

# MEALtime

## VANILLA FLAVOUR SHAKE



ALSO  
AVAILABLE IN  
CHOCOLATE  
FLAVOUR

HIGH IN PLANT PROTEIN

VEGAN

GLUTEN-FREE

NUTRIENTS-FORTIFIED

NO ARTIFICIAL SWEETENERS

LOW IN SATURATED FAT

HIGH IN DIETARY FIBRE

*Vegan*

# Vanilla flavour vegan meal shake

This light, nutritious meal shake and **plant protein** powder is fortified with **vitamins, minerals** and added **dietary fibre** from chicory root extract, to support not only protein intake, but also healthy digestion, natural colon detox, immunity, metabolism, health and vitality.

Both **dairy-free and gluten-free**, it is an ideal daily shake for **vegans**, people with sensitive stomachs and those with a dairy allergy, lactose intolerance, gluten allergy or coeliac disease.

It is **high in lean protein** and naturally **low in fat**. This delicious vanilla flavoured shake therefore also offers excellent support to **slimmers**, particularly in the early stages of weight loss when **cravings** can be at their worst.

It can be used as a healthy any-time snack, light meal, protein boost or even as a guilt-free dessert - ideal for keeping the user feeling fuller for longer and blood sugar levels stable.

## NUTRIENTS-FORTIFIED PROTEIN SHAKE, LIGHT MEAL OR HEALTHY SNACK

### Good to know...

Only 87 calories per serving

High in fibre

High in protein

Non-GMO soy

Low in fat

No added sugar

Fortified with  
vitamins and minerals

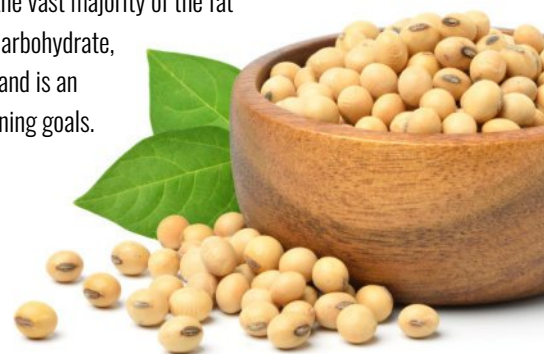
No artificial sweeteners

### BENEFICIAL FOR...

- Slimmers / those with a hectic lifestyle
- Stable blood sugar levels / diabetics
- Athletes
- Recuperation
- Energy levels
- Coeliacs
- Nutrient and fibre intake
- Mild constipation
- Sensitive stomachs
- Digestion
- Bowel cleansing
- Satiety / appetite control
- Detoxification
- Immunity
- Vegetarians and vegans

# About the ingredients...

**Soy protein isolate:** Made from 100% non-GMO soy beans, using a stringent process which removes the vast majority of the fat and carbohydrate content. The resulting product yields over 72g of protein per 100g with minimal fat and carbohydrate, whilst being completely free of lactose. Soy protein isolate also boasts a comprehensive amino acid profile and is an **excellent choice of protein** for all types of athletes and recreational gym goers to support a variety of training goals. The high protein content will contribute to the **growth and maintenance of lean muscle mass**.



**Chicory root extract:** Chicory root is rich in a natural vegetable fibre called **inulin**. Plants like chicory store extra energy in their roots in the form of inulin and other carbohydrates. The inulin in chicory root can be extracted and isolated for use as dietary fibre.

The digestive tract doesn't have the enzymes needed to digest inulin, so it passes through the gastrointestinal tract and into the large intestine intact. There, it serves as nourishment for our microbiota, making it a **prebiotic**.

Inulin, in particular, is very effective in **supporting the beneficial bacteria of our microbiota**. Both inulin and oligofructose are among the few fibres in our diet that can serve as prebiotics. Prebiotics are foods or ingredients that boost the growth of the microbiota. Thus, while our body can't break down chicory root fibers, our microbiota can.

The short-chain fatty acids (SCFA), created during this fermentation process in our large intestine help to **regulate metabolism**, as well as the **hunger/satiety** mechanism. The combination of SCFAs, good bacteria and extra fibre also benefits users in numerous other ways, including: supports the absorption of the mineral **calcium**; **lowers blood glucose** response after eating; and maintains **regularity**.

