



# THE GLP-1 TRANSFORMATION

How the shift toward metabolic health is redefining category growth, business portfolios, and media strategies



# The GLP-1 **TRANSFORMATION**

## Overview

This deck highlights the growth of GLP-1s and how the consumer shift toward metabolic health is redefining category growth, business portfolios, and media/marketing strategies:

1

### The GLP-1 Explosion

How GLP-1s moved from niche treatment to mainstream consumer disruptor

2

### Category Impact, Implications & Solutions

How GLP-1-driven consumer behavior is reshaping certain categories and how NBCU can help brands respond

3

### Internal NBCU Category Implications

What GLP-1 growth means for NBCU's category approach – risks, opportunities, and strategic focus



Beauty &  
Personal Care



Beverage



CPG



Restaurant



Retail



Pharma

# The GLP-1 **EXPLOSION**



# GLP-1

# Defined

What is a GLP-1?

**Glucagon-like Peptide-1 (GLP-1) agonists** are medications that help lower blood sugar levels and promote weight loss<sup>1</sup>



**Brand Name GLP-1s** are FDA-approved using auto-injectors and now oral pills (e.g., Wegovy, Zepbound, etc.)<sup>2</sup>

**Compounded GLP-1s** were developed in response to supply shortages and are not FDA-approved, though the ingredients are (sold by co's like Hims & Hers)<sup>3</sup>

What Conditions do GLP-1s Treat<sup>4</sup>

CURRENT

Type 2 Diabetes

Chronic Weight Management

UNDER EVALUATION

Cardiovascular

Sleep Apnea

Kidney Disease

PCOS

Liver Disease

Substance Abuse

# The GLP-1 **WEIGHT LOSS EXPLOSION** is in full swing, evident through the immense growth we've seen today and expect going forward

## Today's GLP-1 momentum is **only the beginning**

**18%**

of US adults have tried a GLP-1 as of 2025<sup>1</sup>

**43%**

of people with obesity who have not tried GLP-1s are interested in taking it<sup>1</sup>

**7%**

of all scripts in the US are GLP-1 drugs in 2025<sup>2</sup>

**+500%**

rise in spending on GLP-1s (2018-2023)<sup>3</sup>

## Looking ahead, the industry is **set to accelerate**

**~16**

GLP-1 drugs from 7 pharma companies likely by 2032 compared to 8 drugs from 2 companies in 2026

**\$126B**

GLP-1 sales estimated by 2029, 30% CAGR (2023-2029), with surge mainly in US<sup>6</sup>

**1 in 4**

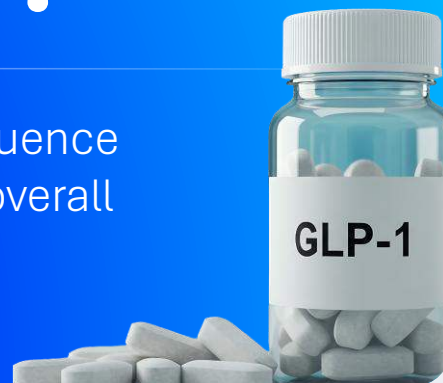
US adults are expected to have tried GLP-1 by 2030<sup>5</sup>

**\$100B**

In sales projected from just 5 metabolic diseases drugs by 2030<sup>7</sup>

# How did **GLP-1s TAKE OFF?**

Increases in societal/cultural influence and R&D, improved access and overall health, lit the GLP-1 match



## Health

“There's a huge pipeline of new medications that are coming,”

**Dr. Melanie Jay**  
NYU Langone Director on Obesity Research<sup>4</sup>

FDA APPROVALS RISING

# 700%+

# of ppl without Diabetes using GLP-1s for Weight Mgmt. (2019-2023)<sup>1</sup>

OFF-LABEL USAGE/SCRIPTS



Lowers risk for heart attacks and stroke + systemic issues

BETTER HEALTH RIPPLE EFFECT

## Society & Culture



CELEBRITY USAGE



SOCIAL INFLUENCE<sup>2</sup>

## Access

# 43%

of companies with 5K+ employees now cover weight mgmt. GLP-1s (+15% 2025 vs. 2024)<sup>5</sup>

MORE COVERAGE

# 1/3

of GLP-1 users with <\$45K HHI; 44% >\$75K<sup>6</sup>

BEYOND THE WEALTHY

# -30%

in direct-to-consumer prices stemming from pricing pressure & expected to drop further<sup>7</sup>

LOWER PRICES

# 4x

growth in telehealth companies that offer GLP-1s for WM (2025 vs. 2023)<sup>8</sup>

TELEHEALTH SURGE

**Did you know?** Google search terms for Ozempic spiked in 2023, GLP-1s in 2025<sup>3</sup>

# As GLP-1s become more accessible, there are **THREE MOTIVATIONS** driving adoption



## Medical-Driven Users

Managing obesity, diabetes, blood sugar, cardiovascular disease risk, etc.

