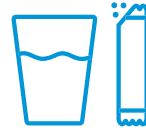


Basica®

FOR INNER BALANCE*

Pure



Soluble alkaline powder

WELCOME TO YOUR WELL-BEING.

We are delighted that you have chosen to add Basica® to your life. For almost a century, we have been helping people feel better by maintaining the body's acid-base balance. In all that time, we have not changed the guiding principle of Basica®, but we have been continuously improving our products. In addition to decades of experience, our recipe for success is based on ongoing scientific research into nutrition.

We are confident that you will feel the benefits of the alkaline minerals Basica® contains – a healthy gut, a clear mind and inner balance*. Over time, perhaps you will experience the new level of general well-being shared by so many of our satisfied customers – or as we call it: the Basica® feeling.



WE HELP YOU KEEP YOUR INNER BALANCE*.

Everyday life is stressful, and we are often too busy to maintain a balanced diet, get enough exercise or take a rest. In turn, this can affect our acid-base balance – tipping the scale the wrong way. This is where Basica® comes in, because its alkaline minerals not only aid our acid-base balance and metabolism, they also help us maintain our physical and mental equilibrium.

SPECIAL FORMULA, MULTIPLE BENEFITS: BASICA®.

What is special about Basica® is its formula. Its carefully chosen minerals and trace elements have various positive effects on body and mind:

- * Zinc contributes to a normal acid-base metabolism and a regular carbohydrates and fatty acids metabolism.
- * Magnesium reduces tiredness and fatigue and maintains a healthy psychological function. Together with calcium, it contributes to a normal energy-yielding metabolism.
- * Chromium supports a normal macronutrient metabolism while molybdenum supports the sulphur amino acid metabolism.

KEEP YOUR BALANCE: WITH AN ALKALINE DIET.

There is simply no substitute for a healthy and varied diet. But the rigours of everyday life can make it really hard to maintain one. Consuming too high a proportion of protein-rich foods – such as meat and meat products, fish, cheese, eggs, dairy products and cereals – can cause an acid-base imbalance in the body. These ought to be balanced out by alkaline foods like fruit, salad and vegetables.

You can find more information about acid-producing and alkaline foods in the Basica® Food Table, which you can download at www.basica.com. Adding Basica® to your diet can help you maintain or regain your inner balance.

HOW TO KEEP YOUR BALANCE: TIPS FOR ENHANCING YOUR WELL-BEING.

The basic elements in maintaining a state of general well-being are a balanced diet and an active lifestyle – and we want to help you: Learn more about diet and nutrition, how exercise aids your energy metabolism, and many more aspects that contribute to overall well-being by visiting www.basica.com.

BASICA® PURE PRODUCT INFORMATION

- Pure alkaline powder, neutral flavour
- Dissolves in water or juice
- Stirs into cold or hot meals – heat-resistant and thus suitable for cooking and baking
- Free of additives, lactose and gluten
- Free of sugar, flavourings and sweeteners
- Suitable for vegans

INGREDIENTS:

Calcium lactate, sodium citrate, potassium citrate, magnesium citrate, zinc citrate, chromium chloride, sodium molybdate, sodium selenate.

Do not exceed the stated recommended daily dose. Food supplements should not be used as a substitute for a varied, balanced diet and a healthy lifestyle.

Keep out of reach of young children.

FOOD SUPPLEMENT

2 SACHETS OF BASICA® PURE CONTAIN:

		% NRV
Calcium	550 mg	69 %
Magnesium	150 mg	40 %
Sodium	375 mg	–
Potassium	350 mg	18 %
Zinc	5 mg	50 %
Molybdenum	50 µg	100 %
Chromium	40 µg	100 %
Selenium	30 µg	55 %

% NRV = % nutrient reference values for daily intake in accordance with EU regulations.

RECOMMENDED INTAKE:

Dissolve the contents of 1 sachet in 250 ml water or juice mornings and evenings.

Can also be stirred into cold or hot meals.

Basica® Pure can be taken daily for an unlimited period.



INFORMATION FOR DIABETICS:

1 daily serving (2 sachets) is equivalent to <0.1 CU.

Available in 2 pack sizes:

20 sachets / 50 sachets