Your complete guide to all Wellness by Oriflame products.
We all want to be healthy, energetic and positive, but the urban societies we live in can make it difficult to lead the natural life and diet styles that our bodies were designed for.

An active lifestyle and a low-calorie, nutrient-dense diet can ensure that disease is prevented, life span prolonged and life quality elevated. That’s why our Wellness products have been developed to help modern people achieve nutritional balance through optimal composition and convenience.

“An apple a day keeps the doctor away” is an old saying that easily demonstrates the role that nutrition plays in health. This product guide aims to take the best expertise and knowledge from our scientific advisors, and present it in a way that’s easy for everyone to understand. Because people who grasp and embrace that old saying also take responsibility for their diets and bodies.

We really hope you enjoy this product guide, and we invite you to join the millions of people who are using Wellness by Oriflame products as an important step in living life to its fullest!

Burçak Ulmer
MSc
Senior Nutritionist and Global Product Developer, Wellness by Oriflame

Elisabet Nordström
MSc, PhD
Nutritionist, Wellness by Oriflame

“Why is nutrition so vital for your health?”
# Wellness Product Range

## Weight Loss and Weight Management

<table>
<thead>
<tr>
<th>Product</th>
<th>Code</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>Natural Balance Shake</td>
<td>22138</td>
<td>Natural Balance Shake natural chocolate flavour</td>
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<tr>
<td></td>
<td>15448</td>
<td>Natural Balance Shake natural vanilla</td>
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<tr>
<td></td>
<td>15447</td>
<td>Natural Balance Shake natural strawberry</td>
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<tr>
<td>Natural Balance Soup</td>
<td>24693</td>
<td>Natural Balance Soup Tomato &amp; Basil</td>
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<tr>
<td></td>
<td>24694</td>
<td>Natural Balance Soup Asparagus</td>
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## Everyday Health

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<tr>
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<td>WellnessPack woman</td>
<td>22791</td>
<td>WellnessPack woman</td>
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<tr>
<td>WellnessPack man</td>
<td>22793</td>
<td>WellnessPack man</td>
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<tr>
<td>Omega 3</td>
<td>15397</td>
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<tr>
<td>Swedish Beauty Complex Plus</td>
<td>25414</td>
<td></td>
</tr>
<tr>
<td>Multivitamin &amp; Mineral Woman</td>
<td>22794</td>
<td></td>
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<tr>
<td>Multivitamin &amp; Mineral Man</td>
<td>22795</td>
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## Everyday Health for Children

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<tr>
<td>WellnessKids Multivitamins and Minerals</td>
<td>22465</td>
<td>WellnessKids Multivitamins and Minerals</td>
</tr>
<tr>
<td>WellnessKids Omega 3</td>
<td>22467</td>
<td>WellnessKids Omega 3</td>
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## Beauty Solutions

<table>
<thead>
<tr>
<th>Product</th>
<th>Code</th>
<th>Description</th>
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<tbody>
<tr>
<td>Hair &amp; Nail Nutricomplex</td>
<td>23473</td>
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## Healthy Options

<table>
<thead>
<tr>
<th>Product</th>
<th>Code</th>
<th>Description</th>
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<tbody>
<tr>
<td>Botanical Infusion Revitalise</td>
<td>24695</td>
<td>Botanical Infusion Revitalise</td>
</tr>
<tr>
<td>Botanical Infusion Relax</td>
<td>25035</td>
<td>Botanical Infusion Relax</td>
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</tbody>
</table>
Wellness by Oriflame’s Board of Scientific Advisors

It is important to know that all Wellness products are developed and produced with the highest safety, quality and efficacy standards. Safety and efficacy must be backed up by recognised scientific data.

Wellness by Oriflame’s scientific and medical advisors are internationally known, highly competent experts with years of experience in health and wellness. Within their respective fields of practise, they help us develop products and make scientifically correct claims.

Stig Steen
MD, PhD
Department of Cardiothoracic Surgery, Lund University Hospital, Sweden

Alain Mavon
MSc, PhD
Skin Research Director, Skin Research Institute, Oriflame, Sweden

Burçak Ulmer
MSc
Senior Nutritionist and Global Product Developer, Wellness by Oriflame

Burçak is a published nutritionist from Stockholm University and Karolinska Institutet. Her clinical work has been in the areas of anti-ageing, preventive medicine and integrative cancer therapy. Burçak believes in a holistic view on health where nutrition, exercise, emotional health, sleep, and being connected to nature all play a role.
Anke Klack
MSc, PhD
Skin Care Quality and Technical Manager, Wellness by Oriflame.

Anke is a certified pharmacist with a PhD in Pharmaceutical Chemistry from the University of Hamburg in Germany, and an expert in antioxidant chemistry and natural cosmetic ingredients. Previous to joining the Wellness team Anke worked with developing active ingredient technologies for Oriflame and evaluating methods to measure the effect of dietary supplements and nutrition on the skin.

Claude Marcus
MD, PhD
Claude is Professor of Pediatrics at Karolinska Institutet, Stockholm, Sweden. He specialised in pediatric endocrinology and scientific leader of the Swedish National Childhood Obesity Centre. His main focus in the public health area is prevention of cardiovascular diseases primarily through obesity prevention and treatment.

Elisabet Nordström
MSc, PhD
Nutritionist, Wellness by Oriflame

Elisabet is a nutritionist and has a PhD in endocrinology and metabolism from Karolinska Institutet, Stockholm, Sweden. Before leaving the university to pursue a career outside of academia, Elisabet published articles within the fields of fat cell physiology, weight loss and gene regulation.

Åke Lignell
BSc, PhD
Developer and manager of astaxanthin production, Stockholm, Sweden

Åke developed the cultivation method for the astaxanthin-producing algae Haematococcus pluvialis within the biotechnology company AstaReal; a spin-off from Uppsala university. In close collaboration with leading scientists and clinics, he initiated and contributed to several studies demonstrating the benefits of natural astaxanthin in human and animal nutrition; a work that still is in progress.
Professor Stig Steen – developer of the Natural Balance Shake

Stig Steen is a Professor of cardiothoracic surgery and one of the world’s leading authorities in resuscitation and heart and lung transplantation. One of his key interests is nutrition and its impact on health. The patented Natural Balance Shake formula was created by Stig Steen and his team during more than 8 years of intensive research at Igelösa Life Science Community, the research centre he founded in 1998 and runs in parallel to his work at Lund University.