**60%**

of Americans have **either used or expressed interest** in using these medications.<sup>1</sup>

**45%**

of adults 45+ use GLP-1s to **manage their blood sugar**, while 34% use them to **lower the risk** of other health conditions.<sup>1</sup>



## Lifestyle-Driven Users

Focused on overall wellness (balancing eating & exercise); less likely to be covered by insurance.

**33%**

of younger adult (18-44) GLP-1 users started using them to **gain more energy** to improve daily functioning.<sup>1</sup>

**32%**

of younger adult (18-44) GLP-1 users started using them to **address challenges with appetite control** or overeating.<sup>1</sup>



## Image-Driven Users

Prioritizing image, aesthetic, quick & visible results; often self-funded

**35%**

of current GLP-1 users report **wanting a lifestyle that impresses others** +14pp vs. all adults.<sup>2</sup>

**12%**

current GLP-1 are +12% more likely to **strive for high social status** than all adults.<sup>2</sup>

# GLP-1s are reshaping how consumers eat, shop, spend, and engage with health – with ripple effects far beyond pharma

[Click for category-specific trends, insights, and solutions](#)

## Beauty & Personal Care

Demand shifts from impulse-driven trends toward high-performance, structural skin health and supplements that support long-term wellness goals.



## Beverage

Declining consumption of sugary drinks and alcohol gives way to demand for nutrient-dense, functional, and smaller-format beverages.



## CPG

Significant contraction in high-volume, processed foods and a surge in demand for protein-rich, functional, and small-format products.



## Restaurant

Demand shifts towards smaller portions and nutrient-dense selections, as consumer preferences move away from quantity and towards intentional, experience-led dining.



## Retail

Value and product flexibility become the priority as sizes & inventory mix fluctuate. Shoppers lean into fast fashion, resale, and cheaper alternatives.



## Pharma

High demand influencing strong growth, with established players expanding medications / indications, as well as telehealth brands jumping in.



Category Impact,  
Implications &  
**SOLUTIONS**



Cross-category Summary

# GLP-1 Adoption is **RESHAPING MARKETING PLAYBOOKS**

Brands must reframe who they reach, what they say, and how they demonstrate value.

## Re-Defining and Reaching the Right Consumer

GLP-1 adoption is creating a new, cross-category consumer **defined less by age or income and more by mindset** – intentionality, moderation, wellness, and control.

Brands need help **identifying, segmenting, and reaching audiences** shaped by lifestyle and health behaviors rather than traditional demographics.

## Re-introducing Brands in a Moment of Change

As brands reformulate products, resize portions, or reposition around health and balance, they face a **re-education challenge**.

This moment requires **strong awareness and memorability** to ensure consumers understand what's changed, and why the brand still fits their lives.

## Delivering Credible, Brand-Safe Health & Wellness Messaging

With GLP-1s pushing health, body awareness, and nutrition into the mainstream, **credibility matters** more than ever, especially as consumers scrutinize claims and look for reassurance over hype.

Brands must **show up in high-trust environments** with the right tone, talent, and context.

## Proving Real Impact as Behaviors Evolve

GLP-1 growth is **changing how people eat, drink, shop, and dine**, often in subtle ways.

Brands need **measurement** that goes beyond impressions to understand shifts in orders, traffic, and loyalty, and to validate that marketing is driving **real behavioral outcomes**.



# The Impact of GLP-1 Growth for **BEAUTY & PERSONAL CARE**

As GLP-1 adoption increases, BPC brands must evolve to meet consumer demand for structural skin health, clinically backed solutions, and nutraceutical supplements to support their wellness journey.

## Category Trends

Consumption is pivoting from trend-led trial to high-efficacy, results-oriented self-care.

