

# Wellous®

## NEWSLETTER

Reasons

# You're Not *Losing* Weight

Jan-Mar  
**2023**

English Version

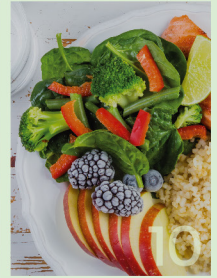
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**From** day one when we started our business as a nutrition company in 2016, health and sustainability were foundational values that Henry Chin and I, as the co-founders, sought to build a business upon.

In merely a few years, we have been blessed to build a dynamic business that enables a wide group of people around the world to attain a higher quality of life through better health. We develop products from the natural ingredients that enhance immunity, promote health, and other benefits that Wellous products have to offer.

Throughout our entire product development process, we have sought to remain in lock-step with both what consumers want and how to reach them through continuous development and application of technology to help provide better choice, distribution, and superior after-sales service. Today, we have a strong presence in Malaysia and a growing presence in Asia Pacific.

Wellous was recently recognized by BusinessLogy, Malaysia's TOP Business Report Specialist, for our sustained financial strength based on sales and profit data for the recent five years. Wellous ranked highly in sales and profit for the Online Marketing/ E-Commerce/ Micro-Retailers and Dealership Companies categories in Malaysia. This award is a testimony to the efforts of our entire team and a reflection of our commitment to drive our digital strategies in building a sustainable business.

In December of last year, we announced that we will be merging with Kairous Acquisition Corp. and seeking to become a publicly listed company on Nasdaq later this year. This is a significant step of our global growth strategy, moving beyond our local market and offering our products to people around the world.

We also entered into an agreement with DHL Express in February and became its first customer in Asia Pacific to use GoGreen Plus service. Investing in sustainable solutions is a priority for us as we constantly seek greener alternatives, and GoGreen enables businesses – like Wellous – to efficiently reduce carbon emissions of our international shipments. We believe the collaboration with DHL Express fits perfectly into our global growth strategy and is founded on the bedrock of health and sustainability – two values we cherish so deeply.

## Andy Tan

Co-Founder and CEO of Wellous Group Limited



# Reasons You're Not Losing Weight



Have you been trying to lose weight for a while, but nothing seems to work? Are you frustrated with your diet and exercise routine, but still cannot seem to shed those extra pounds? One possible reason for your struggles could be a slow metabolic rate. A slow metabolism can make weight loss more challenging and lead to plateaus and rebounds.



By **Assoc. Prof. Dr Chai Lay Ching**  
(Wellous Food & Microbiology Advisor)

## What is metabolism ?

Metabolism is the process by which your body converts the food you eat into energy that your body can use. This involves a series of chemical reactions that take place in the body, which break down nutrients into their component parts and produce energy in the form of ATP (adenosine triphosphate).

The rate at which your body burns calories and converts them into energy is known as your metabolic rate. It can be divided into two main components: resting metabolic rate (RMR) and total daily energy expenditure (TDEE). RMR is the number of calories your body burns at rest, while TDEE includes the calories you burn during physical activity and digestion.





Metabolism plays a crucial role in weight loss because it determines how many calories your body burns each day. To lose weight, you need to create a calorie deficit by burning more calories than you consume. This can be achieved by reducing your calorie intake, increasing your physical activity, or both.

However, if you reduce your calorie intake too much or don't eat enough, your metabolism can slow down to conserve energy. This can make it harder to lose weight, as your body burns fewer calories each day. Similarly, if you don't exercise enough, your metabolism may not be stimulated enough to burn calories at a faster pace.



## What causes weight loss plateaus?

Plateaus in weight loss occur when the body adjusts to a lower calorie intake and increased physical activity. There are several factors that contribute to plateaus, including:

### A. DECREASED METABOLISM DUE TO ADAPTIVE THERMOGENESIS

Adaptive thermogenesis refers to the changes in metabolic rate that occur in response to changes in calorie intake and/or physical activity. It is a natural response of the body to maintain energy balance and prevent excessive weight loss or gain. When calorie intake is reduced, the body's metabolic rate slows down to conserve energy and prevent excessive weight loss. This is because the body interprets it as a sign of food scarcity, and responds by lowering its energy needs in order to maintain vital functions and survive.