CURRICULUM VITAE

Name: Stig Joar Steen | Date of birth: 1948-02-07

Specialty qualifications:
- Medical Degree 1974
- General surgery 1981, Cardiothoracic surgery 1988
- Associate Professor of Surgery, University of Lund 1987
- Professor of Cardiothoracic Surgery, University of Lund 1997
- Honorary Professor, Xiang Xiang Medical University, China

Publications:
- First lung transplantation of Non-Heart-Beating-Donor after ex-vivo evaluation and recondition 2000 (Lancet 2001)
- Survey of the heart’s physiology after cardiac arrest. (Resuscitation 2002; 2003; 2004)
- The European Resuscitation Council (ERC) changed the international guidelines for treatment of cardiac arrest out-of-hospital accordingly, 2002.
- First Human Transplantation of a Non Acceptable Donor Lung After Reconditioning Ex Vivo (Ann Thorac Surg 2007)

Inventions:
- LUCAS ® Automatic Chest Compression Device, sold worldwide by Medtronic, the world’s largest med-tech company (www.jolife.com)
- STEEN Solution™ for reconditioning donor lungs ex-vivo (www.vitrolife.com)
- Developer of the Natural Balance Shake
Igelösa Life Science Community – home of Wellness by Oriflame

**Stig Steen is the founder of Igelösa Life Science Community - a company with strong ties to Lund University that conducts nutrition and lifestyle research.** Located on the open plains of Skåne in southern Sweden, it employs doctors, dieticians, chefs, food technicians and nurses and has a registered clinic, laboratory, research kitchen and guest rooms for in-house patients. Igelösa Nutrition Science is a branch that conducts research and development of nutritional products based on the research of the Life Science Community. All research is led by Stig Steen and focuses on developing effective programs and products for the prevention and treatment of lifestyle diseases such as cardiovascular disease, diabetes and obesity.
Wellness offers a scientifically composed and safe product range

**Swedish science meets Swedish nature**
Wellness products are researched, developed and formulated in Sweden by world-renowned scientists. The formulations are based on natural ingredients, combining the wisdom of nature and the best of science.

**Effective ingredients and innovative formulas**
All active ingredients are chosen after scrutinising the published scientific literature for safety and efficacy. Complexes are formulated when synergistic effects of different ingredients are evident for the desired purpose.

**Safe, ethical and environmentally responsible products**
- Do not contain unhealthy fats like trans fatty acids.
- Product packaging is made with recyclable materials where possible.
- Do not contain artificial flavours, preservatives, colours, or genetically modified organisms (Non-GMO).

**High quality standards**
All manufacturing plants for Wellness products have internationally established and recognised quality certifications.

All of our tablets, capsules and oils are produced at a GMP-certified plant in Sweden. GMP stands for Good Manufacturing Practice and provides a strict guideline that outlines the aspects of production and testing that can impact the quality of a product. This includes specifications for staff training, cleanliness, maintenance of equipment and record keeping.

Our powder products are produced at a plant in Germany which adheres to a HACCP plan and is ISO and IFS certified. HACCP stands for Hazard Analysis and Critical Control Points and is a systematic preventive approach to food and pharmaceutical safety that addresses physical, chemical, and biological hazards as a means of prevention.
An international collection of certification stamps that our products, manufacturers or suppliers bear:

International production management and manufacturing standards

International ingredient and content standards

Our own Wellness stamp certifies that our products follow the highest quality and safety standards to ensure Wellness by Oriflame’s strict policies.
How a lack of nutrition can affect your health

Have you ever heard the expression “You are what you eat”? To function, grow, maintain and heal itself, the body absorbs the necessary nutrients that it needs from the food we consume.

If your eyes are tired and underperforming, you may have a subclinical deficiency of vitamin A, zinc, riboflavin or omega 3. If you are chronically tired and fatigued you may have a subclinical deficiency of iron, B12, magnesium or certain B vitamins. If you have problems with your skin or the mucosa inside your mouth, if you’re losing hair or experiencing weak nails, you may have a subclinical deficiency of biotin, iodine, selenium, copper or vitamin C. If you catch a cold or the flu too often, you may have a subclinical deficiency of vitamin D, C, A, folate or zinc. The list goes on and on.

Do you need supplements?

Most people’s eating habits - what they eat, preparation method, when they eat, portion size and alcohol consumption – are determined by cultural and social practices and not by the goal of optimum nutrition for a long and healthy life. For families where both adults work, convenience foods (processed, pre-cooked and packaged) are directly proportional to time-management, but inversely proportional to health. Unhealthy food is ironically also the cheapest, most calorie-dense and nutrient-poor. To add insult to injury, convenience foods are more common in shops, streets and restaurants than fresh, wholesome and organic food.

Nutritional studies confirm that, even in Sweden – often considered as one of the most health-conscious countries in the world – **80% of the population do not consume the minimum recommended amount (500 – 1000 g) of fruit and vegetables per day.** (Source: Swedish National Food Agency, 2003).

Children aged 4 – 10 are recommended 400 grams of vegetables and fruit, and **90% of children do not reach this recommended amount either.** (Source: Swedish National Food Agency, 2003). In summary, it is difficult for most people to achieve or maintain a diet style that meets their bodies’ requirements without using supplements.

The Wellness product range is developed to ensure you get all the nutrients you need every day.
Take the test and see if you need a daily supplement:

**Tick the box if any of these apply to you:**

- Do you want to lose some weight?
- Do you eat out, buy unhealthy snacks or have something sweet most days?
- Do you live in a city with pollution or do you smoke?
- Are you middle-aged or older?
- Does cooked and processed food make up 50 % or more of your diet?

**Tick the box if you don’t:**

- Have 3 main meals and 1-2 snacks every day?
- Get 15 minutes of sun on your arms and legs every day of the year?
- Eat 500 – 1000 grams of fresh vegetables and fruit every day of the week?
- Eat fish twice per week?

If you ticked a box – and especially if you ticked several, it is a good idea to use products from the Wellness range.
Natural Balance Shake
The patented Natural Balance Shake formula was developed by Stig Steen and his team, during more than 8 years of intensive research. There are two main purposes for taking the shake, and its unique composition serves both uses.

**Weight loss**
Many users start taking the Natural Balance Shake for weight loss purposes and continue to take it for weight maintenance. The Natural Balance Shake:
- Provides optimal nourishment and minimal calories.
- Is a low-glycemic snack that helps stabilise blood sugar and insulin levels.
- Having balanced blood sugar levels decreases sugar cravings, appetite and thoughts about food.