**Vitamin A:** Vitamin A has a role to play in a diverse range of functions, such as vision, immunity, maintenance of skin, bone and body growth, normal cell development, re-production, maintaining healthy teeth, skeletal and soft tissue and mucous membranes.



**Vitamin E:** A powerful antioxidant, vitamin E helps to remove free radicals - unstable compounds that damage cell structure, increasing the risk of cancer and weakening the immune system. It also protects against eye diseases, diabetes, pancreatic disorders, Alzheimer's Disease and supports healthy cholesterol levels, skin and joint mobility.

**Vitamin C:** Supports the immune system, wound healing and recovery, heart health, healthy cholesterol levels, healthy blood pressure, stable blood sugar levels and the growth and repair of cells. It is also a powerful antioxidant.

**Vitamin B1 (Thiamine):** Vitamin B1 plays an important role in maintaining a healthy nervous, digestive and cardiovascular system. It helps in the conversion of carbohydrates into glucose, which in turn is used to produce energy for carrying out various body functions. It is required for the breakdown of fats and protein.

**Vitamin B2 (Riboflavin):** Affects thyroid hormone production, which is responsible for speeding up the metabolism and providing steady energy. It also helps the body produce immune cells and build red blood cells. Contains substances that assist other nutrients as powerful antioxidants, repair and maintain tissue and heal wounds. It also helps with healthy eye functions and healthy nerves.

**Vitamin B3 (Niacin):** This vitamin helps the body to convert food into glucose, produce energy and for DNA repair and stress responses. High doses have been used successfully to lower elevated LDL ('bad') cholesterol and fat levels in the blood and to increase HDL ('good') cholesterol. There is also evidence to suggest that, in cases of Type 1 diabetes, it can help to delay the time individuals need to take insulin.

**Folic acid:** One of several B-vitamins, it is needed for the production and maintenance of new cells, as well as for DNA and RNA synthesis. Especially important for women of child-bearing age, those considering becoming pregnant, or already pregnant. This is because folate is vital for proper development of a foetus' brain and spine and the prevention of neural tube defects.

# About the ingredients...

**Vitamin B6 (Pyridoxine Hydrochloride):** Essential for the breakdown of food and the production of energy, the production of neurotransmitters and for the proper functioning of the nervous system and the immune system. It is also involved in the synthesis of hormones and red blood cells. Also helps fight stress and manage symptoms of pre-menstrual syndrome (PMS).

**Vitamin B12:** Vitamin B12 contributes to normal energy-yielding metabolism, normal functioning of the nervous system, normal homocysteine metabolism, normal psychological function, normal red blood cell formation, normal function of the immune system, the reduction of tiredness and fatigue and it has a role in the process of cell division.

**Potassium:** Potassium is one of the seven essential macrominerals. It can help to decrease the risk of stroke, lower blood pressure, protect against loss of muscle mass, preserve bone mineral density and reduce the formation of kidney stones. It is also an electrolyte that counteracts the effects of sodium, helping to maintain consistent blood pressure. Potassium is important for maintaining the balance of acids and bases in the body. Bases are alkalis that have not yet dissolved in water.

**Chloride:** Chloride is an essential mineral for humans - a major mineral nutrient that occurs primarily in body fluids. It is a prominent negatively charged ion of the blood, where it represents 70% of the body's total negative ion content. On average, an adult human body contains approximately 115 grams of chloride, making up about 0.15% of total body weight. As the principal negatively charged ion in the body, chloride serves as one of the main electrolytes of the body. Chloride, in addition to potassium and sodium, assist in the conduction of electrical impulses when dissolved in bodily water.

**Phosphorus:** The body needs phosphorus for many functions, such as filtering waste and repairing tissue and cells. Certain health conditions (such as diabetes and alcoholism) or medications (such as some antacids) can also cause phosphorus levels in the body to drop too low. Phosphorus levels that are too low can cause medical complications, such as heart disease, joint pain or fatigue.

**Magnesium:** Magnesium is a co-factor in more than 300 enzyme systems that regulate diverse biochemical reactions in the body, including protein synthesis, muscle and nerve function, blood glucose control and blood pressure regulation. It is required for energy production, oxidative phosphorylation and glycolysis. It contributes to the structural development of bone and is required for the synthesis of DNA, RNA and the antioxidant glutathione. Magnesium also plays a role in the active transport of calcium and potassium ions across cell membranes, a process that is important to nerve impulse conduction, muscle contraction, and normal heart rhythm.

