

LIQUID NUTRITION



Drinking Your Way to Better Health

The area of liquid nutritional supplementation is the fastest growing and most profitable area in nutrition today. The nutritional industry reported sales in 2014 of \$55 billion dollars in the areas of liquid meal replacement, liquid protein supplementation and sports nutrition. What has created this tremendous interest in nutritional supplements provided in a liquid form?

The delivery of liquid nutrition, be it meal replacement, liquid protein supplementation, or sports nutrition, provides a number of advantages to the consumer not found in other nutritional supplements. Liquid nutrition supplies nutrients in a form that is more easily and efficiently taken up than nutrients obtained from solid foods, where specific digestive enzymes and stomach acid are necessary for absorption. Liquid nutrition allows for specific formulation and nutrient targeting to address specific disease states or individual needs. Liquid supplements can also provide a measured intake of calories, sugar and sodium.

Liquid protein nutrition, such as **Perfect Protein Powder**, has been recognized as being valuable in providing a sound nutritional foundation for individuals.[†] Basic liquid protein nutrition can be enhanced by the addition of whole food ingredients such as fruits, berries and vegetables, and flavored to suit the user's preferences. Liquid protein "smoothies" can be "supercharged" by the addition of specific vitamins and minerals.[†] The list of individuals who can benefit from using liquid protein nutrition includes athletes and body builders, individuals with wound healing challenges, hospice patients, cancer patients, bariatric surgery patients and anyone wishing to reverse metabolic syndrome.

Fruits and Greens Energy Drink provides the antioxidant and nutritional energy of 20 servings of fruits and greens with each serving of the drink.[†] Easily reconstituted with water, this berry flavored drink will provide essential nutritional energy without having to resort to heavily caffeinated and addicting "energy" drinks.[†]

Finally, most Americans are having difficulty consuming enough fruits and vegetables in their daily diet. **Protein & Greens** powder in either chocolate or vanilla flavor, provides a healthful nutritional supplement. Each serving of **Protein & Greens** provides 20 grams of full spectrum plant-based protein along with a green foods blend. The products are low sugar, low carbohydrate, gluten and allergen free, and suitable for vegan diets.



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[†]These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.