**Well-being**
- Drinking the Natural Balance Shake between meals keeps you physically and mentally acute and energised throughout the day.
- You will feel full and energetic enough to exercise straight after work.
- It helps stave off sugar cravings.

The main benefits of the Natural Balance Shake are:

<table>
<thead>
<tr>
<th>PROVEN</th>
<th>REDUCES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weight loss when used according to the Wellness Roadmap™</td>
<td>Hunger and cravings</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BOOSTS</th>
<th>OPTIMAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy and focus</td>
<td>Nutrition: High in protein and fibre. Source of omega 3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NATURAL</th>
<th>FREE FROM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flavours and nutritional ingredients</td>
<td>Gluten, artificial colourants and preservatives. Non-GMO.</td>
</tr>
</tbody>
</table>

Product declaration – per portion of 18g:
- Energy 65kcal/280kJ - the equivalent of one apple
- Proteins 7.5g
- Carbohydrates 6g
- Fats 1.5g
Natural Balance Shake **Key Points**

1. **Developed by world-leading Swedish scientists**  
The formula was originally developed by Professor Stig Steen and colleagues at Igelösa Life Science Community in Sweden. To protect the formula from being copied it is now patented and sold exclusively by Oriflame.

2. **Proven safety and efficacy in clinical trials**  
Oriflame has carried out a unique, two-year-long clinical weight loss study where the participants took the Natural Balance Shake twice per day and followed the Wellness Roadmap™. The study was led by Stig Steen, and showed great results: An average weight loss of 13.6 kg after 2 years, for overweight individuals. Energy levels, mental performance and the overall health of the test group also increased in a very positive way.

3. **Manufactured at HACCP certified plant**  
HACCP (Hazard analysis and critical control points) is a monitoring system for food production, storage, and distribution, and aims to identify and control associated health hazards. HACCP identifies physical, allergenic, chemical, and biological hazards in production processes that can cause the finished product to be unsafe, and designs measurements to reduce these risks to a safe level.

4. **Only natural nutritional ingredients**  
The shakes are made from natural whole foods like milk, eggs, peas, apples, rosehips and sugar beets. To have a drink that is as pure, natural and tasty as possible, they contain only natural flavours and colourants (such as beet root powder for the strawberry shake or cocoa powder for the chocolate shake).

5. **Optimal omega 3/omega 6 composition**  
The shakes contain a high amount of omega 3 thanks to special eggs laid by hens fed a diet rich in flax seeds. This results in a healthier content ratio of omega 3 to omega 6.

6. **Naturally rich in fibre and low GI**  
The shakes contain fibre from Swedish sugar beets and have a very low glycemic index of 28. (Below 55 is considered low.) The low GI formulation allows you to keep the blood sugar levels stable – reducing sugar cravings and maintaining energy and focus levels.
A measure of how fast and how high blood sugar (glucose) rises after a meal containing carbohydrates

Blood sugar levels

High GI food (rich in simple carbohydrates)
When eating high GI food your blood sugar levels will spike quickly. This is soon followed by a crash and feeling of low energy.

Low GI food (rich in complex carbohydrates)
When eating low GI food your blood sugar levels are stable and balanced. This provides a long-lasting energy.

7. Three protein sources
Most products in the market only contain one source of protein. The Natural Balance Shake contains protein from 3: peas, eggs and whey. Varied sources of nutrition always contribute with more benefits than one. For instance, not only do you get all the amino acids that your body needs, but whole eggs also contain vitamins (mainly B’s) and minerals (iron, phosphorous, zinc, selenium).
This is a study done to determine whether supplying a group of obese subjects with Natural Balance Shake along with lifestyle advice would result in weight loss, improved health (measured by blood markers) and a subjective improvement in quality of life.

During the first year of the study, twelve subjects with a Body Mass Index (BMI) above 30 participated out of which 8 were women and 4 men, with an average age of 43. The program consisted of daily intake of Natural Balance Shake and access to a nutritionist who provided nutritional advice and guidance to a healthier way of living. The study was extended into a second year and nine out of twelve subjects continued. It was observed that for as long as a subject had high insulin levels, it was impossible for him or her to lose weight, but when insulin levels decreased he/she started to lose weight. The subjects were regularly checked for blood chemistry, blood pressure, weight, waist and hip circumference. The VAS (Visual Analogue Scale) was used to measure the subjects’ own assessments of sugar cravings, motivation and energy levels, changes in sleep requirement, amount of exercise and general well-being.

The average weight loss at the end of the first year was 9.4 kg. In most studies body weight increases during the second year but during this study it continued to decrease, although at a slower rate, and the average weight loss after the second year was 13.6 kg. As a result of the weight loss, the systolic and diastolic blood pressures decreased during both years. Insulin levels declined from 14.4mU/L to 9.0mU/L, and CRP (C-reactive protein) – a marker of inflammation that is elevated in obesity – decreased significantly as well. The subjects’ own assessments of the chosen markers of life quality such as general well-being, energy, motivation and exercise levels markedly increased while their desire for sweets and candies decreased.

The conclusion was that use of the Natural Balance Shake in conjunction with lifestyle advice leads to an impressive weight reduction in obese individuals.

**Effects of Natural Balance Shake intake and nutritional health advice to obese subjects during a 2 year period.**

![Graph showing weight loss over time](image-url)
Glycemic Index Research Report

The aim of this study was to measure the glycemic index (GI) value of the Natural Balance Shake, which was called ‘inZone® Omega Plus’ during its development. A group of 10 healthy, non-smoking people aged 18-45 years was recruited from the staff and student population of the University of Sydney and consisted of two females and eight males. The average age of the subjects was 23.3 years and the group’s average body mass index (BMI) was 21.9 kg/m².

The reference food (pure glucose dissolved in water) and test food (Natural Balance Shake) were served to the subjects in fixed amounts containing 10 grams of available (digestible) carbohydrate at separate occasions. Blood samples were collected at 15, 30, 45, 60, 90 and 120 minutes after ingesting the drink. A two-hour blood glucose response curve was constructed for every subject using the average blood glucose concentrations for their seven blood samples.

A glycemic index (GI) value for the Natural Balance Shake was then calculated for each subject. Using glucose as the reference food (GI = 100), foods with a GI value less than 55 are considered to be low-GI foods. Foods with a GI value between 56-69 are medium- or moderate-GI foods, and foods with a GI value of 70 or more are high-GI foods. The Natural Balance Shake made with water was found to have the very low GI value of 28 - lower than many milk-based beverages and milk-based meal replacement drinking powders.