- Renewed social confidence fueling a surge in spend
- Routines evolving to support physiological change & LT health
- Growing preference for clinically proven solutions that protect transformation investments

### 35%

increase in beauty product purchasing among GLP-1 users compared to before their use.<sup>1</sup>

## Business Impact

Clinical BPC and performance supplement regimens are defining the new growth frontier.

- Rapid weight loss driving demand for corrective solutions
- Fast-tracking of innovations in elasticity, collagen, barrier repair
- Portfolios expanding into performance supplements

### 50%

of consumers would be interested in using supplements to help alleviate common side effects from using GLP-1 medications.<sup>2</sup>

## Media & Marketing Implications

Shift from promoting "quick fixes" to empathetic, educational, and health-adjacent storytelling.

### Brand Positioning

- Brands are positioning products as essential partners in the broader health journey vs. surface-level enhancements

### Content Evolution

- Emphasis on long-form educational content surrounding wellness & talent/influencers

### Audience & Contextual Targeting

- Shifting from traditional demos to utilize retailer signals and contextually relevant moments (e.g., transformations)



NBCU Category Solutions

# Leverage the power of NBCUniversal's content & audiences to **DRIVE IMPACT FOR BPC BRANDS IN THE GLP-1 ERA**

## 1P Audience Targeting via Retail Data Partnerships

**NBCUniversal**

**RETAIL MEDIA PARTNERSHIPS**

Maximizing brands' retail investments with 1P shopper data and insights across NBCU's premium video content

Instacart Walmart Connect

The interface shows a grid of images: a person using a smartphone, a woman looking at a phone, a man in a store, and a TV screen displaying content.

Leverage Instacart 1P data to reach beauty & personal care shoppers (*e.g., hair care, vitamins & supplements, facial & skincare product buyers*) across NBCU's premium video content with full-funnel measurement.

## AI-Powered Contextual Alignment Solutions

Align your ads in **CONTEXTUALLY RELEVANT CONTENT** across NBCU Streaming

**Custom Moments**  
Align your brand's creative cues with key moments in premium NBCU content to boost relevance and drive action

**Genre**  
Deliver ads within genres of editor-curated VOD content from across NBCU's premium streaming portfolio

**Category Alignment**  
Align your brand with industry-relevant themes in curated VOD content from NBCU's premium streaming portfolio to drive deeper viewer connection

Comedy Drama  
Reality News

**BEAUTY:** "Skincare Moments"  
**INSURANCE:** "F-Zero Homeownership Moments"  
**FOOD:** "Family Visual Moments"

**Live Moments & Events**  
In 2025, these will all be available in...

The interface features a grid of content categories and a central image of athletes and a woman in a Native American headdress.

Leverage NBCU's AI-powered contextual alignment to match ad creative to high-impact healthy-living moments, such as *'skincare treatment/rejuvenation moments'* across the portfolio, reinforcing product relevance for GLP-1 users.

## Drive Engagement via NBCU Social & Talent

**NBCU Social Delivers SCALE AND ENGAGEMENT**

**1.3B** total followers across big five social platforms

**6.9B** average video views monthly

**445M** monthly engagements

*Plus, Impact*

**+19%** lift in ad recall with custom content partnerships

The screenshot shows an Instagram post featuring four women in elegant dresses.

Harness the scale and power of NBCU Social by partnering with trusted talent to foster community, educate consumers, and shift perceptions around beauty and personal care for GLP-1 users.



# The Impact of GLP-1 Growth for **BEVERAGE**

As GLP-1 usage scales, beverage brands must adapt to more intentional consumption and a redefined consumer mindset.

## Category Trends

Shift from routine consumption to mindful, experience-driven, and functional choices.

- More intentional beverage consumption
- Focus on functional or experiential benefit
- Pressure on full-sugar, high-calorie drinks while zero-sugar, functional, no-to-low alcohol options gain relevance

### 44%

of GLP-1 users drink less alcohol after starting medication, with majority of those maintaining these lower alcohol habits long term.<sup>1</sup>

## Business Impact

Declining volume is being offset by a focus on premium products and functional benefits.

- Shift toward value, mix, and portfolio flexibility
- Emphasis on premium and functional differentiation
- Expansion into zero-sugar, low/no-alcohol, functional options, and smaller formats

### 5x

increase in the number of new beverage product releases that have gut health claims since 2020.<sup>2</sup>

## Media & Marketing Implications

Moderation mindsets demand media and messaging aligns with intentional consumption.

