

AFYAA  
**Arafit**

# Pre-planned Meal Under Your Zeal

Enjoy the real deal of a healthy meal

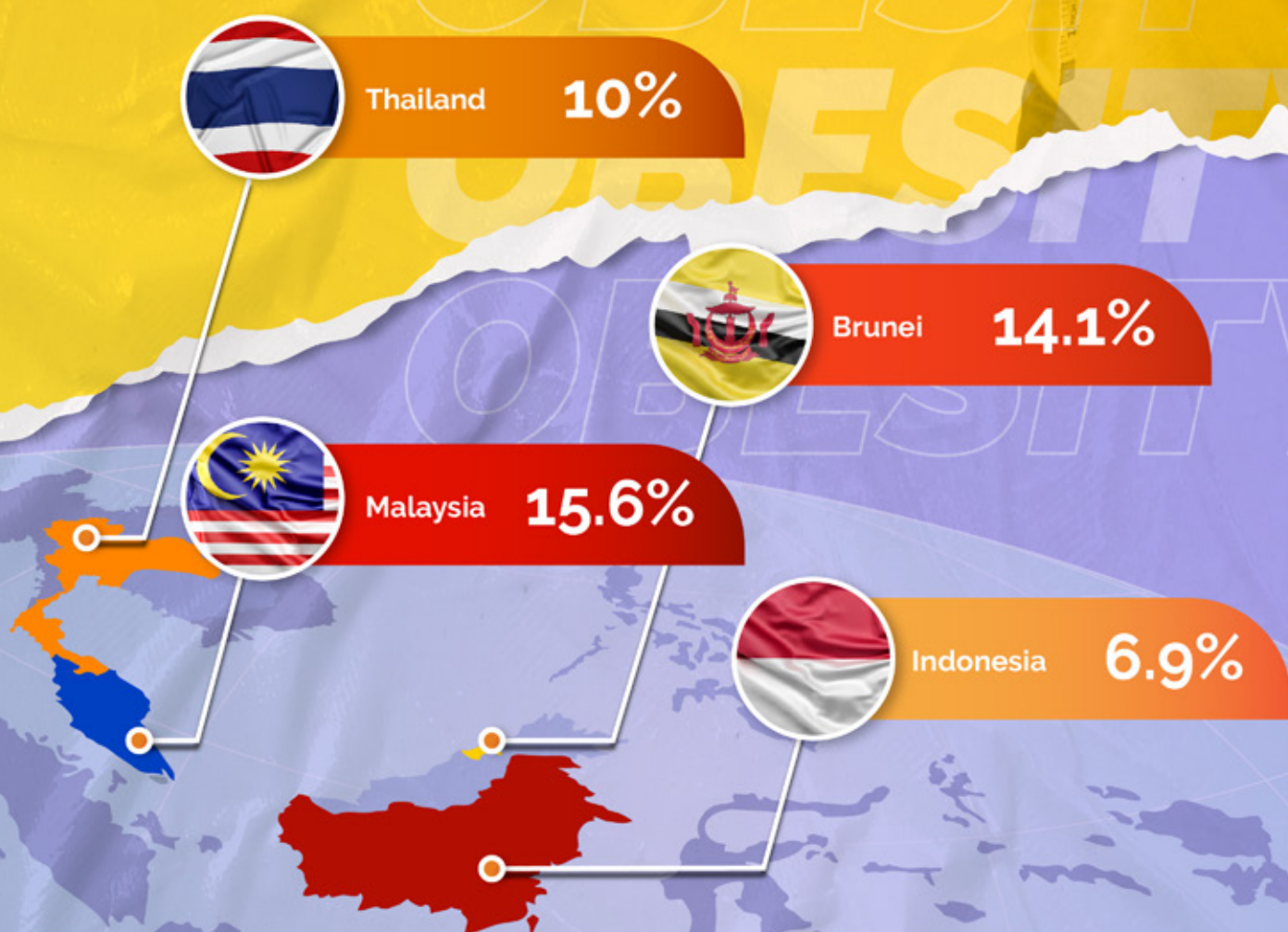


# Did you know?

Out of **50.1% of Malaysian adults**, **30.4% were labelled overweight** and the remaining **19.7% were labelled obese**, as reported by the National Health and Morbidity Survey (NHMS) 2019.

What's more alarming, obesity rates have unfortunately shown an increasing trend over the years, **from 50.1% in 2019 to 54.2% in 2020** according to a study conducted by Ministry of Health (MOH).

In fact, World Population Review 2019 also reported that **Malaysia has the highest prevalence of obesity among adults in South-East Asia at 15.6%** compared to its regional counterparts.



# Understanding Obesity

Obesity is a condition in which a person's body weight is heavier than what's considered healthy as a result of excessive body fats. It occurs over time when people consume more calories than they should burn.

