

Nutrifriends



**NUTRIFRIENDS AS AN ANIMATED TV SERIES
TO TEACH CHILDREN THE VALUE OF FOOD**

nutritional education, an important topic and

The topic of good nutrition is becoming very relevant due to the increase of obesity in children and youth all over the world.

The WHO (World Health Organization) estimates that approximately 22 million of the children in the world under the age of 5 are overweight. **Research has confirmed the importance of educating and motivating healthy and balanced nutrition during childhood. It is a known fact that an obese child will most likely be an obese teenager and adult, with many harmful consequences to his or her health.**

A recent study by BIGS (The Brazilian Institute of Geography and Statistics) showed that 49% of the Brazilian population is overweight. This research analyzed data from 188 thousand people and demonstrates that obesity and being overweight are found in children older than 5 years old in all social groups around the country. In 2008, 33.5% of the children between the ages of 5 and 9 were overweight, and the Southeast region showed the highest percentage of obese children.

News from around the world highlights the importance of the problem as well as the increasing pressure from international organizations and governments to persuade the food industry to cooperate in the prevention of obesity, especially in regards to advertising to children.

Folha de São Paulo - 01/24/2011: According to announcements made by the WHO government should work side by side with the food industry to restrict the advertisement of unhealthy food for children. This recommendation from the WHO intends to decrease the frequency and the persuasion power of advertising, i.e., reducing the use of cartoons in marketing.

Folha/UOL - 02/04/2011: Obesity all over the world has doubled between 1980 and 2008, with the United States leading the trend, according to a global survey shown today in "Lancet". 31 years ago, 4.8 % of men and 7.9% of women had their body mass index (BMI) over 30, which states obesity. 3 years ago, 9.8% of men and 13.8% of women had already surpassed that index. Thus, demonstrating that more than one in ten adults is obese.

Folha/UOL - 02/04/2011: The amount of fat in the body is defined in childhood - C. CLAIRBORNE RAY FROM "NEW YORK TIMES": A 2008 study in the journal Nature found that the number of fat cells in the body is set in childhood and early adolescence and stays constant even after significant weight loss, for both lean and obese people.

In an effort to address this matter, Nutrifriends – a nutrition education program was created. **Its objective is to teach children the value of food, so that they can acquire good eating habits.**

PEN - NUTRITION EDUCATION PROGRAM

THE COMPANY AND THE PROGRAM CALLED NUTIFRIENDS

Founded by nutritionist Suzana Janson Franciscato, PEN aims to develop educational programs and projects about nutrition, especially children's nutrition. Eleven years ago, PEN staff developed the program Nutrifriends, which is located in Bauru, state of São Paulo. Currently being used by health professionals, schools and health offices, universities such as UNIFESP (Universidade Federal do Estado de São Paulo) and USP (Universidade de São Paulo), as well as other entities all over Brazil, PEN is considered a resource in nutrition education for children in Brazil. It also features children's nutrition education information on its website: www.nutriamigos.com.br

PEN - NUTRIFRIENDS

Nutrifriends is an educational program that facilitates the involvement of children in nutrition, so that they learn the value of their food. It was developed by nutritionist Suzana Janson Franciscato based on her experience with young patients in her office. Recognizing a need to motivate children to acquire good eating habits, Suzana started researching new alternatives for teaching materials.

The goal of the program is to teach children between the ages of 2 and 12 to eat healthy by getting involved with the different kinds of foods: Carbohydrates; Vitamins, Fiber and Mineral Salts; Protein and Fat. Throughout the Nutrifriends Program, the characters teach in a happy and funny way about where the nutrients are found and what their functions are in our body. The Nutrifriends Program exists in the children's magic, imaginary world, and that is the reason why children identify themselves with the characters and from them are able to learn the value of the different foods.

With the success of the program, PEN staff gathered all its educational products in a Teaching Kit, which is now part of the course "Learning how to eat healthily with Nutrifriends." This Kit contains a class manual, a DVD with 5 stories, a music CD and worksheets with pedagogical activities divided by age group. Other Nutrifriends products such as Memory Games, Decks of Cards, and CD-ROM's are also available to complement the learning process.