Similar to GI values, GL (glycemic load) values are useful for helping people identify which types and amounts of foods will produce relatively lower blood glucose responses after consumption – an important consideration for people with diabetes or at risk of developing it. GL values of 10 or less are low GL values; GL values between 11-19 are medium GL values; and GL values of 20 or more are high GL values. One serving (18 grams) of the Natural Balance Shake was found to have the low GL value of 1.6.

Sydney University Glycemic Index Research Report; GI Study - InZone, Natural Balance Shake; Brand-Miller J, Holt S. Sydney University, 2004
Natural Balance Soup
The Natural Balance Soup is a delicious, hot and healthy snack - or part of a meal - for the whole family. Made with 100% natural ingredients, they are developed to provide optimal nutrition. As with the shakes, there are two main purposes for taking the soup.

**Weight loss**
Many users can start taking the soup for weight loss purposes and continue to take it for weight maintenance. The Natural Balance Soup:
- Provides optimal nourishment and minimal calories.
- Is a low-glycemic snack that helps stabilise blood sugar and insulin levels.
- Having balanced blood sugar levels decreases sugar cravings, appetite and thoughts about food.

**Well-being**
- Taking the Natural Balance Soup between meals keeps you physically and mentally acute and energised throughout the day.
- You will feel full and energetic enough to exercise straight after work.
- It helps stave off sugar cravings.

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The main benefits of the Natural Balance Soup are:

<table>
<thead>
<tr>
<th>OPTIMAL</th>
<th>100% NATURAL</th>
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</thead>
<tbody>
<tr>
<td>Nutrition: High in protein, and a source of fibre</td>
<td>Ingredients</td>
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</table>

<table>
<thead>
<tr>
<th>REDUCES</th>
<th>FREE FROM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hunger and cravings</td>
<td>Gluten, lactose, artificial colourants and preservatives. Non-GMO.</td>
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<table>
<thead>
<tr>
<th>BOOSTS</th>
<th>CONVENIENT</th>
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</thead>
<tbody>
<tr>
<td>Energy and focus</td>
<td>Ready in 1 minute</td>
</tr>
</tbody>
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**Product declaration - per portion of 28g:**
- Energy 100kcal/418kJ - the equivalent of one banana
- Proteins 10g
- Carbohydrates 11g
- Fats 1.5g
Natural Balance Soup  **Key Points**

1. **Developed by world-leading Swedish scientists**
The Natural Balance Soups are developed by Stig Steen and colleagues at Igelösa Life Science Community in Sweden. Stig Steen is Professor of Cardiothoracic Surgery at Lund University and one of the world’s leading authorities in resuscitation and heart and lung transplantation. Igelösa Life Science Community conducts nutrition and lifestyle research.

2. **100% pure and natural ingredients of highest quality**
The soups are made from whole foods – asparagus, tomatoes, basil etc – and are free from preservatives and artificial sweeteners, flavours and colourants.

3. **Suitable for vegetarians, vegans and people who are gluten or lactose intolerant**
The soups are 100% vegetarian and free from milk, egg, gluten and lactose. The only common allergen in the soups is soy protein.

4. **Manufactured in Germany at HACCP certified plant**
HACCP (Hazard analysis and critical control point) is a monitoring system for food production, storage, and distribution, and aims to identify and control associated health hazards. HACCP identifies physical, allergenic, chemical, and biological hazards in production processes that can cause the finished product to be unsafe, and designs measurements to reduce these risks to a safe level.

5. **Non-GMO**
The soups do not contain any genetically modified ingredients.

6. **Three excellent vegetarian protein sources: soy, pea, potato**
The soup’s high protein content comes from three vegetarian sources which, together, provide a complete amino acid profile. Vegetarian proteins are also produced in a more environmentally friendly and sustainable way.

7. **Healthy omega 3 fatty acids from rapeseed (canola) oil**
The soups are low in fat, but contain rapeseed (canola) oil, which provides the best omega-3 profile of all cooking oils. This is why nutritionists and doctors recommend that rapeseed oil is used for baby food and food for children.

8. **Low Glycemic Index. Prebiotic, water-soluble fibre from inulin**
The soups contain a water-soluble and prebiotic fibre called inulin. Water-soluble fibres bind and flush toxins and cholesterol out of your body. Prebiotics provide good nutrition for your gut flora, of utmost importance for your immune system. Low GI gives balanced blood sugar and insulin levels.
100% NATURAL INGREDIENTS

**Protein** from three vegetarian sources – Pea, Soy and Potato

Did you know…?
- **Pea protein** has been shown to give better satiety than several other protein sources.
- **Soy protein** has been found to reduce concentrations of unhealthy cholesterol and fats.
- **Potato protein** has a high percentage and balanced composition of essential amino acids.

**Fats** from Swedish rapeseed (canola) oil, high in Omega-3 fatty acids

**Water soluble fibre** from Chicory Root (inulin)

Micronutrients from:
- **Tomato and Basil** (rich in antioxidants)
- **Asparagus** (rich in vitamin K, iron and folate)
The Wellness Roadmap is a weight loss- and maintenance system developed by Professor Stig Steen and colleagues at Igelösa Life Science Community in Sweden. It is based around the Natural Balance Shakes and lifestyle recommendations from Harvard University and other internationally recognised medical institutions. The Roadmap system has been clinically tested for over three years at Igelösa with effective and long-lasting results. Follow it to lose weight or develop a healthier life- and dietstyle!

1. **Natural Balance Shakes and Soups:** Use according to your weight or well-being goals.

2. **Nutrition:** Follow the Plate Model according to your weight/well-being goals and take a WellnessPack sachet daily.

3. **Exercise:** According to the recommendations on the checklist.

4. **Follow the Daily Checklist:** Plan your days and repeat new routines until they become second nature.

5. **Community:** Join your Oriflame Consultant’s Wellness Group for support & inspiration.
1st Must: Natural Balance Shake and Soup

For Weight Loss

Take the Natural Balance Shake as follows:
- 1 portion 30 minutes before lunch
- 1 portion 30 minutes before dinner
This will curb your appetite and enable portion control.