## IS THIS YOU...



Overweight



Overeating



Physical inactivity



Diagnosed with 3 complex diseases  
(diabetes, hypertension, high cholesterol)

*Because **OBESITY** is next door if this is left abandoned!*

# From overeating to food redirecting

Malaysians are well recognised as **'food lovers'**, as there are colourful varieties of cuisine readily available to consume. However, the direction has seen some changes in its latest trend, portraying the fact we have **become more health-conscious**, especially the middle class group.

In 2017, Malaysia was named the **third most friendly country for vegetarians** as in line with the growing number of vegan practitioners.

For certain groups, **veganism is a dietary restriction that bans us from enjoying many tastes of foods**, nevertheless, it is a healthy lifestyle decision that goes further beyond food.



# Flexitarian:

New 'pop culture' for food in the world today

As we redefine our dietary approach towards achieving a healthier lifestyle, there is a new culture in terms of healthy-food practising known as flexitarianism.

Flexitarian is a term bearing flexible and vegetarian, defining 'casual vegetarian' practitioners who consume meat on certain occasions. This flexitarian trend is seen most common among millennials and Gen Zs in Malaysia.

In fact, middle class vegetarians have also begun to consume plant-based proteins as their incomes rise, which also applies to millennials and Gen Zs as their careers progress.



# Readjust

your food plate

# Scrape off

unhealthy weight

Make your body feel great!

Multi-  
proteins

Fibregum™  
Acacia Gum

Green Coffee  
Bean Extract

**Arafit**

Botanical Beverage Mix Soy Protein  
Acacia Gum and Green Coffee Bean Extract  
Contains 100% Natural Flavors, Protein, Fiber, Vitamins  
and Minerals. No Artificial Sweeteners, No Sugar, No Fat.

**Arafit**

EAT RIGHT,

# Protein, the building blocks of human life

Protein is **an essential component for every cell in the body**. Not only does it help the body to build and repair cells and tissues, protein is **a major component of the skin, muscle, bone, organ, hair and nails**.

It is one of the three macronutrients, other than fats and carbohydrates that our body requires in larger amounts.

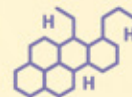
In fact, protein plays a significant role in many bodily processes including:



Fluid balance



Immune system responses



Hormones



Enzymes



PROTEIN

# Multi-proteins

Why choose one when you can have it all in one?

Look no further! AFYAA Araft is preloaded with multi-proteins comprising **isolated soy protein, pea protein, brown rice protein and oat protein** that are remarkably formulated **to complete your protein intake**.

Plant based proteins are **high in protein, containing essential amino acids and fibre, while carrying low fat content**.

In fact, they possess a **higher thermic effect of food (TEF)**, being the energy required to digest each macronutrient. In science, high thermic food will **increase the metabolic rate** thus enabling the body to **burn more calories** to digest it.

## Spill the fact!

Soy protein is a **wholesome protein** as it contains all essential amino acids that cannot be produced by our body and only obtainable through food consumption.



**American  
Heart  
Association®**

**As recommended by American Heart Association, 25g** consumption of soy protein every day may help reduce the risk of heart disease.



# 5 Essence of multi-proteins for our body!



Boost metabolism rate



Aid in weight loss /  
weight management



Increase lean  
muscle mass



Promote growth and  
maintenance of  
healthy tissues



Support wound healing  
and tissue regeneration



# Divine Blessing Sent Down for Humankind

Acacia Gum has been in existence about 5,000 years ago during ancient Egypt where its uses were mainly observed. It was reportedly believed to be **the oldest and best known among all natural gums**.

Acacia Gum  
(*Senegalia senegal*)



Worthy of note, Acacia Gum is **a resin exuded from stems and branches of Acacia Seyal trees**. In the Al-Quran scripture, Acacia Gum ("Mann") was mentioned three times, describing that **it is among the superfoods that should be consumed by humans**.



# Fibregum™ Acacia Gum

**Bonjour** from France:

AFYAA Arafit is formulated with Fibregum™ Acacia Gum, a **patented ingredient** by **Nexira, France** being the global leader in acacia gum. It is high in fibre, **one sachet of Arafit provides 1/3 of daily recommended fibre intake per day (7.5g).**

It contains over **90% soluble dietary fibre** (arabinose, rhamnose, galactose) which is also known as **prebiotics**.