After 11 successful years of products targeting health professionals, PEN started a partnership with HGN Productions, and it is producing a cartoon series for TV and repositioning itself to target children more directly.



about us



HGN PRODUCTIONS

HGN Productions has been in the market for more than 20 years, and it specializes in 2D and 3D animation. The studio has in its portfolio many jobs made for the domestic and international markets, including TV Commercials, Specials, institutional films, TV series and Feature films. HGN Productions has recently worked with Walt Disney Animation Studios in Goofy's new movie named "How to hook up your home theater" and in the movie "The Princess and the Frog." It is also developing and producing projects for TV series and films of its own.

Haroldo Guimarães Neto, designer, animator and animation producer, graduated from the California Institute of the Arts, one of the biggest sources of contemporary animation artists.

As an architecture student, after working at Mauricio de Souza Studios and at different ad production companies, Haroldo received a Capes and Fulbright scholarships to study at CalArts in Valencia, California. He studied with veterans such as Hal Ambro, Bob McCrea, Ray Aragon and the contemporaries Glen Keane, Mike Giaimo, and Dan Hansen.

After receiving his Fine Arts bachelor's degree in 1987, he worked with Lee Mishkin, Fred Wolf (Ninja Turtles), Brad Bird (Family Dog - Amazing stories) and Don Bluth (An American Tail). After that, he started working at Disney studios where he took part on the movies "Oliver and Company" (1987) and "The little Mermaid" (1988).

Back to Brazil in 1989, Haroldo founded HGN Productions and started the production of eight Disney series in Brazil, including Gummi Bears, Bonkers, Goof Troop and Aladdin. One of the episodes of the Aladdin series produced in Brazil was released as a home video in the US by Walt Disney Home Video. In 2007, he produced part of the short film "How to Hook Up Your Home Theater" and in 2009 he directed HGN's participation in the Walt Disney movie "The Princess and the Frog."

Besides Disney's productions, Haroldo has animated and produced several other jobs for the domestic market, such as TV ads, special productions, series and institutional videos.

<http://www.hgn.com.br>

characters build the path of success



The charisma of Nutrifriends' characters among the younger audience and the ongoing goal of developing educational projects motivated PEN to have live shows since the beginning of its creation.

Initial performances at schools, malls, conferences and events, such as Ação Global from SESI, were able to confirm the fun and educational potential of the project.

Children's and parents' involvement, as well as the support of sponsors, allowed for the production of the first play "Nutricomedy." The play has been to many cities in São Paulo state in the last 2 years, collecting donations of food, and whenever they perform, the shows are all sold out.

In 2009, to celebrate the 10th anniversary of the company, the second play was produced: "Nutrifriends – the Musical." It debuted in Bauru, the home town of PEN and all the shows were sold out. A new season of the musical started in 2010, again with all shows sold out, and well received by the public.

In 2010, PEN established a new partnership with HGN Productions to develop a series of cartoons with Nutrifriends characters. With the new positioning of PEN, all its products and projects will be updated with new cartoons in order to achieve its new goal of reaching children.



nutrifriends as an animated tv series



PROJECT OBJECTIVES

To teach children how to eat healthily, making them conscious about the food they eat and the importance of a balanced nutrition in order to be healthier.

To create children's involvement with Nutrifriends characters, using elements of their playful universe to help them learn about food properties and its functions in our body, as well as the consequences of misbalance and obesity.

SPONSOR'S BENEFIT

By associating the sponsor's brand with an educational project, which attracts many parents, the sponsor shows that it has a certain social concern and then will be able to attract its consumers to characters which will be always linked to a healthy lifestyle.