Take the Natural Balance Soup as follows:
- 1 portion and a plate of salad as lunch/dinner

For Energy and Weight Maintenance

Take the Natural Balance Shake at any time as:
- a healthy snack in between meals or
- when you experience a sugar craving

Take the Natural Balance Soup as:
- lunch/dinner with bread and a plate of salad
TO REACH YOUR WEIGHT LOSS GOALS:

**Weight Loss Road**

**BREAKFAST:**
- 150 ml low fat yoghurt, oats and berries
- 1 slice wholegrain bread with low fat topping
- 150 g vegetables
- A WellnessPack sachet

**SNACK:**
Mid-morning and mid-afternoon
- 1 piece of fruit + 5 nuts
  OR
- ½ Avocado + 1 spoon of low fat cottage cheese

**Natural Balance Shake:**
- 1 portion 30 minutes before lunch
- 1 portion 30 minutes before dinner
to curb appetite and enable portion control

**LUNCH / DINNER:**
Plate model for weight loss:
- ⅔ Raw or cooked vegetables
- ⅓ Low-fat proteins and slow carbs
  OR
- 1 portion of the Natural Balance Soup + a plate of salad and vegetables
FOR ENERGY-AND WEIGHT MAINTENANCE:

Well-being Road

BREAKFAST:
- 150 ml low fat yoghurt, oats and berries
- 1 slice wholegrain bread with low fat topping
- 150 g vegetables
- A WellnessPack sachet

SNACK:
Any time, as a healthy option or when you get a sugar craving
- 1 portion of the Natural Balance Soup
  OR
- 1 piece of fruit + 5 nuts
  OR
- 1 portion of the Natural Balance Shake

LUNCH / DINNER:
Plate model for weight maintenance:
½ Raw or cooked vegetables
¼ Low-fat proteins
¼ Slow carbs
OR
1 portion of the Natural Balance Soup + a plate of salad and vegetables + 1 piece of whole meal bread
2nd Must: Nutrition

<table>
<thead>
<tr>
<th>Group 1</th>
<th>Group 2</th>
<th>Group 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mainly Vegetables</strong></td>
<td><strong>Mainly Protein</strong></td>
<td><strong>Mainly Carbohydrates</strong></td>
</tr>
<tr>
<td>Lettuce, spinach, ruccola (greens)</td>
<td>Mushrooms</td>
<td>Whole grains (oats, rye, barley, wheat)</td>
</tr>
<tr>
<td>Parsley, coriander (herbs)</td>
<td>Lentils</td>
<td>Rice (whole grain)</td>
</tr>
<tr>
<td>Celery, fennel, pak choi</td>
<td>Chick peas</td>
<td>Buckwheat</td>
</tr>
<tr>
<td>Cabbage, kale</td>
<td>Beans (all kinds)</td>
<td>Potato</td>
</tr>
<tr>
<td>Sprouts (all kinds)</td>
<td>Tofu</td>
<td>Sweet potato</td>
</tr>
<tr>
<td>Cucumbers, Peppers</td>
<td>Soy mince</td>
<td>Root celery</td>
</tr>
<tr>
<td>Tomatoes, carrots</td>
<td>Fish</td>
<td>Pumpkin</td>
</tr>
<tr>
<td>Brussel sprouts, broccoli</td>
<td>Seafood</td>
<td>Corn</td>
</tr>
<tr>
<td>Cauliflower</td>
<td>Eggs</td>
<td>Quinoa</td>
</tr>
<tr>
<td>Asparagus, okra</td>
<td>Chicken</td>
<td>Bulgar</td>
</tr>
<tr>
<td>Beetroot, radish</td>
<td>Turkey</td>
<td>Noodles</td>
</tr>
<tr>
<td>Green peas</td>
<td>Low fat and unsweetened dairy</td>
<td>Pasta (whole grain)</td>
</tr>
<tr>
<td>Olives</td>
<td>products (cheese, yoghurt, milk)</td>
<td>Bread (whole grain)</td>
</tr>
<tr>
<td>Avocados</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Onions, garlic</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The Three Food Groups

<table>
<thead>
<tr>
<th>Group 1</th>
<th>Group 2</th>
<th>Group 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Mainly Vegetables</strong></td>
<td><strong>Mainly Protein</strong></td>
<td><strong>Mainly Carbohydrates</strong></td>
</tr>
<tr>
<td>Lettuce, spinach, ruccola (greens)</td>
<td>Mushrooms</td>
<td>Whole grains (oats, rye, barley, wheat)</td>
</tr>
<tr>
<td>Parsley, coriander (herbs)</td>
<td>Lentils</td>
<td>Rice (whole grain)</td>
</tr>
<tr>
<td>Celery, fennel, pak choi</td>
<td>Chick peas</td>
<td>Buckwheat</td>
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<tr>
<td>Cabbage, kale</td>
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<tr>
<td>Olives</td>
<td>products (cheese, yoghurt, milk)</td>
<td>Bread (whole grain)</td>
</tr>
<tr>
<td>Avocados</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Onions, garlic</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Breakfast alternative 1: One slice of whole grain bread with 1 slice of low fat topping, cucumber, tomato, olives, lettuce/parsley, 1 egg, 1 fresh orange/fruit. Coffee/tea

Breakfast alternative 2: 150 ml low fat/probiotic yoghurt, 50 ml muesli and 50 ml fresh berries. 1 fresh orange/fruit. Coffee/tea.

Breakfast alternative 3: Oatmeal porridge (1dl oats boiled with 250 ml water). 50 ml fresh berries. 1 fresh orange/fruit. Coffee/tea.

Breakfast “on the go”: 1 portion of the Natural Balance Shake. 1 fresh fruit. Coffee/tea.

Snack alternative 1: One fresh fruit and 5 nuts of your choice.

Snack alternative 2: 1 serving Natural Balance Shake.

Snack alternative 3: 150 ml low fat yoghurt/cottage cheese and fresh berries or chopped fruit.

Snack alternative 4: A small handful mixed dried fruit and nuts + vegetable sticks.
The Roadmap™ Plate Model

Use the three food groups on the previous page to compose your meals. Remember to take a sachet of the WellnessPack daily.

TO REACH YOUR WEIGHT LOSS GOALS:

Weight Loss Road

Breakfast: Alternative 1 or 2
Snack: One alternative (1-4)
Lunch: Group 1 (75% of plate)
       Group 2 + 3 (25% of plate)
Snack: One alternative (1-4)
Dinner: Group 1 (75% of plate)
       Group 2 + 3 (25% of plate)

FOR ENERGY AND WEIGHT MAINTENANCE

Well-being Road

Breakfast: Alternative 1 or 2
Snack: One alternative (1-4)
Lunch: Group 1 (50% of plate)
       Group 2 (25% of plate)
       Group 3 (25% of plate)
Snack: One alternative (1-4)
Dinner: Group 1 (50% of plate)
       Group 2 (25% of plate)
       Group 3 (25% of plate)
**3rd Must: Exercise**

**10 health reasons to exercise**

1. **Helps you lose and maintain weight**
   When you exercise, you burn more of the energy that you consume.