**Iron:** Adequate iron intake and/or stores contributes to normal cognitive function, normal energy-yielding metabolism, normal formation of red blood cells and haemoglobin, normal oxygen transport in the body, normal function of the immune system, the reduction of tiredness and fatigue and the process of cell division.

**Zinc:** Zinc supports normal growth and health of skin, bones, hair, nails and eyes. Furthermore, it assists in the maintenance of the immune, reproductive and digestive systems. It plays a role in cell reproduction, proper absorption of vitamins and protein synthesis, and hormonal balance. It is essential for making growth hormones and the important male hormone, testosterone.

**Copper:** Copper contributes to the maintenance of normal connective tissues, normal hair pigmentation, normal skin pigmentation, protection of cells from oxidative stress, normal function of the immune system, normal functioning of the nervous system, normal energy-yielding metabolism and normal iron transport in the body.

**Iodine:** Iodine is an essential component of the thyroid hormones thyroxine (T4) and triiodothyronine (T3). Thyroid hormones regulate many important biochemical reactions, including protein synthesis and enzymatic activity, and are critical determinants of metabolic activity. They are also required for proper skeletal and central nervous system development in foetuses and infants. Iodine is also involved in body detoxification. Iodine deficiency may be linked to arthritis, emotional disorders, malfunctioning glandular systems and weight gain associated with hormonal imbalance.



# Usage suggestions...

## As a slimming aid

Skipping meals and drastically cutting down on calories produces weight loss results, but this unhealthy approach can also leave you feeling tired, irritable and run-down. Over time, it can even lead to nutrient deficiencies. MEALtime (Vanilla Flavour) is an ideal daily shake and flavour for slimmers as part of a balanced, calorie-controlled diet - particularly in the early stages of a weight loss plan when cravings can be at their worst. Not only is it low in fat and fortified with vitamins and minerals, it also contains fibre (from chicory root extract) which adds bulk and promotes a feeling of fullness (helping to curb the appetite). It also supports stable blood sugar levels, which helps to prevent cravings and binge eating.

## As a light nutritious meal, healthy snack or breakfast on the go

This is much more than just another meal shake! It contains a wide variety of important vitamins and minerals, as well as dietary fibre for a bowel cleansing and detoxifying effect. MEALtime (Vanilla Flavour) is therefore a great choice for anyone who is too busy to eat a full meal at suitable times of the day. Notably, it is also dairy-free, gluten-free and contains no added sugar, which makes it suitable for people with sensitive stomachs and those who have diabetes, a dairy allergy, lactose intolerance, gluten intolerance or coeliac disease.

## As a protein boost

Protein plays a key role in a healthy metabolism, muscle repair and recovery, bone maintenance and building mass after training. It is also one of the main sources of energy when following a low carbohydrate diet, which many slimmers, bodybuilders and athletes do, as it aids in fat loss and can improve muscle definition. MEALtime (Vanilla Flavour), with its impressive levels of high quality plant-based protein, plus added vitamins and minerals, can therefore provide a beneficial lean protein boost for anyone who is trying to lose weight, or who leads an active lifestyle where energy is in high demand.

## As a healthy addition to a balanced diet

Vegetarians and vegans often find it a challenge to:

- take in adequate amounts of complete protein
- take in sufficient calories
- and/or ensure that they are regularly receiving a broad spectrum of nutrients (particularly calcium and vitamin B12).

With MEALtime (Vanilla Flavour), there is no need for this lifestyle choice to mean a diet lacking in nutritional value. It is packed with beneficial dietary fibre, high quality vegetable protein and a wide array of vitamins and minerals.

## To support recuperation

MEALtime (Vanilla Flavour) is a nutrient-dense protein powder, making it the perfect daily shake for anyone recovering from illness, an operation or injury.

The ingredients are as close to natural as possible, in order to maintain the highest possible nutritional content, status and therefore benefits to the user.



**MEALtime (Vanilla Flavour) is available for re-sale under your own label (or our label) and can be dropshipped by us.**

\*See our [Trade Price List](#) for trade prices, RRP's, discounts, dropshipping rates etc.