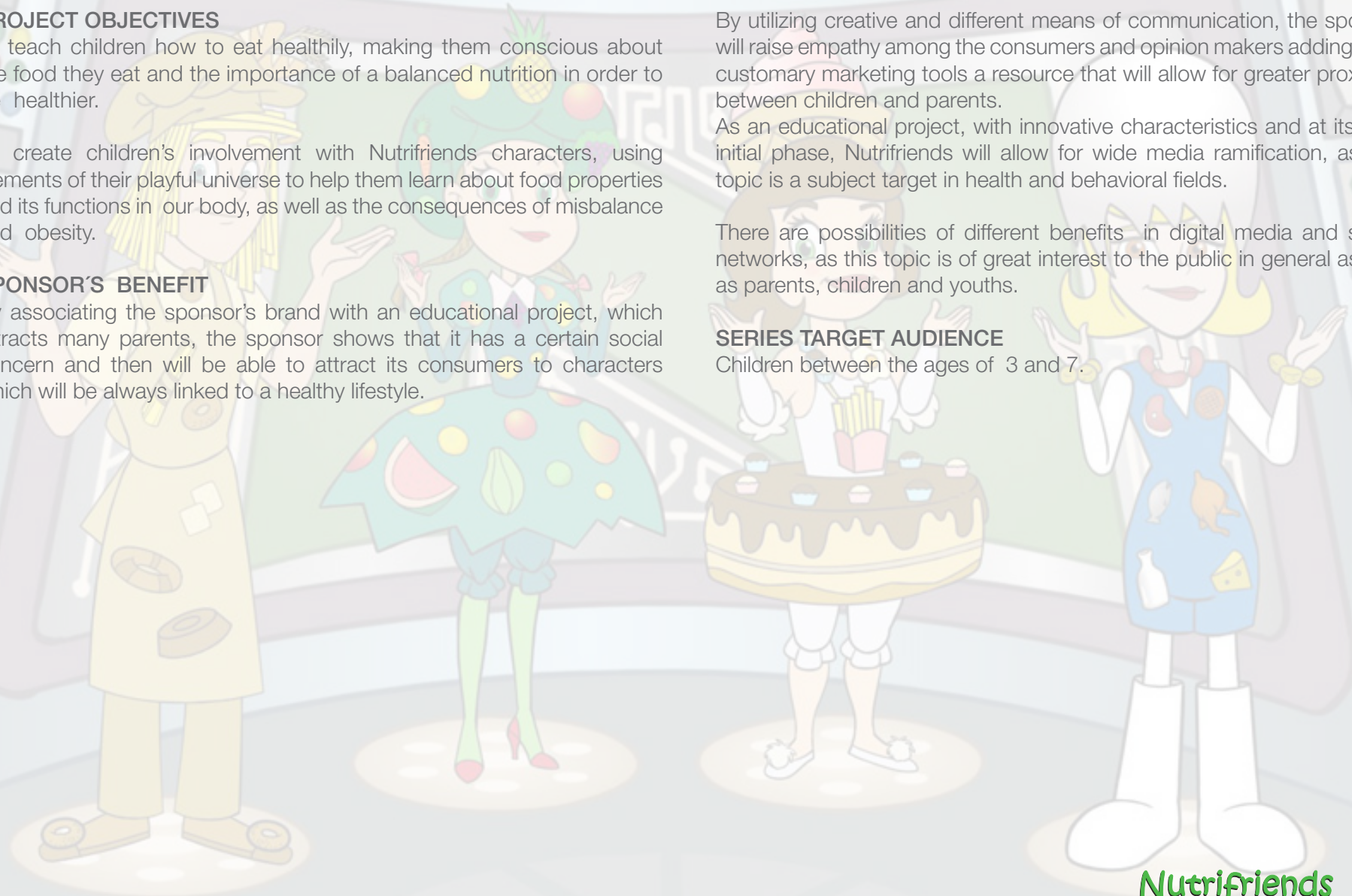
By utilizing creative and different means of communication, the sponsor will raise empathy among the consumers and opinion makers adding to its customary marketing tools a resource that will allow for greater proximity between children and parents.

As an educational project, with innovative characteristics and at its new initial phase, Nutrifriends will allow for wide media ramification, as this topic is a subject target in health and behavioral fields.

There are possibilities of different benefits in digital media and social networks, as this topic is of great interest to the public in general as well as parents, children and youths.

SERIES TARGET AUDIENCE

Children between the ages of 3 and 7.



nutrifriends as an animated tv series



THE SERIES

Nutrifriends is an educational HD TV series with the goal to give children nutrition information. The series consists of 26 episodes of 11 minutes each corresponding to half of the first season. HGN and PEN are currently developing pilot programs and are looking for international partners and co-producers who will enable the production and allow for national and international market distribution.