2. **Gives you energy**
   At the end of the working day, you feel tired due to mental fatigue, poor circulation and hunger. Exercise will energise you, not the opposite!

3. **Relieves stress and anxiety**
   The effects of a brisk walk are better and longer lasting than calming or anxiolytic drugs.

4. **Prevents cardiovascular disease, diabetes, osteoporosis and certain cancers**
   Regular exercise lowers blood pressure, improves cholesterol levels and halves the risk of cardiovascular diseases. Exercise stimulates calcium storage in the bones and is more effective at preventing osteoporosis than drugs. Exercise can prevent certain forms of cancer including those of the breast and colon.

5. **Gives you a longer life**
   People who burn at least 2000 kcal per week through exercise live on average two healthy years longer than those who don’t.

6. **Reduces premenstrual and menopausal symptoms**
   Exercise improves circulation, widens capillaries and decreases menstrual cramps. Exercise reduces hot flashes and nightly sweats in menopausal women.

7. **Improves digestion**
   Physical activity stimulates digestion and prevents constipation.

8. **Benefits your back**
   Exercise makes the discs, muscles, tendons and ligaments in your back stronger and tougher. A corset of muscles around your torso offloads your spine.

9. **Makes you freeze less**
   Exercise improves circulation, widens capillaries and increases metabolism even at rest.

10. **Makes you more beautiful**
    Exercise gives you a healthier skin, clearer eyes, nicer muscles, better posture and less varicose veins and cellulite.

---

**Decide how to split your exercise up per week/day to match the below ratios:**

- **Cardio – 50%**: A brisk walk, riding a bike, dancing, aerobics, swimming
- **Strength – 40%**: Weights, yoga, swimming, climbing, hiking
- **Flexibility – 10%**: Stretching, yoga
4th Must: The Checklist

**DAILY CHECKLIST**

- For weight loss; have a Natural Balance Shake 30 minutes before lunch and dinner.
- For weight maintenance and steady energy levels; have a shake between meals or to get over a sugar craving.
- Follow the Plate model recommendations to compose your meals.
- Eat breakfast, lunch and dinner around the same time every day. Set your alarm clock or use the “Weight Loss Assistant” app for your iPhone!
- Avoid deep-fried food, salty and sweet snacks, desserts, butter, creamy sauces, fat cheeses, sausages, white bread/pasta/rice, and sweet drinks/sodas.
- Steam, boil, grill or bake your food. Choose water/carbonated water as your meal drink.
- Be present and mindful when you’re eating: do not watch television or work during meals.
- Eat slowly and do not take seconds - you will feel full 20 minutes after the meal.
- Brush your teeth after each main meal – this will curb the desire for more food or dessert.
- Power-walk for 30-60 minutes per day.
- Do weights, aerobics, cycling, dancing etc for at least 30 minutes, three times per week.
- Get around 8 hours of sleep/night. Go to bed earlier!
- Limit your alcohol consumption to 0-1 glass per week during weight loss. Alcohol is almost as rich in calories as fat.
5th Must: Community

It is a proven fact that sharing your goals with family and friends will increase your chances of success. They can encourage you, inspire you, and keep you on track when you feel like giving up.

Surround yourself with people that will keep you positive, or even share similar goals to improve their health!

Wellness Clubs are the perfect way to gain the support you need, and also encourage others!
“We followed the Roadmap™ and just look at the results!”

Six happy people from thousands of successful Wellness consumers worldwide, who all lost weight with the Natural Balance Shake or Natural Balance Soups.
WellnessPack
The WellnessPack has been developed to contain all your daily nutrient supplements – in one handy sachet.

Scientists agree that one of the prerequisites to live longer and healthier is calorie restriction and an increased intake of micronutrients (vitamins, minerals, antioxidants and other effective nutrients from the plant kingdom called phytonutrients).

Taking a daily sachet of the WellnessPack is a fantastic start. **The main benefits of the WellnessPack are:**

<table>
<thead>
<tr>
<th>SKIN</th>
<th>MUSCLES &amp; JOINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Improved moisture and elasticity</td>
<td>• Improved endurance and strength</td>
</tr>
<tr>
<td>• Reduced UV damage and wrinkles</td>
<td>• Decreased inflammation and soreness</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>IMMUNE SYSTEM</th>
<th>VISION</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Improved defences</td>
<td>• Increased UV protection</td>
</tr>
<tr>
<td>• Reduced inflammation</td>
<td>• Less tired eyes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>HEART</th>
<th>VITALITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Improved heart health and cholesterol levels</td>
<td>• Reduced tiredness and fatigue</td>
</tr>
</tbody>
</table>

The **daily dosage is designed for optimal effect and to enhance your health, performance and beauty.**

**Sachet contents:**

- 2 x Omega 3
- 1 x Swedish Beauty Complex Plus (astaxanthin + blueberry extract)
- 1 x Multivitamin & Mineral man or woman
WellnessPack Key Points

1. Clinically proven to enhance beauty and well-being in one convenient daily pack.

2. Contains astaxanthin – an extremely powerful antioxidant with unique anti-ageing effects from the Swedish archipelago. It also contains blueberry extract. Blueberries are rich in anthocyanins; another unique group of antioxidants with proven health effects.

3. Contains complete multivitamins and minerals especially adapted to the daily needs of women and men. Also contains high-quality fish oil providing essential omega 3 fatty acids.

4. Researched, developed and tested by world-leading scientists in Sweden.

5. 100% free from bovine and porcine gelatin.

6. Non-GMO

7. Produced under highest pharmaceutical production standard (GMP).
2 x Omega 3
In total: 164 mg EPA, 110 mg DHA, 300 mg omega 3
Contains essential fatty acids ALA, EPA and DHA in natural triglyceride form.
See page 36-37 for more details.

1 x Swedish Beauty Complex Plus
3 mg astaxanthin, 50 mg blueberry extract
Contains powerful antioxidants from red algae (astaxanthin) and blueberries (anthocyanins).
See page 38-41 for more details.

