



TESTING LAB

T E S T Y O U R P R O D U C T

Oatlaws products user testing

- Content of user testing
- Tested products
- Test group
- Results
- Tested brand

Content of user testing

- Oatlaws products test period was 1 month
 - Real operating conditions and real environment
 - Objective user experience
 - User opinion, feedback, needs and ideas
- Users point out product functionality, effectivity and quality

Tested products

- Power Oats
- Power Oats Pro
- Power Oats Omega
- Fiber Oats
- Single Estate Oatmeal



Test group

- 18 testers
 - 9 men and 9 women
 - Age range 25-55 years, average 37 years
 - Testers were healthy exercisers, fitness enthusiasts and competitive athletes
 - Sports activity
 - Average 4 times / week
 - Range 1 – 7 times / week
- More than two thirds of the testers uses normally daily or weekly protein drinks and makes smoothies
- Two thirds of the testers has normally abdominal pain or swelling daily or weekly

Protein sources used by testers

Protein source	How many testers use this protein the MOST	How many testers use this protein	Totally
Whey protein	8	4	12
Soy protein	3	4	7
Rice protein	2	4	6
Pea protein	2	4	6
Milk protein	2	7	9
Hemp protein	1	5	6



Results



Power Oats products

Feeling of satiety after using the product

- Power Oats takes feeling of hunger away for 2-3 hours when it is made according to instructions of the package
- Power Oats enjoyed as a breakfast keeps hunger away for the whole morning half of the day
- Using Power Oats does not affect feeling of satiety but after using the product overall feeling is good whole the time there will not be feeling of hunger
- Power Oats is filling but feeling is light and good after using the product

Well being of stomach and intestine

- Power Oats products were very stomach friendly and it did not cause abdominal pain opposed to other Finnish grains
- "Normally I cannot eat oats because of abdominal pain but Oatlaws products did not cause any problems to my stomach"
- Noticeably less or none abdominal problems or pains
- Stomach is in better shape overall and good feeling of stomach has increased
- No abdominal swelling
- No flatulence
- Stomach works well and regularly
- Intestine works better

Vitality

- Power Oats products work well as snacks and give extra boost for the day
- Power Oats does not effect fast increase on blood sugar. Product gives energy slowly and constantly and it did no cause tired feeling

Use before exercising

- Power Oats works well as a snack before exercising because it is absorbed well and quickly and feeling stays good and light after use
- Energy level stays good during whole training

Product taste

- Product is pleasantly velvety to eat
- Genuine, pure, mild and good taste
- No added sugar or artificial sweeteners
- Smoothly oatly taste
- Berrie taste could be more powerful

Best of Power Oats

- Natural and healthy ingredients
- Oat based and protein rich product
- No added sugar or artificial sweeteners
- Small serving size → Lasting product package
- Product can be used in many different ways
- Product is pleasantly velvety to eat
- Genuine, mild and pleasant taste
- Product gives energy slowly and constantly
- Takes hunger away but leaves light and good feeling
- Power Oats products were very stomach friendly and it did not cause abdominal pain
- Noticeably less or none abdominal problems or pains
- Stomach is in better shape overall and good feeling of stomach has increased
- "Normally I cannot eat oats because of abdominal pain but Oatlaws products did not cause any problems to my stomach"
- No abdominal swelling or flatulence



Power Oats Pro

Effect on recovery

- Power Oats Pro has positive effect on recovery
- Power Oats Pro has enough high amount of good quality protein in well absorbed fluid form
- Easy to drink also after hard training

Taste comparison

Power Oats Pro vs. plant based protein powders (hemp, pea, rice and soy)

- All testers who has used plant based protein powders said that Power Oats Pro taste is better than other plant based protein powders
- Taste of Power Oats Pro is on its own class compared to other plant based protein powders
- "I do not like any plant based protein powders, but I do like the taste of Power Oats Pro"



Fiber Oats

Fiber Oats

- Fiber supplement that can be used in many ways
- Great source of fiber
- Product has so much fiber compared to other ingredients so it is easy to increase the amount of fiber without increasing the amount of carbs, protein or fat noticeably
- Is good for intestine
- Taste is good