Similarly, when calorie intake is increased, the body's metabolic rate increases to burn off the excess calories and prevent excessive weight gain. Adaptive thermogenesis is an important factor to consider in weight loss and weight maintenance, as it can affect the rate of weight loss/gain and the likelihood of weight regain after a diet.



## B. LOSS OF MUSCLE MASS

Muscle tissue is important for maintaining a high metabolism rate because it requires more energy to maintain compared to fat tissue. When muscle mass is lost, the body's metabolism rate may decrease because there is less muscle tissue that needs energy for maintenance. This can make it harder to lose weight and easier to gain weight in the future.

When dieting, the body may enter a state of caloric deficit where it is not getting enough energy from food to meet its daily needs. In response, the body may turn to muscle tissue as a source of energy, leading to muscle loss. Therefore, unrealistic diet restriction may be one of the common mistakes that lead to weight plateau. For example, too low calories intake, too low protein intake, relying on one specific food group only and others. Although in a calorie deficit state, it is still important to have a balanced diet to include a variety of nutrients to achieve long term weight loss. Exercise is also a must to build muscle in order to increase metabolic rate.

## C. HORMONAL CHANGES

Hormonal changes can contribute to plateaus in weight loss in various ways, such as by altering the body's metabolism and energy balance. Two hormones that are particularly important in this regard are leptin and thyroid hormones.

Leptin is a hormone produced by fat cells that signals the brain to regulate appetite and energy expenditure. When body fat levels decrease during weight loss, the amount of leptin produced by fat cells also decreases, which can lead to an increase in hunger and a decrease in metabolic rate. This can make it harder to continue losing weight or maintain weight loss, as the body may start to conserve energy and hold on to fat stores to prevent further weight loss.

Thyroid hormones, such as triiodothyronine (T3) and thyroxine (T4), play a crucial role in regulating metabolism by controlling the rate at which the body uses energy. In some cases, weight loss can lead to a decrease in thyroid hormone production or activity, which can result in a slower metabolic rate and difficulty losing additional weight. This is sometimes referred to as "diet-induced hypothyroidism."

Other hormonal changes that can contribute to weight loss plateaus include changes in insulin levels, cortisol (the "stress hormone"), and growth hormone. These hormones can affect the body's energy balance and metabolism in various ways, such as by promoting or inhibiting fat storage and affecting the breakdown and use of nutrients.



# How to Overcome weight loss plateaus?

If you have hit a weight loss plateau and want to continue losing weight, there are several strategies you can try:

## INCREASE PHYSICAL ACTIVITY

Adding more physical activity to your routine can help you burn more calories and create a larger calorie deficit. You can try increasing the intensity or duration of your workouts, or adding strength training to help build muscle mass.



## ADJUST CALORIE INTAKE

If you have been following a calorie-restricted diet, it may be time to adjust your calorie intake. This could mean reducing your calorie intake even further, or increasing it slightly to help kickstart your metabolism.







## CHANGE UP YOUR WORKOUTS

If you have been doing the same workout routine for a while, your body may have adapted to it. Switching up your workouts can help challenge your body in new ways and may help you overcome a plateau.



## GET ENOUGH SLEEP

Sleep is important for weight loss because it helps regulate hormones that control appetite and metabolism. Aim for at least 7-8 hours of sleep each night to support weight loss efforts.

## MANAGE STRESS

Stress can affect weight loss efforts by increasing levels of the hormone cortisol, which can lead to weight gain. Managing stress through techniques such as meditation, yoga, or deep breathing can help reduce cortisol levels and support weight loss.