1 x Multivitamin & Mineral tablet
Specially adapted for the needs of women and men.
See page 42-43 for more details.
**Omega 3**

Key ingredient of WellnessPack (see page 32-35)

- Pure and safe
- Has undergone molecular distillation and is of pharmaceutical grade (GMP)
- Comes from fish naturally high in DHA and EPA
- Free from heavy metals and other toxins
- Fish gelatine capsule – free from bovine and porcine gelatine
- Contains natural fish oil that provides the full spectrum of essential fatty acids

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**HEART**
- Improved heart health and cholesterol levels

**SKIN**
- Improved moisture and elasticity

**MUSCLES & JOINTS**
- Decreased inflammation
**Omega 3** is your high-quality source of essential fatty acids that supports functions of the brain, eye and nervous system, protects cardiovascular health, relieves inflammation and promotes healthy skin.

There are two types of essential fatty acids for humans and they are called “omega 3” and “omega 6” after their molecular shapes. Like with vitamins, it’s essential to get these from food since they cannot be synthesised by the body.

Typical modern diets tend to be much higher in omega 6 fatty acids due to the consumption of meat. This imbalance in our bodies is unhealthy because omega 6 fatty acids increase inflammatory processes, as opposed to omegas 3’s which are anti-inflammatory. Research shows that omega 3 fatty acids reduce inflammation and may help lower risk of chronic diseases such as heart disease, cancer and arthritis.

**ALA**
Omega 3 fatty acids come in different molecular lengths and the most common omega 3 is called ALA – alpha linolenic acid. This is found in the vegetarian kingdom; in green leafy vegetables, flax seeds, walnuts and in rapeseed and soybean oils.

**EPA and DHA**
The longer chain omega 3’s are called EPA – eicosapentaenoic acid, and DHA - docosahexaenoic acid. They are important for the heart and vascular system as well as the brain and nervous system. While ALA is considered to be the essential form of omega 3, its conversion into the longer forms EPA and DHA vary from 0.2% to 15% between different studies and individuals. This is why eating fish or taking supplements, which already contain EPA and DHA, is a sure way of obtaining them.

**Fish intake recommendations**
There is a general recommendation to consume fatty fish such as mackerel, trout, herring, sardines and salmon twice per week, but we are advised not to exceed that and to avoid certain types of fish altogether. This is due to environmental toxins such as mercury, polychlorinated biphenyls (PCBs) and dioxins that chemically bind to proteins in the flesh of the fish. From this perspective, taking an omega 3 supplement can be superior to fish consumption. Wellness by Oriflame’s omega 3 has undergone molecular distillation and is free from heavy metals and other contaminants.
Swedish Beauty Complex Plus
*(antioxidant complex)*

Key ingredient of WellnessPack (see page 32-35)

**VISION**
- Increased UV protection
- Less tired eyes

**MUSCLES & JOINTS**
- Improved endurance and strength
- Decreased inflammation and soreness

**SKIN**
- Improved moisture and elasticity
- Reduced UV damage and wrinkles
Swedish Beauty Complex Plus is a combination of antioxidants derived from an algae found in the Swedish archipelago, and blueberries found in the Swedish forests

**Astaxanthin**

Scientists have a theory for the enigmatic process of ageing called “the free radical theory”. This theory can simply be described as the oxygen which we breathe to live also does damage inside our cells and progressively ages us. Our bodies have mechanisms to keep oxidative damage in check, and a big portion of this defence comes from dietary factors. Astaxanthin is a unique antioxidant that is fully absorbed and transported to all tissues in the body. It protects against oxidative damage to the structure, integrity and inside of our cells, and it also has documented anti-inflammatory effects. This is why it helps reduce inflammation caused by UV radiation and muscle soreness after exercise. Taking astaxanthin will reduce the daily oxidative damage that occurs inside your body.

**How it’s made**

- Scientists have identified the strain of algae that accumulates the highest concentration of astaxanthin and that is also able to survive in a laboratory environment.
- The unique lab-controlled cultivation of the algae from which the astaxanthin in Swedish Beauty Complex Plus is derived takes a total of 10 days, starting with a growth phase.
- The green algae that have reached maturity are finally exposed to strong light to stimulate the accumulation of astaxanthin.
- The red, astaxanthin-rich algae is now ready for harvest. It is dried, made into a powder and then encapsulated into Swedish Beauty Complex Plus.
- The whole lab-controlled process is performed in a laboratory located in the Stockholm archipelago, from where the original algae was isolated and purified.

**Blueberries**

Blueberries grow in the wild in all forests in Sweden and are an important source of vitamin C, fibre and antioxidants. They contain a very potent group of antioxidants called anthocyanins which belongs to the family of flavonoid-related polyphenols. This is the pigment that gives blueberries their dark purple colour. Anthocyanins from blueberries have long been used to improve visual acuity and are also one of the substances found in red wine that contributes to cardiovascular health.
Dietary Supplementation with Astaxanthin-Rich Algal Meal Improves Strength Endurance

This is the study done to determine the effects of astaxanthin supplementation on physical performance.

It was done on 40 healthy male students over 6 months where half of the participants received capsules containing 4 mg of astaxanthin per day and the other half received capsules with no active ingredients (placebo). In order to prevent a false outcome, information regarding the contents of the capsules was not given to the participants or the supervisor of the experiment until after the end of the experiment. Before starting the dietary supplementation, base values of strength endurance for each of the subjects were obtained as the number of knee bends (squats) they could carry out. At the end of the six month period, the average number of squats per person increased by 27 (from 49 to 76) for subjects having received astaxanthin and by 9 (from 46 to 55) for the subjects taking the placebo. The increase in the astaxanthin supplemented group was in other words three times higher than that of the placebo group. The mechanism by which astaxanthin has this biological effect is believed to be through protection of cellular membranes against oxidative stress generated during heavy exercise.

The findings suggest that astaxanthin supplementation is effective for the improvement of strength endurance and hence, sports performance.

* Results are statistically significant

The Effects of a Dietary Supplement Containing Astaxanthin on Skin Condition

This is the 6-week study done to determine the effects of daily supplementation of astaxanthin on skin.

It was carried out on 49 women (28 test subjects and 21 placebo subjects) with an average age of 47. The test was single-blind meaning that the participants did not know whether they were getting astaxanthin or a placebo (canola oil capsules), but the supervisor did. The results were based on skin hydration, elasticity, dryness and visibility of fine lines and wrinkles. These parameters were measured with instruments, visually assessed by a dermatologist, and self-assessed by the participants. The study showed significant improvement in fine lines and wrinkles, elasticity and moisture content after 6 weeks compared to base-line values. Considering that it is usually very difficult to observe any significant difference to skin condition from oral administration of supplements, the cosmetic results of astaxanthin were considered excellent.