Single Estate Oatmeal

Single Estate Oatmeal

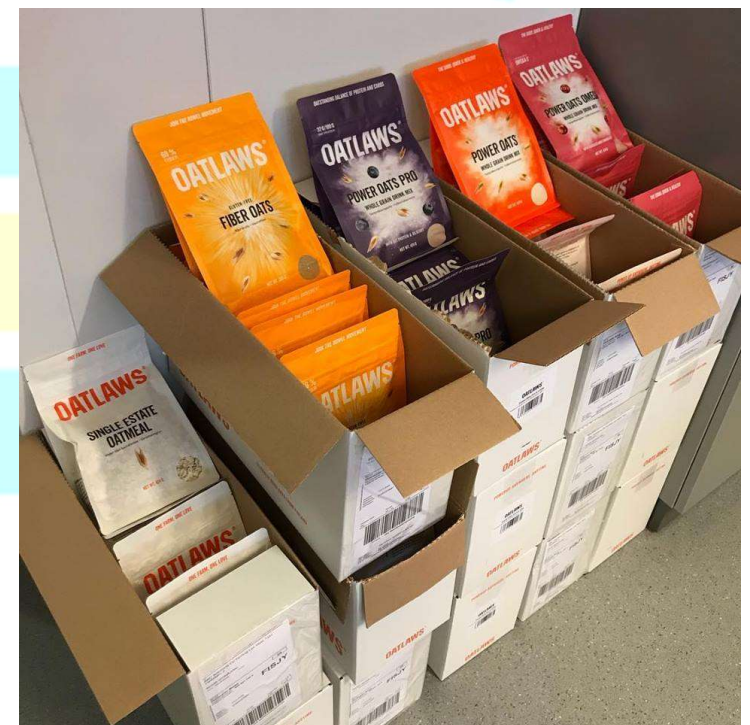
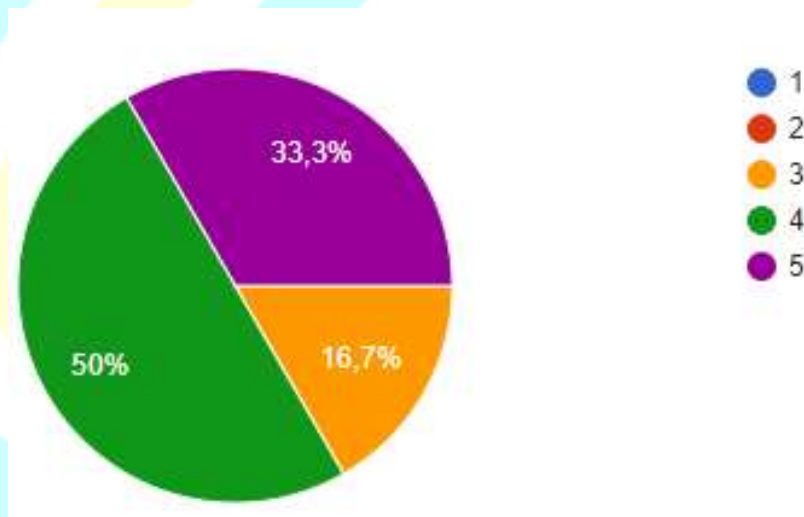
- Good product and easy to made
- Taste is soft, warm, fresh and very good
- Taste was so good that jam or anything else could not be add to porridge as normally
- "I am not a friend of porridge, but I could it this every morning"
- Porrdge gives strength for a long time



Rating

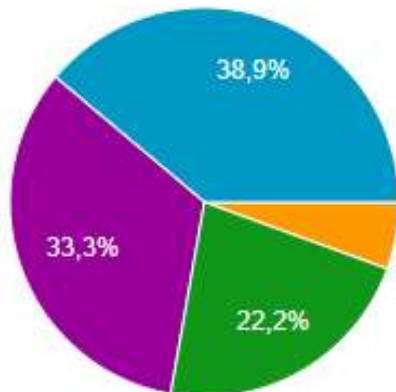
Overall grade to Oatlaws products

- Scale 1-5, 5=best grade
- Overall grade 4,2 (see distribution below)



Would you recommend Oatlaws products to your friend

- Scale 1-6 (1=not on any case, 6=absolutely)
- Oatlaws products – Recommend to a friend grade 5,1 (see distribution below)
- 94 % of the testers would recommend Oatlaws products to a friend



The Tested Testing Lab brand

- Tested Testing Lab is a sign of quality!
- Sport and wellness products are tested on sporting people
- Tested high quality products are awarded the Tested Testing Lab brand licence
- Oatlaws products are awarded the Tested Testing Lab brand licence



OATLAWS Power Oats

User testing 1/2018



Natural and healthy ingredients

”Normally I cannot eat oats because of abdominal pain but Oatlaws products did not cause any problems

Help to abdominal swelling and flatulence

Help to stomach problems

Takes hunger away but leaves light and good feeling

Gives energy slowly and constantly

Small serving size
→ Lasting product package

Oat based and protein rich

No added sugar or artificial sweeteners

Pleasantly velvety to eat

Genuine, mild and pleasant taste

Product can be used in many ways



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