### Audience Targeting

- Redefining audiences around healthier routines rather than traditional demographic segments

### Creative Messaging

- Themes of moderation, function, and intentional choice resonate more

### Contextual Relevance

- Alignment with wellness, fitness, productivity, and social connection to create connections and drive occasions



# NBCU Category Solutions

# Leverage the power of NBCUniversal's content & audiences to **DRIVE IMPACT FOR BEVERAGE BRANDS IN THE GLP-1 ERA**

## 1P Audience Targeting via Retail Data Partnerships

Leverage Instacart 1P data to reach health-centric food & beverage shoppers (e.g., *lactose-free, non-alc, low sugar product buyers*) across NBCU's premium video content with full-funnel measurement.

## AI-Powered Contextual Alignment Solutions

Leverage NBCU's AI-powered contextual alignment to match ad creative to high-impact moments, such as '*health-conscious dining and cooking & recipe moments*' across the portfolio, reinforcing product relevance for GLP-1 users.

## Drive Engagement via NBCU Social & Talent

Harness the scale and power of NBCU Social by partnering with trusted talent to foster community, educate consumers, and shift perceptions around beauty and personal care for GLP-1 users.



# The Impact of GLP-1 Growth for CPG

As GLP-1 households scale, CPG brands must remain relevant in a market that is eating less but demanding more from every bite.

## Category Trends

The GLP-1 basket is a pivot from quantity and indulgence to nutrient-dense, functional quality.

- Reducing high-calorie snacks and sugary treats
- Growth in nutrient-dense staples like lean proteins, fresh produce, and high-fiber
- Early spend pullback shifting to new “maintenance-mode” shopping patterns

### 40–60%

Snack consumption among GLP-1 users has dropped by 40%–60% in early treatment phases.<sup>1</sup>

## Business Impact

Profitability is moving toward high-margin wellness innovation and value retail channels.

- Brands de-risking portfolios through GLP-1–friendly reformulations
- Smaller portion sizes supporting premium pricing amid lower intake
- Migration towards Club and eCommerce channels

### 35%

GLP-1 HHs are projected to represent 35% of all U.S. food & beverage units sold by 2030.<sup>2</sup>

## Media & Marketing Implications

Brands are shifting from promoting indulgence to delivering empathetic, health-centric storytelling.

### Audience Evolution

- Moving beyond classic demos to focus on a “wellness mindset”

### Alternative Messaging

- Brand storytelling pivot from product-centric features to transformational narratives

### Media Channels & Touchpoints

- Media spend shifting toward health-authority voices and wellness platforms to build credibility & trust



NBCU Category Solutions

# Leverage the power of NBCUniversal's content & audiences to **DRIVE IMPACT FOR CPG BRANDS IN THE GLP-1 ERA**

## 1P Audience Targeting via Retail Data Partnerships

**NBCUniversal**

**RETAIL MEDIA PARTNERSHIPS**

Maximizing brands' retail investments with 1P shopper data and insights across NBCU's premium video content

Instacart Walmart Connect

The screenshot shows a user interface for retail media partnerships. It features the NBCUniversal logo at the top left, followed by the title 'RETAIL MEDIA PARTNERSHIPS' and a subtitle 'Maximizing brands' retail investments with 1P shopper data and insights across NBCU's premium video content'. Below this, there are two buttons: 'Instacart' and 'Walmart Connect'. To the right of the text, there are four small images: a person using a smartphone, a woman looking at a phone, a man looking at a phone, and a television screen displaying content.

Leverage Instacart 1P data to reach health-centric household shoppers (e.g., *health-conscious, high protein, and low-fat product buyers*) across NBCU's premium video content with full-funnel measurement.

## AI-Powered Contextual Alignment Solutions

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Comedy Drama  
Reality News

**BEAUTY:** "Good Moments"  
**INSURANCE:** "I-Drive Membership Moments"  
**FOOD:** "Family Meal Moments"

In 2025, these will all be available in...  
**Live Moments & Events**

The screenshot displays an interface for AI-powered contextual alignment. At the top, it says 'Align your ads in CONTEXTUALLY RELEVANT CONTENT across NBCU Streaming'. Below this, there are three main sections: 'Custom Moments', 'Genre', and 'Category Alignment'. Each section has a brief description and a list of associated categories or themes. To the right, there is a 'Live Moments & Events' section with a 'In 2025, these will all be available in...' header and a large image of a group of people, including a basketball player and a woman with a large fan.