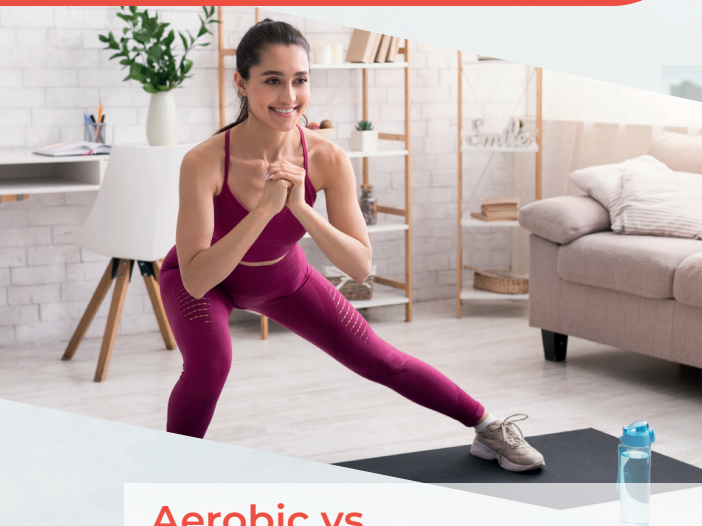


Remember, weight loss plateaus are a normal part of the process. It's important to be patient and persistent, and to continue making healthy choices even if you're not seeing immediate results. With time and effort, you can overcome plateaus and achieve your weight loss goals.

# Weight Loss: Aerobic Exercise or Resistance Exercise?

## What is Aerobic Exercise?

Aerobic exercise, also known as cardio exercise, is a form of exercise that increases your heart and breathing rate. Examples of aerobic exercise include jogging, cycling, swimming, and brisk walking. Aerobic exercise burns a lot of calories and can help create a caloric deficit, necessary for weight loss. It also improves cardiovascular health and can increase endurance. It is recommended to have at least 150 minutes of moderate-intensity or 75 minutes of high-intensity cardiovascular exercise per week.



## Aerobic vs Resistance Exercise

Many people find that it is easier to get started with the aerobic exercise compared to resistance training. This is probably due to the familiarity as it includes activities that are commonly performed in daily life, such as walking and cycling. Sports like badminton, basketball, tennis are also examples of aerobic exercise. If you are not interested in sports, dancing is also a good choice for you to get moving and burn calories.

## What is Resistance Exercise?

Resistance exercise or strength training involves working against resistance to build muscle. Examples of resistance exercise include lifting weights, using resistance bands, and bodyweight exercises like push-ups and squats. Resistance exercise helps build muscle which can boost your metabolism and help burn more calories at rest while improving bone density. It is recommended to have a minimum of two times of resistance exercises per week and important to allow at least 48 hours of recovery time between sessions for each muscle group.



However, there is always a question from people who want to lose weight: which type of exercise is effective of losing more weight?

Generally, aerobic exercises are more effective short term because they're typically more effective at burning calories during the exercise itself, which can help you create a caloric deficit. On the other hand, resistance exercise is more effective in the long term.

This is because resistance training helps to improve overall body composition and metabolic rate and ultimately burn more calories when the body is at rest.

Although it's possible to lose weight by doing either one, it's recommended to have a balanced exercise routine that includes both aerobic and resistance exercise. Combining the two types of exercises are more effective for weight-loss and overall health.



## Does The Sequence Matter?

Should resistance exercise be performed before aerobic exercise or vice versa? There is no consensus as to which is more effective but sequencing recommendations are dependent on the program priorities and each offers unique advantages.

Performing aerobic exercise first may be a preferred choice if the fitness goal is to develop better endurance. If you prioritize strength and muscle gain, do resistance exercise before aerobic exercise. It's also likely better for fat loss. On top of that, resistance exercise requires more energy and focus, and doing it first can help avoid fatigue or injuries.

No matter which exercise comes first, both can confer both aerobic and anaerobic benefits simultaneously as long as the program is well designed and carried out properly. Most importantly, the best type of exercise for weight loss is the one that you enjoy and can stick to consistently.



## 01 Slow down the Pace

Take 20 to 30 minutes to eat your meal. This is because it takes close to 20 minutes from the time you start eating for the brain to send out signals of fullness, as a cue to stop eating. Therefore, if you're a fast eater, you're much more likely to overeat before you feel the sense of fullness. To practice eating slower, try focusing on your chewing. By chewing your food, you will find it easier to control the pace of eating.



# STOP OVEREATING

Overeating can lead to various negative health consequences such as being overweight, obesity, hypertension, and others. You may find it tough to break the habit but here are some tips and tricks to control your appetite.

