



## **BRAND FOUNDATION**

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- The Lumensa brand has an opportunity to stand apart from the competition by elevating the themes of partnership and pride.
- Visually that can be done by:
  - Capturing a sense of superior health thru a feeling of glow or illumination
  - Relating a sense of pride by showing pleased animal growers in candid, authentic moments and by showing thriving animals themselves, where the eyes, skin/fur is visibly flawless
  - Being minimalistic, clean and clear in the use of visual and verbal elements

## LOGO

selected design

*lumensa* :

primary logo version next to Cytozyme logo

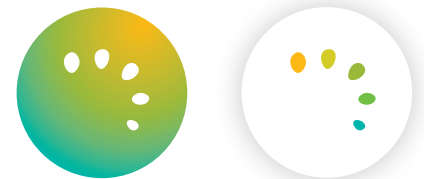
*lumensa* :

**cytozyme**<sup>™</sup>  
Technology Growers Trust

one-color version

*lumensa* :

social media shorthand version



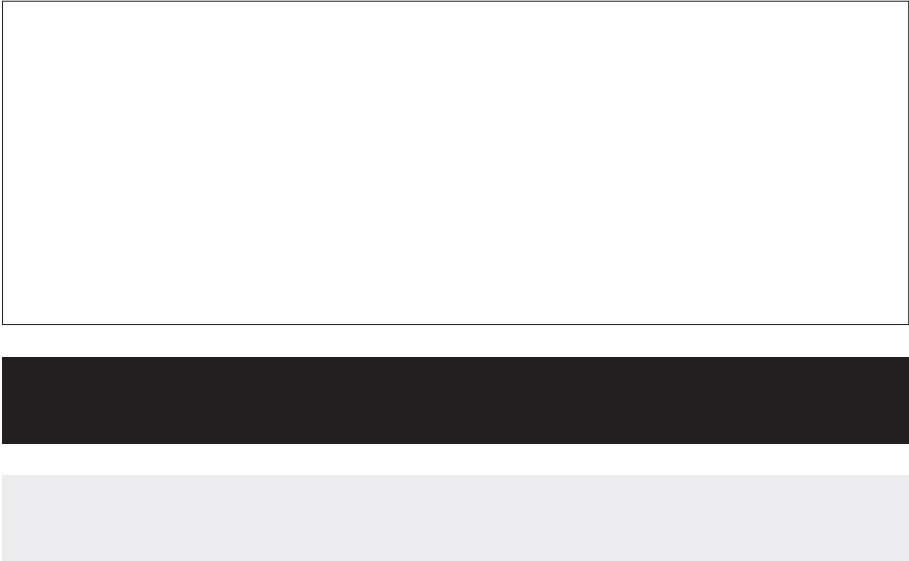
COLOR PALETTE

white with blues and greens and a touch of yellow

Main colors



Neutrals



Gradients



## PHOTOGRAPHY

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criteria:

- Communicate or suggest the message of health, pride and partnership
- Use sun to highlight details
- Show animal coat/feathers to emphasize their health
- Feature people looking happy, caring and proud of their animals
- Make sure expressions look candid and situations look authentic



BRAND FONT (requires licensing)

Stag Sans

Thin, Light, Book, SemiBold, Bold

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!/?#%&\$+=

USE	LICENSE TYPE	PRICE
<input checked="" type="checkbox"/> Desktop	▶ up to 3 workstations	\$250.00
<input checked="" type="checkbox"/> Web	▶ 1 domain ▶ up to 500k unique visitors/month	\$625.00
<input type="checkbox"/> App	▶ 1 mobile app	\$0.00
All license purchases (desktop, web, and app) are a one-time payment for perpetual use, with no recurring fees. Prices for web fonts are based on number of unique visitors per month, but still only require one payment.		
Discounts:		-\$62.50
TOTAL:		\$812.50

5 weights:

Stag Sans Thin  
Stag Sans Light  
Stag Sans Book  
Stag Sans Semibold  
Stag Sans Bold

Desktop:

\$250 up to 3 workstations  
\$500 up to 7 workstations  
\$750 up to 13 workstations

Web:

\$250 up to 15K unique visitors/month  
\$625 up to 500K unique visitors/month  
\$1250 up to 1M unique visitors/month

[https://commercialtype.com/catalog/stag/stag\\_sans](https://commercialtype.com/catalog/stag/stag_sans) (\$812.50)  
<https://type.today/en/cart> (\$750)

Nutritional and health supplements

formulated for specific applications backed by more than 40 years of innovation and uncompromising quality, our products, processes, and people get real results for growers around the globe.

As a progressive grower, you need more than sustainable results. You need the highest crop quality and yield, with the best return on investment and no wasted time or money. You need predictability—outcomes you can rely on.

improve

A line of naturally-derived products designed to improve animal production through support of healthy gut. These supplements combine the power of probiotic metabolites, chelated/complexed minerals, antioxidants.

