ISSUE 4 DETOX CAMPAIGN



INDIGESTION (HEARTBURN)

The acidic environment in our stomachs are designed to digest food and destroy bacteria. Stomach acid overproduction or backflow into the esophagus may cause heartburn. Fasting generally reduces the amount of stomach acid. However, heartburn could be triggered by the mere thought or aroma of food which naturally signals the brain to increase acid production in the stomach.

SOLUTION:

Control heartburn by:

- · Eating in moderation.
- Avoiding oily and spicy food.
- · Reducing caffeine intake.
- Taking a high-quality plant-based protein to strengthen stomach and esophagus muscles.
- Taking peppermint and ginger to soothe occasional digestive discomforts.



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CONSTIPATION

Constipation, a common discomfort faced during fasting, can occur due to low fluid and fibre intake.

SOLUTION:

It is important to:

- Hydrate during sahur and iftar.
- · Maintain a fibre-rich diet with lots of fruits and vegetables.
- Regulate bowel movements with Herb-Lax[™], a natural laxative.





LETHARGY

Inadequate sleep, dietary nutrients and the loss of electrolytes can lower energy levels.

SOLUTION:

During Ramadhan, it is important to:

- · Get adequate rest and quality sleep to wake up feeling fresh for sahur.
- Keep your body hydrated with Performance[®].
- Plan your sahur and iftar meals to include energy-sustaining foods such as ESP Protein.

HEADACHE

Dehydration caused by electrolyte imbalance, hunger or inadequate rest can result in headaches.

SOLUTION:

Keep headaches at bay! Be sure to:

- Maintain a moderate and balanced diet avoid skipping sahur.
- Incorporate ESP Protein in your meals to sustain energy and lengthen satiety effects.
- Rehydrate and power up with Performance[®] with its unique blend of electrolytes.



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DEHYDRATION

Our bodies naturally lose electrolytes through breathing, perspiration, and urination. Excessive loss causes dehydration that can be further intensified by exposure to heat, not getting enough liquids before you begin fasting and physical activity.

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SOLUTION:

Avoid dehydration by:

- Keeping cool
- · Avoiding excessive heat exposure
- Taking Performance®, an ideal drink that rehydrates, providing energy to keep you energized.



WEIGHT GAIN AND OBESITY

We may experience unintended weight gain as there could be a tendency to overeat or over-indulge in rich, fatty foods. This off-sets the physical benefits of fasting.

SOLUTION:

Maintain optimal weight by:

- · Eating in moderation.
- Observing healthy eating habits through self-control and discipline.
- Closing nutritional gaps with Meal Shakes that provide 19 essential vitamins and minerals.
- Taking Lecithin, a natural fat emulsifier.





Ramadhan Recommendations



ESP Mix Soy Protein Isolate Powder

Delivers Sustained Energy, With Plant -Based Protein Available

A delicious non-GMO food rich in calcium and protein. Complete with 9 essential amino acids.*



Performance®

A Refreshing Thirst Quencher

Quench that thirst for winning. Bring out your best performance and keep the momentum going.



With proprietary OPTI-LYTE™ electrolyte blend plus unique mix of carbohydrates to deliver instant and sustained energy and support optimal hydration.

Meal Shakes

A Great Tasting Meal On-The-Go

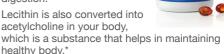
A nutritious, yummy, creamy beverage that is a rich source of calcium, dietary fibre and protein. Great food on-the-go for kids, teens and even adults.*



Lecithin

Healthy Fats You Shouldn't Miss

Lecithin is known as nature's emulsifier that breaks up fats into tiny molecules for diaestion.



Herb-Lax™

For Occasional Irregularity

The Herb-Lax™ enhanced proprietary blend includes senna leaf, which is traditionally used as a natural laxative.



Encourages bowel movement to aid the body's natural processes.

Peppermint-Ginger Soothes And Calms

Peppermint and Ginger have been traditionally used over many centuries for their soothing and calming sensations. It helps ease occasional digestive discomforts.*



Cinch® Shake Mix

A delicious, quick and nutritious drink for you. It provides the benefits of a meal, but yet tastes like dessert.*



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*These products are not intended to diagnose, treat, cure, or prevent any disease.



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