## 02 Know the True Hunger

Eat when you're truly hungry. This sounds like common sense, but the truth is that many people don't know how to distinguish between physical and emotional hunger. We tend to turn to food for comfort, such as when stressed, bored, upset or angry. This causes us to go further beyond our actual appetite. To avoid this, take a pause before you feel like eating and try to identify your hunger cues first. You can also practice drinking a glass of water before reaching for a snack to help you differentiate between thirst and hunger signals.



## 03 Eat In the Right Order

Start your meal with non-starchy vegetables or protein, followed by carbohydrates. This is because vegetables are high in fiber, which helps provide satiety to prevent overeating. Protein will also slow down the release of sugar from carbohydrates, preventing a sugar spike that leads to hunger pangs, indirectly curbing the food craving.

## 04 Mindful Eating

This means being fully engaged in your eating experience – focusing on the texture, flavor, smell, and color of your food. In other words, pay attention to the food you eat. To practice this, try single tasking and just eating, without any devices or other distractions. If this is new to you, try starting with one meal or snack and commit to mindful eating just once a day. This will help you be aware of what you eat and indirectly helping you curb food cravings as well as control portion size.



## 05 Portions and Psychology

Using a smaller plate or serving utensil is an effective way to control eating portions. This can help trick your brain into thinking that you're full and make you eat slower. Also, big plates make it seem like the portions are small, so you're more likely to eat more than you plan. For a longer satiety, fill your plate with more vegetables and protein food. If you feel like snacking, choose a smaller multi-pack or put the desired portion in a separate bowl to prevent overeating.



Product  
Spotlight

# ZENS

## Healthy Weight Management



**ZENSO helps you lose weight scientifically by :**

- ✦ Reducing Ingestion
- ✦ Reducing Absorption
- ✦ Reducing Accumulation
- ✦ Enhancing Metabolism



## KURO DAITTO



### LITE MEAL

Contains Kurozu Black Vinegar, patented ingredient Slimaluma® Cactus Extract, and 7 natural ingredients: Baobab fruit powder, Fiber creamer, Isolate soy protein, Whey protein isolated, MCT oil powder, Konjac powder and 18 vitamins and minerals.

#### BENEFIT

Suppress appetite, reduce calorie-intake



## KURO MIZU



### DIURETIC FORMULA

Contains Kurozu Black Vinegar, branded ingredient CactiNea™ Cactus Fruit Extract and 4 natural ingredients: Juniper berries extract, Meadowsweet extract, Ginger root, extract and Japanese red plum.

#### BENEFIT

Remove excessive sodium and water; improve swelling of face and limbs



## KURO SHUGA



### CARB BLOCK FORMULA

Contains Kurozu Black Vinegar, branded ingredients CQR-300® Cissus Quadrangularis Extract and 6 natural ingredients: White kidney bean, Green tea extract, Okinawa less yam, L-Arabinose, Chromium chloride and Gymnema Sylvestre Extract.

#### BENEFIT

Inhibit digestion and absorption of sugar



## KURO OIRU



### FAT BLOCK FORMULA

Contains Kurozu Black Vinegar, branded ingredient Morosil™ Red Orange Extract and patented IGOB131® African Mango Extract, and 5 natural ingredients: Garcinia Extract, L-Carnitine, Chitosan, Purple Tea Extract and Shekwasha juice powder.

#### BENEFIT

Promote fat burn and metabolism, inhibit fat synthesis and absorption

## Wellous - UPM Strengthen Relationships Through Expertise Exchange

16 Jan

Wellous Group Limited has made an official visit to the Faculty of Food Science and Technology of Universiti Putra Malaysia (FSTM UPM) to make an exchange of a Memorandum of Understanding (MoU). The MoU aims to promote industrial training and career paths for UPM students at Wellous Sdn Bhd as well as to establish cooperation between FSTM UPM in the food technology industry.

Senior Vice President of Wellous Group, Racheal Tan expressed her commitment in this meaningful joint venture. "Wellous is committed to give our best to students who will conduct their industrial training here by providing and sharing all the expertise that we have as a health food and nutrition company. We also hope that they will then continue their career path in Wellous after graduation and share their knowledge in food technology they have learned in UPM."



