



Naturemedies UK, EU & USA. A brand of E-Macro Initiatives  
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# Naturemedies MilkShake Superfood Chocolate

HIGH IN PROTEIN | DAIRY-FREE | GLUTEN-FREE | NUTRIENTS-FORTIFIED | NO ARTIFICIAL SWEETENERS  
LOW IN SATURATED FAT | ONLY 93 CALORIES PER SERVING



Naturemedies MilkShake Superfood Chocolate 300g 10.5oz

## Usage:

1 to 3 servings to be taken per day or as required.  
For best results add 1 scoop OR 3 heaped teaspoons (25g) into a glass. Add water, fruit juice, soya milk or other liquid of your choice for a delicious high protein shake. Be adventurous with this powder - add it to yoghurt, mix with berries etc.  
Possible uses of Naturemedies MilkShake Superfood Chocolate  
This meal shake / protein powder can be used as follows:

as a breakfast shake  
as a healthy anytime snack  
as a delicious smoothie  
between meals as a nutritious drink that helps to increase satiety and promote stable blood sugar levels  
in place of a meal to reduce daily calorie intake, yet maintain nutrient levels as part of a healthy slimming programme  
as a protein shake, to boost protein levels in the diet  
to provide additional healthy calories for those with a small appetite or restricted food choice (e.g. due to an allergy or vegetarian / vegan lifestyle)  
to increase fibre in the diet  
as a healthy "fast food" or dessert for the whole family.  
Blending with liquids  
How to mix with liquids for best results...  
Fill half a glass with water, fruit juice, soya milk, rice milk or any other liquid of choice.  
Add 1 scoop of the powder to the liquid and stir.  
Leave for around 2 to 3 minutes to allow the unprocessed ingredients to absorb the liquid. The powder will dissolve fully and become a thick, smooth blend. You can now add more liquid if desired or drink as is.  
Add chopped fruits and berries and blend into a delicious, filling and highly nutritious smoothie, protein shake or meal shake. For a frothy effect, use a hand-held frother or blender.  
A dairy-free, gluten-free and vegan meal shake and non-GM soya isolate protein powder that has been fortified with vitamins and minerals.  
-- Manufactured in the UK under GMP and ISO 22000 standards in an Informed Sports Factory.  
High in protein, low in saturated fat and with no artificial sweeteners, this chocolate flavoured daily shake is also high in dietary fibre (from chicory root extract). Tasty and filling, Naturemedies MilkShake Superfood Chocolate makes for the ideal in-between meals shake. It can even be used as a tasty, guilt-free dessert.  
Also available in vanilla flavour.

## # Approved EFSA health claims:

Protein contributes to a growth in muscle mass, the maintenance of muscle mass and the maintenance of normal bones.  
Vitamin A contributes to normal iron metabolism, the maintenance of normal mucous membranes, the maintenance of normal skin, the maintenance of normal vision, the normal function of the immune system and has a role in the process of cell specialisation.  
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.  
Vitamin C contributes to maintaining the normal function of the immune system. It also contributes to normal collagen formation for the normal function of blood vessels, bones, cartilage, gums, skin and teeth, normal energy-yielding metabolism, normal functioning of the nervous system, normal psychological function, protection of cells from oxidative stress, the reduction of tiredness and fatigue, the regeneration of the reduced form of vitamin E and increases iron absorption.  
Vitamin E contributes to the protection of cells from oxidative stress.  
Riboflavin contributes to normal energy-yielding metabolism, normal functioning of the nervous system, the maintenance of normal mucous membranes, the maintenance of normal red blood cells, the maintenance of normal skin, the maintenance of normal vision, the normal metabolism of iron, the protection of cells from oxidative stress and the reduction of tiredness and fatigue.  
Niacin contributes to normal psychological function, normal energy-yielding

metabolism, normal functioning of the nervous system, the maintenance of normal mucous membranes, the maintenance of normal skin and the reduction of tiredness and fatigue.  
Supplemental folic acid intake increases maternal folate status. Low maternal folate status is a risk factor in the development of neural tube defects in the developing foetus. The target population is women of child-bearing age and the beneficial effect is obtained with a supplemental folic acid daily intake of 400 µg for at least one month before and up to three months after conception.  
Phosphorus contributes to normal energy-yielding metabolism, normal function of cell membranes, the maintenance of normal bones and the maintenance of normal teeth.  
Magnesium contributes to a reduction of tiredness and fatigue, electrolyte balance, normal energy-yielding metabolism, normal functioning of the nervous system, normal muscle function, normal protein synthesis, normal psychological function, the maintenance of normal bones and teeth, and it has a role in the process of cell division.  
Iron 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, the process of cell division and to the normal cognitive development of children.  
Zinc contributes to normal DNA synthesis, normal acid-base metabolism, normal carbohydrate metabolism, normal cognitive function, normal fertility and reproduction, normal macronutrient metabolism, normal metabolism of fatty acids, normal metabolism of vitamin A, normal protein synthesis, the maintenance of normal bones, the maintenance of normal hair, nails and skin, the maintenance of normal testosterone levels in the blood, the maintenance of normal vision, the normal function of the immune system, the protection of cells from oxidative stress and it has a role in the process of cell division.  
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 contributes to normal cognitive function, normal energy-yielding metabolism, normal functioning of the nervous system, the maintenance of normal skin, the normal production of thyroid hormones and normal thyroid function and the normal growth of children.

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 71.5g 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 our 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 our metabolism, as well as our hunger/satiety mechanism. The combination of SCFAs, good bacteria and extra fibre may benefit us in numerous other ways:  
• Supports the absorption of the mineral calcium  
• Lowers blood glucose response after eating  
• 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 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 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.  
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.  
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.  
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 cont...  
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.  
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 (Potassium Iodide): 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 it can also leave you feeling tired, irritable and run-down. Over time, it can lead to nutrient deficiencies. Naturemedies MilkShake Superfood Chocolate (Chocolate Flavour) is an ideal daily shake and flavour for slimmers as part of a calorie-controlled diet - particularly in the early stages of a weight loss plan when cravings for chocolate 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. Naturemedies MilkShake Superfood Chocolate 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. Naturemedies MilkShake Superfood Chocolate (Chocolate Flavour), with its impressive 71.5g of high quality plant-based protein per 100g, 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). However, with Naturemedies MilkShake Superfood Chocolate, 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 Naturemedies MilkShake Superfood Chocolate is a nutrient-dense protein powder, making it the perfect daily shake for anyone recovering from illness, an operation or injury.  
The ingredients in Naturemedies MilkShake Superfood Chocolate are as close to natural as possible, in order to maintain the highest possible nutritional content, status and therefore benefits to the user.



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