Nutrifriends are superheroes who represent the foods where they can be found more commonly. Protein can be found in meats, beans, milk and other dairy products. Vitamins can be found in vegetables and fruits, Fat can be found in oils. Carbohydrate can be found in grains. As cartoon characters, the Nutrifriends have special powers that enable them to defend the importance of good eating habits on planet earth.

In their adventures, the Nutrifriends are led by a cosmic entity : the Intergalactic Nutritionist, who is always on the look out for the evil deeds of her archenemy: Glut. In each episode this archenemy creates evil plans and uses her evil powers in an attempt to dissuade all children on planet earth from the good eating habits and a balanced nutrition.

In order to be successful, Glut counts with the help of her evil helpers: Lazybones, Skinny and Quickie .They are the ones in charge of making Glut's plans happen. And when this happens, the Intergalactic Nutritionist calls all Nutrifriends to planet earth to stop these evil villains.

So, when there is a child that does not eat healthily, it is most likely that everything has been a plan from Glut and her allies.

But not to worry...the Nutrifriends are always ready to get into action to help, wherever it might be, freeing each child from the claws and temptations of junk food and just plain bad eating habits.

THEME

The theme is focused on the importance of good eating in order to live a healthy life. The nutritional content is delivered through an adventure plot, so that children can learn good nutrition while watching an exciting story.

At each episode, something related to children will catch Glut's attention and she will then put into practice some sort of evil plan in order to make things much worse for the children. She will either come to our world or will send one of her "evil helpers" to do her dirty work.

Each time a problem arises, the ever ready Intergalactic Nutritionist will send out an alarm calling her Nutrifriends into action.

The action will always happen in our world so that the children can see. The children will then be able to help the Nutrifriends if needed.

As the goal of the cartoon is to instigate good nutrition or good eating habits, this will always be the unseen benefit around the main theme of each episode.

Characters

CARBOHYDRATE: frantic and hipper, this happy and amusing super hero loves to run using his super speed in order to fight against evil while being able to exhaust his super energy. In times of danger, he can also multiply himself into Maltose, Fructose, etc... to help his friends.

VITAMIN: she is the leader of all Nutrifriends. She is the smartest and the kindest of the four. Full of super senses, she is the one who keeps the team together and organized.

PROTEIN: She is determined, gutsy and very brave. Ms. Protein loves challenges and is empowered with great strength and resistance. When the fight gets a little too tough, she is the one who takes care of it.

FAT: temperamental, but a little clumsy, she loves to protect the children and her friends from any danger. As a superhero, she can create cold and hot rays that can save the day in any tough adventure.



CARBOHYDRATE

VITAMIN

FAT

PROTEIN

intergalactic nutritionist

PEN[®] and HGN

She is cosmic force, who has created along with her magical recipes, four super heroes that represent good foods: the Nutrifriends. They are the ones who will help her against the evil of bad eating habits. From her sky tower, she diligently watches over planet earth to stop her archenemy, Glut, from tempting the children with her evil plans.



the villains

GLUT: Glut, endowed with hypnotic powers and her feared Glutoic Ray, is the most evil villain of the series. As the eternal enemy of the Intergalactic Nutritionist, she has been fighting the nutritional guardian of the universe for centuries. Her objective is to destabilize the cosmic eating order, and she's found that our planet is the perfect place to do so. She also uses her immense repertory of unbalanced recipes and a group of mean helpers to reach her objective. Glut is proud, and she wants to be the fairest in all the universe, so she tries to force everyone else to gain weight, but once in awhile she will fail to resist her own temptations, and so she's the one who gets a little chubby.

LAZYPONES: Glut's ally. Twin sister to Lazy and her opposite. Always arguing with her. Impatient, agitated, and always on the run. She has the power of rapid motion and accelerates everything around her. She likes Carbohydrate, although she doesn't admit it, and loves to bet races against him.

SKINNY: Glut's other ally. Skinny is...well...skinny. He hates to eat everything and wants everybody to be like him. He can generate waves that create nausea and sickness. With his true horror of food he always gets in a panic when a portion of food touches him. He hates chubby people.