Enhancers for Natural Decomposition of Organic Waste. Products designed to promote the natural decomposition of organic waste by supporting growth of naturally occurring beneficial microorganisms.

Digestive Efficiency

# Roboto

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Thin, *Thin Italic*, Light, *Light Italic*,  
Regular, *Italic*, Medium, *Medium*  
*Italic*, Bold, *Bold Italic*, Black,  
*Black Italic*

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# Nutritional and health supplements

formulated for specific applications  
backed by more than 40 years of  
innovation and uncompromising quality,  
our products, processes, and people get  
real results for growers around the globe.

As a progressive grower, you need more than sustainable results. You need the  
highest crop quality and yield, with the best return on investment and no  
wasted time or money. You need predictability—outcomes you can rely on.

# improve

A line of naturally-derived products designed to improve  
animal production through support of healthy gut. These  
supplements combine the power of probiotic  
metabolites, chelated/complexed minerals, antioxidants.

Enhancers for Natural Decomposition of Organic  
Waste. Products designed to promote the natural  
decomposition of organic waste by supporting growth  
of naturally occurring beneficial microorganisms.

# Digestive Efficiency



## TRADE SHOW BANNERS

retractable roll-up banner  
(33.5 x 79 in)

**cytozyme.com**

a simple synergetic multi-ingredient  
solution that makes your animals  
healthy thru gut health

*lumensä* :

Health you  
can see

*lumensä* :





POWERPOINT TEMPLATES

6 slides in standard 4:3 format  
(CytozymeAnimal\_Biotechno\_2017.pptx)

Cover slide

# Animal nutrition

Health starts and ends with the gut.

July 6, 2017

Content slide - paragraphs copy and bullets

Headline

Subhead

Paragraph type. Arial Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation in ullamco laboris nisi ut aliquip ex ea commodo consequat.

**Subhead typography**

- Positively influence growth performance, intestinal microbial balance and liver health
- Relieves weaning stress, prevents diarrhea and promotes growth
- Combats pathogenic bacteria and fungi, reducing spoilage

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Table slide

Effects of Feed vs Water Application  
On Broiler Performance

	Fermentation Metabolites	Live Probiotics
<b>Surviving in a harsh environment</b>	Metabolites can pass through harsh stomach conditions without losing biological activity	Probiotics often do not survive in sufficient numbers to be effective often resulting in poor performance.
<b>Intestinal Landing Sites</b>	Metabolites do not require a landing site to be effective	Live probiotics require a landing site to be effective and can pass through the gut, unused, with out attaching to the gut wall.
<b>Features</b>	Cytozyme products provide nutrition for intestinal microbes	Live probiotics require nutrition to survive
<b>Stability</b>	Cytozyme products are extremely stable and easy to store, shelf life of up to 3 years	Live probiotics are not easy to store and are unstable, need to be refrigerated or frequently fermented before use, shelf life is short and unstable during transport
<b>Mutation</b>	Fermentation metabolites are stable and never mutate, which means the have a consistent effect	Live Probiotics can undergo mutations that can reduce and change their effect.

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Trial results summary slide

Cytozyme USA heat stress trial summary  
500 ppm application rate

3%

Increased weight gain

5.8%

Decreased feed conversion ratio

55%

Decreased lesion scores

48%

Decreased mortality rate

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2

Chart slide

Effects of Feed vs Water Application  
On Broiler Performance

### Body Weight Gain (kg)

Group	Weight Gain (kg)	% Change
Control	2.93	
Feed	3.06	4.4%
Water	3.08	5.1%
Feed and water	3.11	6.1%

### Feed Conversion Ratio

Group	FCR	% Change
Control	1.90	
Feed	1.85	-2.6%
Water	1.84	-3.2%
Feed and water	1.83	-3.7%

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Photo slide

US Headquarters  
All R&D, manufacturing, production and packaging done in Salt Lake City, Utah

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INFO SHEET

product

# Health you can see

Main statement that highlights what the product is and why the customers should be interested in the product. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation.



# lumensa

### Multi-method synergetic approach

Describes how complexity is our differentiator and how we use component synergy and multi-method approach to achieve measurable results. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt magna aliqua.



Fermentation metabolites



Seaweed Extracts



Chelation/Complexation



Brewers yeast



Vitamins



Antioxidants

### How do Lumensa products work

#### Component

How it affects the animals health and what the benefits of that are. Lorem ipsum dolor sit amet, consectetur.

#### Lactobacillus acidophilus

Positively influences growth performance, intestinal microbial balance and liver health thru the microbial balance in the gut, reduction of harmful bacteria and stimulation of the gastrointestinal immune response.