Leverage NBCU's AI-powered contextual alignment to match ad creative to high-impact healthy-living moments, such as *'cooking & recipe moments'* across the portfolio, reinforcing product relevance for GLP-1 users.

## Drive Engagement via NBCU Social & Talent

Brands of All-Sizes Connect with the Most Sought-After Shows and Films Through Impactful **CONTENT PARTNERSHIPS**

**In-Show Integrations**  
Appear front and center in show by exploring an organic, active or passive integration

**Branded Content**  
Leverage the NBCU Portfolio to influence our passionate audience, whether it's your talent or ours, with content suitable for all platforms created by NBCUniversal

**Show Segments**  
Align your brand with the most engaging, contextually relevant content experiences landing your brand with NBCU content

**Media Sponsorship**  
Align with popular programming through a high-impact media sponsorship driving awareness, consideration, and conversion

**Commerce**  
Bring fans closer to the path to purchase through comic IP, talent, and storytelling

**+Social, Event, and Podcast Opportunities**

The screenshot shows a grid of content partnership opportunities. At the top, it says 'Brands of All-Sizes Connect with the Most Sought-After Shows and Films Through Impactful CONTENT PARTNERSHIPS'. Below this, there are five columns, each with a title and a representative image: 'In-Show Integrations' (a man speaking at a podium), 'Branded Content' (a woman holding a green sign), 'Show Segments' (a woman in a pink outfit), 'Media Sponsorship' (a book cover for 'BRADLEY JONES MAD ABOUT THE BOY'), and 'Commerce' (a 'bravo con' event). At the bottom, there is a section for '+Social, Event, and Podcast Opportunities'.

Build authentic connection through content partnerships within NBCU's health-focused programming, to create or align with content that educates consumers metabolic health and muscle maintenance.



# The Impact of GLP-1 Growth for **RESTAURANTS**

As GLP-1 adoption reshapes dining preferences, Restaurant brands must focus on menu innovation and occasion-driven dining to drive business resilience.

## Category Trends

How often consumers dine out and what they eat when they do is evolving.

- Dining out less, with visits more intentional & occasion-driven
- Rising demand for smaller portions, shareables, and snack-sized items
- Greater focus on fiber, protein, and nutrient-dense choices

# 35%

of diners report ordering smaller portion sizes for health-related reasons, while over 55% are ordering more vegetables & fruit options.<sup>1</sup>

## Business Impact

Profitability is increasingly tied to menu flexibility and occasion-driven demand.

- Expected traffic and sales declines
- Ongoing menu adjustments (portions, snacks, protein, fiber, alc. alternatives) to meet demand and stabilize profitability
- Competition with grocery for everyday meals

# 47%

of former GLP-1 users report continuing to cook more meals at home even after discontinuing the medication.<sup>2</sup>

## Media & Marketing Implications

Reinforce loyalty by speaking to both health- and non-health-focused audiences.

### Creative Messaging

- Highlighting menu flexibility and health-aligned options

### Audience Targeting

- Shifting to existing and future loyalists to attract and retain high-value guests

### Contextual Alignment

- Alignment with group dining and shared moments to drive occasion-based & social dining



# NBCU Category Solutions

# Leverage the power of NBCUniversal's content & audiences to **DRIVE IMPACT FOR RESTAURANTS IN THE GLP-1 ERA**

## Storytelling & Custom Content

Brands of All-Sizes Connect with the Most Sought-After Shows and Films Through Impactful **CONTENT PARTNERSHIPS**

In-Show Integrations	Branded Content	Show Segments	Media Sponsorship	Commerce
Appear front and center in show by exploring an organic active or passive integration	Leverage the NBCU Portfolio to influence our passionate audience, whether it's your talent or stars, with content suitable for all platforms created by NBCUniversal	Align your brand with the most engaging, contextually relevant content segments landing your brand with NBCU content	Align with popular programming through a high-impact media sponsorship driving awareness, consideration, and conversion	Bringing fans closer to the path to purchase through iconic IP, talent, and storytelling

+Social, Event, and Podcast Opportunities

Partner with NBCU talent & IP to showcase how GLP-1 users and health-conscious audiences can still dine out. e.g., "This is what I order on GLP-1s so I can still eat out while also hitting my health goals."