QUICKIE: Glut's ally. Twin sister to Lazy and her opposite. Always arguing with her. Impatient, agitated, and always on the run. She has the power of rapid motion and accelerates everything around her. She likes Carbohydrate, although she doesn't admit it, and loves to bet races against him.



the children

MELISSA: She is blond and a little chubby and loves to eat everything, especially sweets. She struggles a lot with trying to control her appetite. She is very talkative, loves to collect menus, napkins, placemats and coasters from all different restaurants.

HELENA: She is a skinny girl, and hates to eat. Her parents suffer a lot trying to make her eat. As picky as she is, she always finds a way to not eat the food on her plate. She loves playing with dolls and stuffed animals.

CAROL: An African American girl. She is the typical girl who says she does not like that food even though she has never tried it. As a stubborn child, she thinks she is always right. She loves clothes and shoes, and she is very stylish.

KAZUO: He is an Japanese kid, and a very fussy eater. Sometimes he likes this food and sometimes he doesn't. As a proud nerd, he loves video games, computers and comic books. He is a number one fan of anime cartoons, and always tries to help the Nutrifriends with his Ninja Ranger mask.



MELISSA

HELENA

CAROL

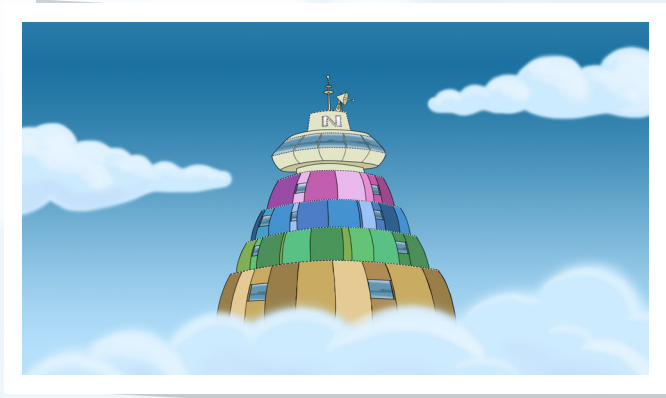
KAZUO

nutrifriends universe

The setting of the stories will always happen in one of the following places:

THE MAGIC DIMENSION: This is the place where all the characters live. This place is divided into two parts: one that is bright and colorful, inhabited by animated foods that the Intergalactic Nutritionist freed from the villains. The other part is dark and gray. It is inhabited by Glut and her accomplices.

THE INTERGALACTIC TOWER: This is where the Intergalactic Nutritionist and the Nutrifriends live. All superheroes have their own specially equipped room. There is a control tower at the top with a giant telescope, which is used to watch the earth in order to keep it safe against the forces of evil.



nutrifriends universe

GLUT CASTLE: Glut finds herself to be the queen of evil. So she deserves to live in a castle. However, her castle is ugly and dark, but that is where “the queen of evil” and her villains live and make their plans to attack the children on planet earth.

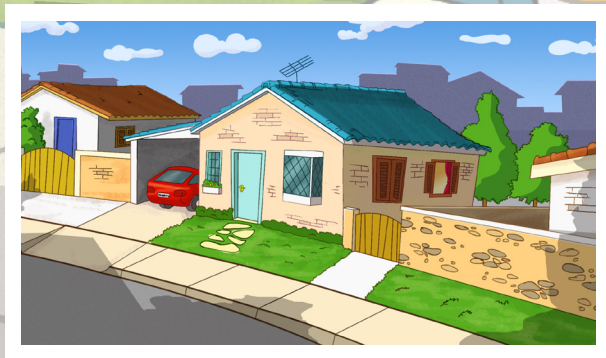
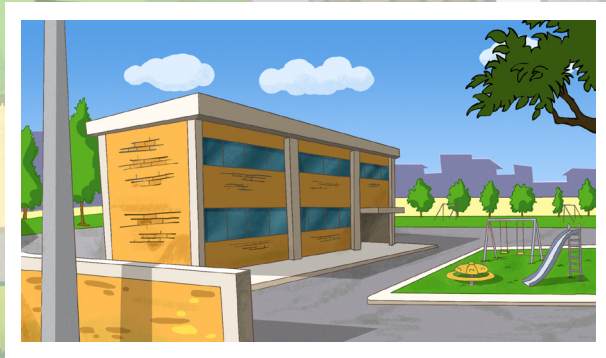


nutrifriends universe

SCHOOL: One of the places where the children study and always meet.