Meanwhile, UPM Vice-Chancellor, Dato' Prof. Dr. Mohd Roslan Sulaiman said this inter-industry link will prove that UPM always supports the country's goals in the food industry. "Thank you to all participating companies for their deep interest and impressive support for formation in the food industry with FSTM UPM," he said.

For the record, Wellous and UPM have always established a good relationship for many years by portraying support for each other. As an example, during the Covid-19 pandemic in 2020, Wellous donated 4,000 pieces of three-ply facial masks to Pusat Kesihatan UPM as a measurement act to combat the virus spread that has hit this country.





# 30 Jan Happy Together Reached 1M Views in 1 Month!



Happy Together, a Chinese New Year song produced by Wellous has surpassed 1 million views on Youtube within a month! This catchy and easy-to-follow song composed by one of the most prominent Chinese Malaysian music makers, Adam Sang, has made an official debut on the Wellous Youtube channel on 30th December 2022.

The song is about the happiness and joys of celebrating Chinese New Year with loved ones while being healthy. This song has received so much love and response from the public as it is a massive collaboration project of many stars from different industries such as a famous pop duo, Fuying and Sam, rising star, Jeryl Lee, and content creator, Lovell Tan. A special appearance from Olympic badminton medalist, Goh Liu Ying, and Wellous Marketing Director, Wind Lee has boosted the hype of this song.

Aside from its unique and outstanding music, Happy Together gathered attention from the public due to the Happy Together dance challenge that many social media enthusiasts joined and gave their best performance.

# 17 Feb Wellous and DHL Share Vision in Creating Environmental Sustainability



To combat climate change, Wellous has entered into an agreement with DHL Express Malaysia by being the first GoGreen Plus user in the Asia Pacific region. In conjunction with that, an official announcement was made through a glorious Memorandum of Understanding (MoU) signing ceremony held at SVO Academy.

This agreement marks the partnership between Wellous and DHL Express Malaysia supporting our goal to reduce carbon emissions of international shipments by 10% year-on-year.

"Sustainability is the foundation of everything we do today to improve the well-being of our people, our communities, and the environment in which we operate. This investment in sustainable solutions is a priority for us as we committedly seek greener alternatives," said Andy Tan, the Co-founder and CEO of Wellous.

Meanwhile, Julian Neo, the Managing Director of DHL Express Malaysia and Brunei, looked forward to this decarbonization collaboration for a friendlier environment. "Together, we can be a driving force for sustainable transformation in our respective industries as we develop our processes to be more environmentally responsible than ever."

GoGreen Plus is a service that allows businesses to efficiently reduce their air cargo environmental impact such as the release of carbon dioxide and other greenhouse gasses up to 80% through carbon insetting by blending the amount of jet fuel needed with sustainable aviation fuel that is sourced from renewable waste and raw material residue such as cooking oil.



# Wellous ESG

Stepping in a greener direction, Wellous has inked a memorandum of understanding (MoU) with DHL Express Malaysia, making Wellous the first company in the Asia-Pacific (APAC) region to join DHL's GoGreen Plus initiative. This partnership supports Wellous' sustainability goal to reduce the carbon emissions of its international shipments by 10 percent year-on-year.

GoGreen Plus is part of Deutsche Post DHL Group's mid-term sustainability roadmap for 2030 and contributes to the interim target of having at least 30 percent of fuel requirements covered by sustainable fuels. In 2022, the Group announced two of the largest ever sustainable aviation fuel



deals with BP and Neste amounting to more than 800 million litres. It is expected these strategic partnerships will save approximately two million tons of carbon dioxide emissions over the aviation fuel lifecycle—equivalent to the annual greenhouse gas emissions of 400,000 passenger cars.

Wellous plans to deploy GoGreen Plus across its overseas trade lanes, encompassing markets in Asia, North America, Middle East and Oceania. The partnership between Wellous and DHL includes a framework to explore cooperation in other climate neutral initiatives, communications, knowledge-sharing, and community engagement, all part of Wellous' measures to meet its eco-conscious ambitions.



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