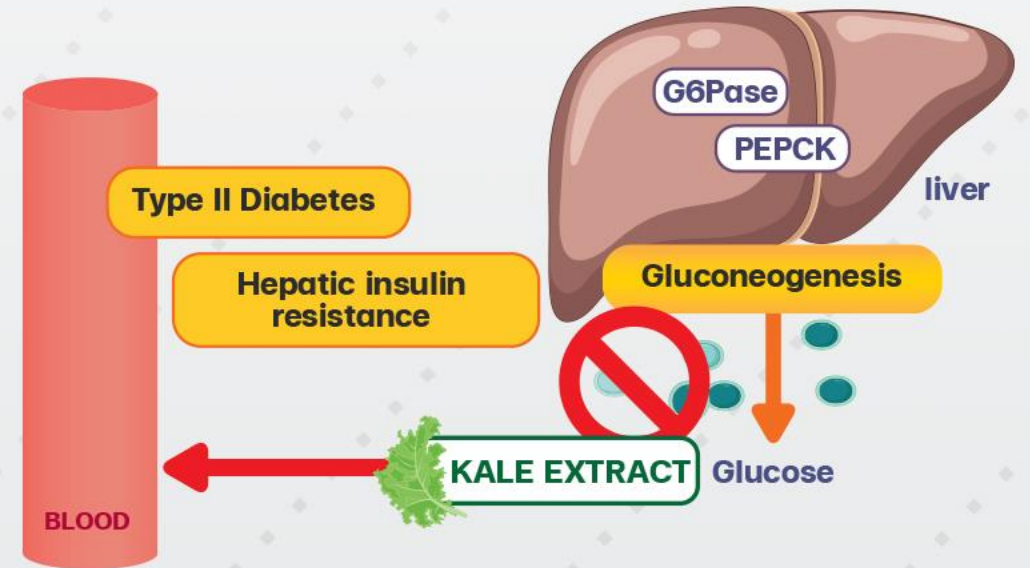
1) Reduce cholesterol absorption in the intestine by increasing micelle cholesterol size



NPC1L1 = Niemann-Pick C1-Like 1

**Total phenolic content > 15 mg. GAE/ g. extract**

2) Reduce glucose production process (gluconeogenesis) in the liver



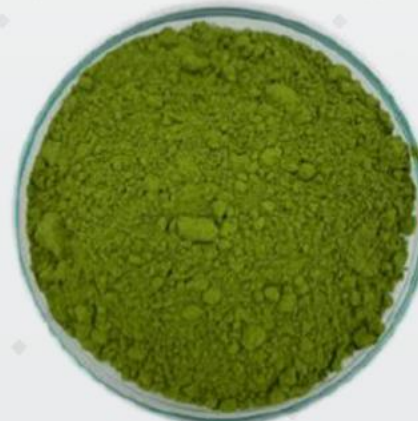
G6Pase = glucose-6-phosphatase.

PEPCK = phosphoenolpyruvate carboxykinase

# Research work under **Program Management Unit for Competitiveness (PMUC)**

Patent application number 2201008131

“Products from cruciferous plant extracts and production methods”



# TEAM



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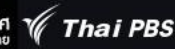
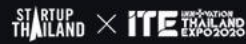
**Jirayu Lainampetch, Ph.D.**



# Supported by



## noBitter In media



# Contact me for more information



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