HOMES: All the children have their own home, parents, room and things. This makes it possible for the story to be focused on one of them at a time.

FAST FOOD RESTAURANT: This is where all the kids meet after school. It has one of the best milkshakes in town.



synopsis

Episode 01: Glutonic Ray

Melissa goes to school taking a nice lunch prepared by her mom. At school Melissa is hit by the Glutonic Ray, which makes her feel extremely hungry so she starts to run after her classmates to grab their lunches. It is then that the Intergalactic Nutritionist comes into action by sending her Nutrifriends to save the day.

Episode 02: Playing and growing

Unhappy with so much physical activity, Glut sends Lazybones to earth to stop the kids from playing. Lazybones spreads out her laziness all over town making the games a lot harder to play because of her slow motion ray. It is up to the Nutrifriends to save the day by showing that good nutrition and exercise are a great combination.

Episode 03: What I want is water!!

All of a sudden, the fountain at the park starts to pour soda. The kids go absolutely insane with such a surprise and start drinking non-stop out of the fountain. They have no idea where all that soda came from. Little do

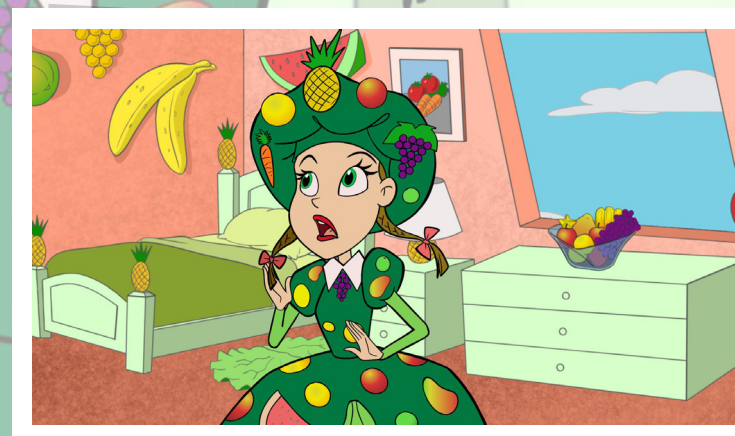
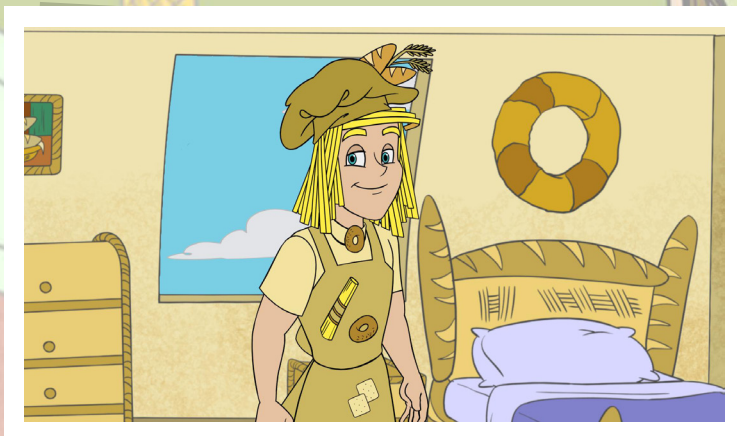
they know that this is another one of Glut's evil plan to make children stop drinking water. But this is when, the Intergalactic Nutritionist wastes no time and sends the Nutrifriends to the rescue. They all get "washed up" from the park.

Episode 04: Natural Balance

Which one is the most important Nutrifriend? This is the discussion going on among our super heroes and they start arguing with one another to prove which one of them is the best of them all. In the midst of all the confusion, the Intergalactic Nutritionist tries to show and prove to them all that they are all equally important so that a healthy natural balance can exist.

Episode 05: Vitamin C and Bed!!

Glut strikes again, creating a machine that cools down the temperature in the middle of summer and giving everyone a cold. It is up to the Nutrifriends and their leader, Vitamin, to bring the temperature back to normal. In doing that, Vitamin shows that the combination of fruits and vegetables and a lot of Vitamin C and bed are an excellent way to stop a cold.



synopsis

Episode 06: To study you have to eat!!