## Know it today: Prebiotics?

Non-digestible food ingredients and selectively used by probiotics, the **good bacteria to produce health benefits.**



# Triple mechanism of action

## 1. Prolong satiety

Acacia Gum (AG) molecule is a highly branched polysaccharide, 100 to 300 times bigger than fructooligosaccharide (FOS) molecule which is short and linear. Complex chain **allows a longer digestion period which prolongs satiety to stay feeling full thus resulting in healthy weight management.**

GLU → FRU → FRU → FRU

Glucose  
Fructose



Galactose  
Arabinose  
Rhamnose



## 2. Gut comfort

Increase stool concentrations of bacteria  
and water content regulation

Improve stool quality



Reduce  
diarrhoea



Twinning  
effects



Reduce  
constipation



### 3. Inhibit growth of harmful bacteria



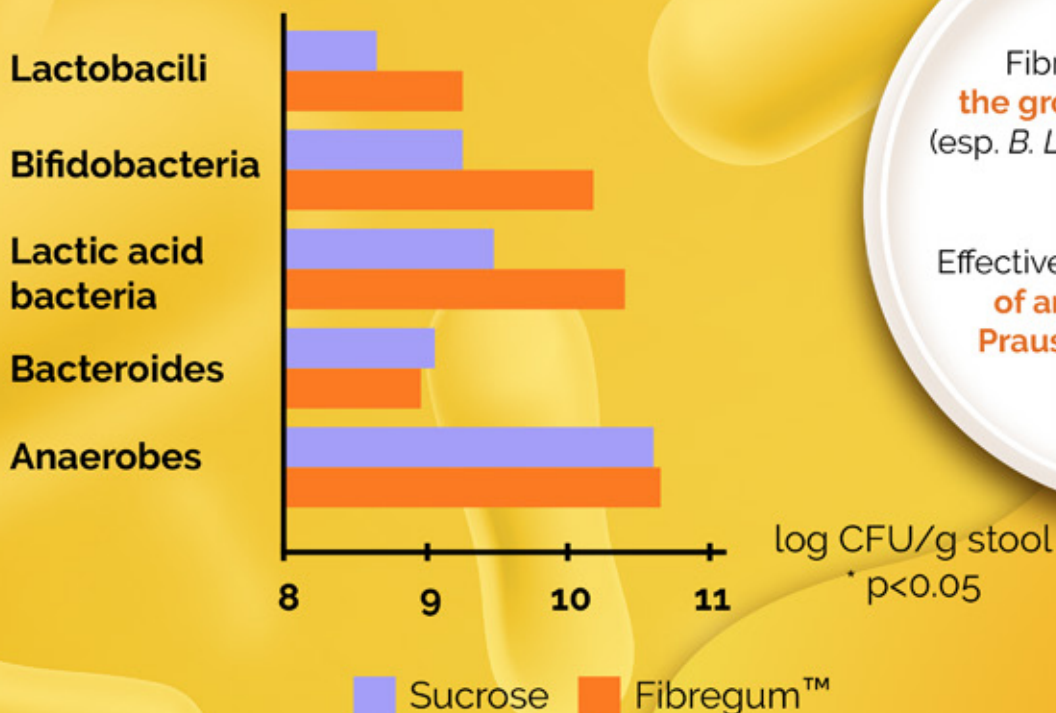
Stimulates the growth of lactic acid bacteria (LAB) in the colon

LAB produces short-chain fatty acids (SCFA) to activate health benefits for the body



Reduces inflammation and inhibits the growth of harmful bacteria

Proven effect *in vivo* clinical study on healthy volunteers increase of LAB with Fibregum™ (10g/day) compared to control (10g/day).



Fibregum™ **enhances the growth** of bifidobacteria (esp. *B. Longum*) and lactobacilli in the colon

Effective in **stimulating growth of anti-inflammatory F. Prausnitzii** while FOS not





# Coffee:

## Majority's Morning Booster!

Coffee is indeed one of the most popular beverages in all corners of the world.

Thanks to Kaldi the goat herder, coffee was first discovered in the ancient coffee forest on the Ethiopian plateau, traced back in 700 AD. He noticed that his goats became so energetic after eating mysterious berries which caused them to be active at night.

Since then, coffee made its way up to the north where it was cultivated in the Arabian Peninsula. By the 17th century, Europeans began to discover the pitch black beverage and it became popular in the continent.



# Green Coffee Bean (GCB) Extract:

Tailor-made for the Health-Conscious!

Your next cup of coffee? Don't go too far! Our powerful GCB is purely unroasted and derived from the **Premium Coffee arabica L.** variety.

Unroasted GCB contains nearly **twice the concentration of chlorogenic acid (CGA)**, a type of **antioxidant**, than roasted beans and contains caffeine that will exert various health benefits. Thanks to its process which requires no heating to preserve its CGA, it **helps to suppress appetite**, and **block carbohydrates** which will then help to lose weight.