#### Amino acids

Combat pathogenic bacteria and fungi, reduce pH in the stomach, improves digestibility and stimulates pancreatic enzymes which assist with protein and fat digestion.

#### Phenolic compounds

Inhibit production of mutagenic substances which would damage DNA, increase feed efficiency, growth rate and protein digestibility.

#### Betaine

Improves digestibility of specific nutrients and is involved in protein and energy metabolism.

#### Calcium and Manganese

Ensures proper egg shell formation and prevents osteoporosis in older animals.

#### Copper

Increases antibody production, which critical for proper disease immune response.

#### Zinc

Is an important component of several enzymes and is key to host defense mechanisms.

#### Brewers yeast

Has an anti-inflammatory effect, in conjunction with activation of natural killer cells and  $\beta$  lymphocytes.

### How to use it

Describes how the product can be applied to feed or water and how it "pays for itself" thru better results. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip.

Dry application	
Liquid application to feed	
Liquid application to water	

Call to action. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

(801) 533 9208

cytozyme@cytozyme.com

cytozyme.com

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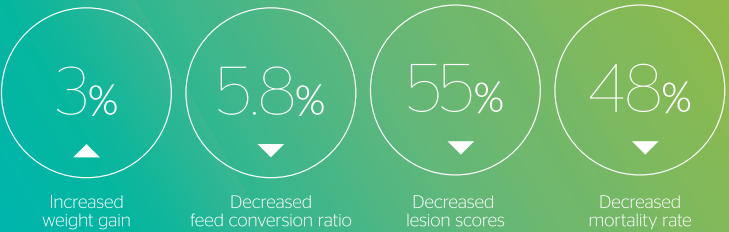
INFO SHEET

science



Trial results on poultry health

USA Heat Stress Trials  
(500 ppm) Summary results



Main message highlighting the cutting-edge performance that is better than anything else on the market and the testing/trials that have been done over the years that show the effectiveness of the product. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna

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Produced using good manufacturing practices and following National Animal Supplement Council



Does not contain Genetically Modified Organisms materials



Uses only materials which are on the FDA Generally Recognized as Safe List



Utilizes highest quality feed, food and FCC/USP grade materials approved by Association of American Feed Control Officials

Worldwide Commercial and University Trials

Describes the duration and breath of research that has gone into testing and improving the efficacy of the product. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim minim veniam, quis nos trud exercitation ullamco laboris nisi ut aliquip commodo consequat. Duis aute dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollito. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Colombia  
India  
Malaysia  
USA  
Turkey  
Chile  
Nigeria

Standard vs Low Energy Diets

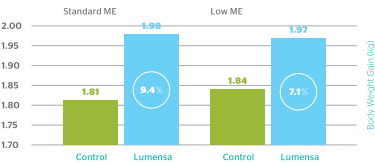
**Standard Diet:**  
Protein%/ME kcal/kg in three phases:  
22.5/2908; 21.5/3010 and 19.5/3152

**Low Calorie Diet (2.5% lower ME)**  
Protein%/ME kcal/kg in three phases:  
22.5/2828; 21.5/2924 and 19.5/3077

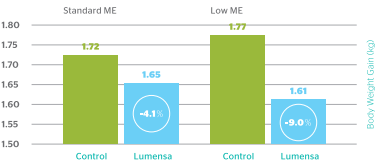
**Trial Results**  
Cytozyme improved performance of Vencobb broilers fed standard and low calorie diets in a 42-day trial. Low calorie diets with 2.5% lower ME supplemented with Cytozyme produced better results than standard ME diets alone: 8.8% higher Body Weight Gain and 6.4% lower Feed Conversion Ratio.

Cytozyme can be applied through feed or water supply with the best results obtained with parallel application through feed and water in Ross 708 broilers. Chickens were raised on a built-up litter under heat stress conditions for 49 days.

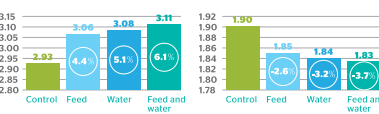
Effect of Cytozyme on Body Weight Gain



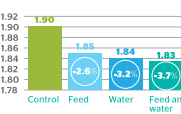
Effect of Cytozyme on Feed Conversion Ratio



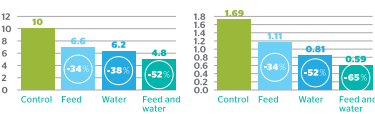
Body Weight Gain (kg)



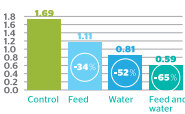
Feed Conversion Ratio



Mortality (%)



Lesion Score (0-4)



Means with different letter superscript differ significantly (P<0.05).  
Abstract for IPSF International Scientific Poultry Forum, Atlanta GA, 2017

Call to action. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

1 (801) 533 9208  
1 (800) 654 1726

cytozyme.com