Helena, the pickiest eater in the whole story, needs to study a lot for her math test. The problem is she is having a hard time understanding the subject. Once again, the Nutrifriends come to her rescue. They will show her that eating well will help her better understand her school subjects and she will have a big happy surprise on her report card. That is if, Skinny does not mess it all up.

Episode 07: Slep tight Melisa, Don't let Glut tempt you tonight

Melissa eat a lot at dinner tonight and when she goes to bed, the nightmares come back to tempt her. As Glut sees the nightmares going on, she decides to make matters worse by showing up in the middle of them waking up Melissa. When Melissa wakes up, she is so afraid of her nightmares that she cannot go back to sleep. By fighting Glut in Melissa's nightmares, the Nutrifriends are able to show Melissa that overeating before bedtime is bad for your health and can ruin your sleep.



Episode 08: Hip hip horay! A picnic is on it's way!!!

It is a beautiful day and the kids decide to have a healthy picnic to enjoy a day at the park. However, the excitement soon fades. Glut decides to spoil the day by sending her thugs Lazybones, Skinny and Quickie, completely shrunk, as leaders of an army of mechanical ants. Then, here comes the Intergalatic Nutritionist with her army of little Nutrifriends to put an end to this mess. This is a super adventure in miniature!!

Episode 09: The Anemiatomic Ray

Glut just cannot help herself. This time, she comes up with a magnetic device that sets off a ray, which reduces the level of iron in kids, leaving them anemic. Feeling pale and weak, the children can only count on the help of the Nutrifriends, who teach them which types of foods have lots of iron and help the kids become strong again. But Glut does not give in, and decides to raise the beam's power. What now? Will our heroes be able to handle the situation?



synopsis

Episode 10 : Change of Flavors

Everybody has some favorite food. Melissa loves pasta with tomato sauce. Carol, after tasting carrots puree, ended up enjoying it. Kazuo, one day likes sushi better the other day he prefers breaded beef. Helena, as squeamish as she is, has a secret love for omelet (but doesn't tell anybody). The problem is that Glut doesn't like anything nor anybody and she decides to create a machine to change the flavor of a dish for another, creating a big mess. And now what? Rice tastes like spinach. Beans taste like onion. Nobody knows what to eat anymore. Will Nutrifriends be able to return each flavor to the right place?

Episode 11 - Fishermen's Stories

Who has never heard of fishermen's stories? One boasts more than the other when talking about the big fish they caught that could feed lots of people. Well, the Intergalactic Nutritionist also has a story like this to tell us: once Kazuo invited Carol to go fishing but who said they could catch any fish? That was all the Glut's fault who sent Lazybones and Quickie in a robot submarine shark to swallow all fishes. But Nutrifriends notice the trick and come up to save the day in a subaquatic adventure. Except for the Fat. Hum... it seems like she can't swim. What do to now?

Episode 12 - Who came first?

On Carol's grandparents' farm a heated discussion happens in front of the poultry yard. A question burns up in the kids' mind: who came first? The egg or the hen? After a lot of research and debate here comes the Glut who decides to intervene and answer the question sending a giant egg to where the kids are. Before they can imagine where he came from, the egg hatches and a dinosaur comes out of it and starts to chase them. The Nutrifriends appear but are beaten by the beast except for the Protein who shows her Nutri-strength that comes from her egg helmet.

Episode 13 - The case of the Missing Cake

Today is a special day because it is Helena's birthday. Everything is ready for the big party. The decoration, the sweets, the snacks, the beverages... but wait a minute! Where is the birthday cake? It's gone! Realizing the kids' desperation, the Nutrifriends become real detectives to solve this mysterious disappearance. Who is responsible for that? There are many suspects... was it Lazybones? Quickie? Or could it be Skinny?

Scripts are still being created for the remainder of the episodes.

techniques and studio

This is an Edutainment series and will be animated with 2D digital animation techniques using the Toonboom Harmony Pipeline. HGN Productions has been in the animation business for over 20 years with several animated TV series and Feature animation projects on its curriculum.