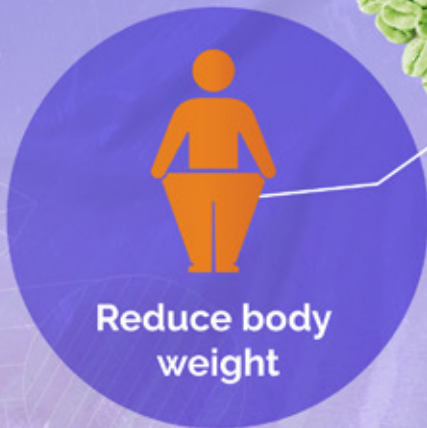
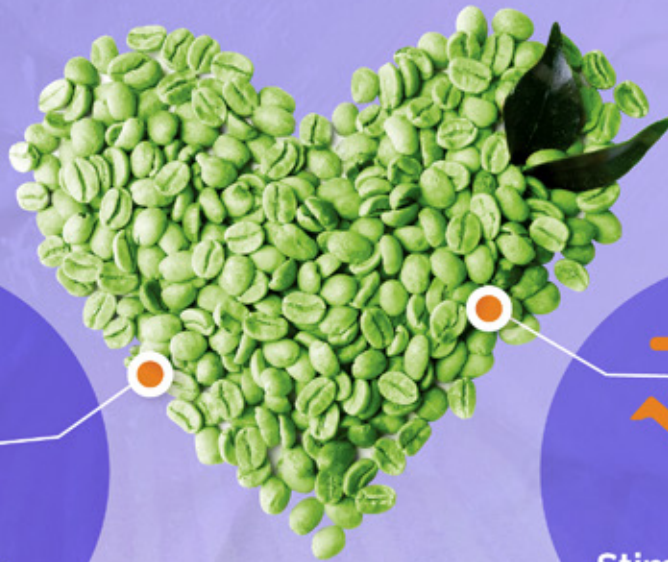
GREEN



# Duo mechanism of action:

Carb Blocker & Energy Booster

Green Coffee Bean Extract



Reduce body weight



Stimulate energy metabolism

**Block carbohydrates digestion and absorption** by inhibiting alpha- glucosidase enzyme activities

**Boost metabolism** without jittery feelings or lightheadedness

**Prevent conversion of sugar into fat** by increasing muscular glucose uptake

**Improve blood glucose and insulin levels**, and overall lipid profile

# Green Coffee Bean VS Roasted Coffee Bean

## Chlorogenic Acid Levels



**Green  
Coffee  
Bean**

**Higher amount  
of Chlorogenic  
Acid (CGA)**



**Roasted  
Coffee  
Bean**

**Lower amount  
of Chlorogenic Acid  
(CGA) as it underwent  
roasting process**

# Other essential ingredients

to complete your intake

## 1. Fibre Creamer



It is from polydextrose which is low in sugar and also known as a prebiotic fibre.



It can help increase fibre intake, promote bowel movement, keep the digestive system healthy, and aid in weight loss.



2.

## Vitamin Mineral Premix

Contains **18 types of micronutrients** which are essential to meet the daily nutrient requirement for the body so that the organ and bodily systems can function well.



**Vitamin B Complex:**  
Provide energy



**Vitamin C and E:**  
Support immune system



**Selenium and zinc:**  
Reduce oxidative stress



**Iodine:**  
Ensure proper thyroid function

**Vitamin A:**  
Maintain healthy eyes



**Calcium and Vitamin D:**  
Build stronger and healthier bones



**Iron:**  
Ensure proper function of red blood cells



# How much is How much?

Protein content in 1 sachet of Arafit (12.3g)  
is equivalent to:



4 pieces of tempeh  
/ beancurd



4 tablespoons  
of peanut butter



100 gram chicken  
breast



2 slices of cheese



2 large eggs



2 cups of milk



3 cups of soybean



2 cups of yoghurt



1 cup lentils

# How much is How much?

Fibre content in 1 sachet of Araftit (7.5g)  
is equivalent to:



2 medium apples



2 large mangos



2 medium bananas



3 cups of cucumber



4 cups of lettuce



3 cups of spinach

AFYAA  
**Arafit**

# Webwork of functions:



Aids in weight loss



Prolongs satiety



Blocks carbohydrate digestion and absorption



Boosts metabolism



Enhances fat burning



Replenishes daily nutrients demand



Improves digestion



Relieves stomach discomfort and constipation



Builds and repairs muscle tissues



Provides energy



Improves lipid profile



Boosts immunity

# Exclusively designed for:



People who want to lose weight healthily



People who do not consume enough fibre in their diet



People who want to keep fit and healthy



People who consume unhealthy diet



People who always skip meals



People who lead a hectic lifestyle



People with lactose intolerance



People who want to incorporate Sunnah food in their diet





# Direction of use

1 sachet  
per day

Mix 1 sachet with 200ml of water and stir well.

Take as a meal replacement during  
**breakfast / lunch / dinner**