## AI-Powered Contextual Alignment Solutions

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Deliver ads within genres of editor-curated VOD content from across NBCU's premium streaming portfolio

**Category Alignment**  
Align your brand with industry-relevant themes in curated VOD content from NBCU's premium streaming portfolio to drive deeper viewer connection

In 2025, these will all be available in... **Live Moments & Events**

Leverage NBCU's AI-contextual alignment to match ad creative with high-impact moments, such as 'cooking & recipe moments, dining out moments' across the portfolio, reinforcing product relevance for GLP-1 users

## Audience Targeting to Reach Relevant Consumers



Use 1P and trusted 3P data from partners like Circana and NCS to reach health-conscious diners, fitness enthusiasts, loyalty members, and other relevant audiences to connect product messaging with potential GLP-1 users and increase visit frequency.



# The Impact of GLP-1 Growth for **RETAIL**

Widespread GLP-1 usage is accelerating size volatility, prompting Retailers to prioritize value, flexibility, and strategies that protect margins while resonating with consumers navigating physical changes.

## Category Trends

Apparel shopping may shift towards value and flexibility.

- Trading down to lower-price and lower-commitment purchases vs. premium “for life” items
- Accessories resilient due to less dependency on sizing
- Increased social activity fueling confidence-driven spending

### 3pp

increase in sales of women’s bottoms below size 26 between 2022 & 2024. Sales of XS and S women’s tops rose 2 percentage points.<sup>1</sup>

## Business Impact

Increased complexity across inventory planning, margins, and subcategory mix.

- Pressured margins from increased small size demand, fit uncertainty and return rates
- Resilience in resale, secondhand, athleisure, fast-fashion, and low-cost e-comm due to size flexibility & lower price/commitment

### Up to \$5B

in excess inventory and related costs is at risk for apparel companies that fail to adjust merchandising strategies in response to GLP-1-driven trends.<sup>1</sup>

## Media & Marketing Implications

Prioritization of health-focused, value-conscious, and transitional shopping audiences.

### Creative Messaging

- Highlighting value, flexibility, confidence, and fit

### Audience Targeting

- Prioritizing health- and wellness-focused audiences and transitional shoppers

### Contextual Alignment

- Alignment with shopping and health-focused moments to highlight products and services that directly support GLP-1 users



# NBCU Category Solutions

# Leverage the power of NBCUniversal's content & audiences to **DRIVE IMPACT FOR RETAIL BRANDS IN THE GLP-1 ERA**

## Storytelling & Custom Content

Brands of All-Sizes Connect with the Most Sought-After Shows and Films Through Impactful **CONTENT PARTNERSHIPS**

In-Show Integrations	Branded Content	Show Segments	Media Sponsorship	Commerce
Appear front and center in show by exploring an organic on-air or post-air integration	Leverage the NBCU Portfolio to influence our passionate audience, whether it's your talent or ours, with content suitable for all platforms created by NBCUniversal	Align your brand with the most engaging, contextually relevant content segments landing your brand with NBCU content	Align with popular programming through a high-impact media sponsorship driving awareness, consideration, and conversion	Bringing fans closer to the path to purchase through iconic IP, talent, and storytelling

+Social, Event, and Podcast Opportunities

Partner with NBCU talent that uses GLP-1s (e.g., Andy Cohen, Kelly Clarkson) to showcase how they shop and how retail partners can help support & uplift users during these transitions.

## AI-Powered Contextual Alignment Solutions

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In 2025, these will all be available in... **Live Moments & Events**

Lean into shopping and health-focused moments to highlight products and services supporting GLP-1 users. Use NBCU's AI-contextual solution to align ad creative with high-impact moments, such as *'online shopping, fitness/exercise purchase moments'*.

## Audience Targeting to Reach Relevant Consumers



Leverage 1P and trusted 3P data from partners like Circana and NCS to reach health-focused consumers, fitness enthusiasts, resale shoppers and other relevant audiences to deliver product messaging and connect with potential GLP-1 users.



# THANK YOU!

For questions, please reach out to:

Pharma: Megan Ryan, Nikita Tolani

CPG, BPC, Beverage: Dominique Folacci, Nick Cafiero, Ben Cohen

Retail & Restaurants: Adam Daniele, Cynthia Jung, Andrea Illan