Astaxanthin has clinically documented beauty effects:

Yamashita E. The effects of a dietary supplement containing Astaxanthin on skin condition. Carotenoid Science 2006; 10:91-95
Multivitamin & Mineral man and woman

Key ingredient of WellnessPack (see page 33-35)

**IMMUNE SYSTEM**
- Improved defences
- Reduced inflammation

**VITALITY**
- Reduced tiredness and fatigue

![WellnessPack](image)
Multivitamin & Mineral man and Multivitamin & Mineral woman offer a high-quality, simple and safe way to satisfy the nutritional needs for men and women.

Wellness Multivitamin & Mineral man and Multivitamin & Mineral woman tablets contain 100% of the EU recommended levels of most vitamins and minerals. They help ensure men and women reach their recommended daily intake of nutrition.

What do the Multivitamin & Mineral man and Multivitamin & Mineral woman contain, and how do they compare to the Recommended Daily Allowance?

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Amount per tablet</th>
<th>% of RDA (EU 2008)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beta carotene</td>
<td>1.6 mg</td>
<td>100</td>
</tr>
<tr>
<td>Vitamin D</td>
<td>5 mcg</td>
<td>100</td>
</tr>
<tr>
<td>Vitamin B1 (thiamine)</td>
<td>1.1 mg</td>
<td>100</td>
</tr>
<tr>
<td>Vitamin E</td>
<td>12 mg</td>
<td>100</td>
</tr>
<tr>
<td>Vitamin B2 (riboflavin)</td>
<td>1.4 mg</td>
<td>100</td>
</tr>
<tr>
<td>Vitamin B3 (niacin)</td>
<td>16 mg</td>
<td>100</td>
</tr>
<tr>
<td>Vitamin B5 (pantothenic acid)</td>
<td>6 mg</td>
<td>100</td>
</tr>
<tr>
<td>Vitamin B6 (pyridoxine)</td>
<td>1.4 mg</td>
<td>100</td>
</tr>
<tr>
<td>Vitamin B9 (folic acid)</td>
<td>200 mcg</td>
<td>100</td>
</tr>
<tr>
<td>Vitamin B12 (cobalaminine)</td>
<td>2.5 mcg</td>
<td>100</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>80 mg</td>
<td>100</td>
</tr>
<tr>
<td>Biotin</td>
<td>50 mcg</td>
<td>100</td>
</tr>
<tr>
<td>Calcium</td>
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<tr>
<td>Magnesium</td>
<td>100 mg</td>
<td>27</td>
</tr>
<tr>
<td>Manganese</td>
<td>2 mg</td>
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</tr>
<tr>
<td>Iodine</td>
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<td>100</td>
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<tr>
<td>Copper</td>
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<td>100</td>
</tr>
<tr>
<td>Iron</td>
<td>7 mg</td>
<td>50</td>
</tr>
<tr>
<td>Zinc</td>
<td>10 mg</td>
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</tr>
<tr>
<td>Selenium</td>
<td>55 mcg</td>
<td>100</td>
</tr>
<tr>
<td>Molybdenum</td>
<td>50 mcg</td>
<td>100</td>
</tr>
<tr>
<td>Chromium</td>
<td>40 mcg</td>
<td>100</td>
</tr>
</tbody>
</table>
Multivitamins & Minerals Essentials

**IMMUNE SYSTEM**
- Improved defences
- Reduced inflammation

**VITALITY**
- Reduced tiredness and fatigue
Multivitamins & Minerals Essentials offers a high-quality, simple and safe way to support the general everyday health of everyone aged 14 years and up.

What are vitamins and minerals?
Vitamins and minerals are essential substances that cannot be manufactured by the body and hence need to be obtained via our diets. We need them for growth, development and a healthy existence. In fact, we cannot survive without them.

It is not always easy to get all the vitamins and minerals we need from our diet.
Fruit and vegetables age (an apple in a bowl loses vitamins hour by hour), and modern processing techniques considerably reduce the vitamin and mineral content of many foods. This is why even Harvard Professors like Walter Willet recommend that most people take a multivitamin supplement and that they do so daily; for insurance.

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Amount per Tablet</th>
<th>% of RDA (EU 2008)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamin A</td>
<td>200 mcg</td>
<td>25</td>
</tr>
<tr>
<td>Vitamin D</td>
<td>3.75 mcg</td>
<td>75</td>
</tr>
<tr>
<td>Vitamin E</td>
<td>6 mg</td>
<td>50</td>
</tr>
<tr>
<td>Vitamin B1 (thiamine)</td>
<td>0.55 mg</td>
<td>50</td>
</tr>
<tr>
<td>Vitamin B2 (riboflavin)</td>
<td>0.70 mg</td>
<td>50</td>
</tr>
<tr>
<td>Vitamin B3 (niacin)</td>
<td>8 mg</td>
<td>50</td>
</tr>
<tr>
<td>Vitamin B5 (pantothenic acid)</td>
<td>3 mg</td>
<td>50</td>
</tr>
<tr>
<td>Vitamin B6 (pyridoxine)</td>
<td>0.70 mg</td>
<td>50</td>
</tr>
<tr>
<td>Vitamin B9 (folic acid)</td>
<td>100 mcg</td>
<td>50</td>
</tr>
<tr>
<td>Vitamin B12 (cobalamin)</td>
<td>1.25 mcg</td>
<td>50</td>
</tr>
<tr>
<td>Biotin</td>
<td>25 mcg</td>
<td>50</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>40 mg</td>
<td>50</td>
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<tr>
<td>Calcium</td>
<td>120 mg</td>
<td>15</td>
</tr>
<tr>
<td>Magnesium</td>
<td>60 mg</td>
<td>16</td>
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<tr>
<td>Manganese</td>
<td>1 mg</td>
<td>50</td>
</tr>
<tr>
<td>Iodine</td>
<td>75 mcg</td>
<td>50</td>
</tr>
<tr>
<td>Copper</td>
<td>0.5 mg</td>
<td>50</td>
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<tr>
<td>Iron</td>
<td>7 mg</td>
<td>50</td>
</tr>
<tr>
<td>Zinc</td>
<td>5 mg</td>
<td>50</td>
</tr>
<tr>
<td>Selenium</td>
<td>27.5 mcg</td>
<td>50</td>
</tr>
<tr>
<td>Molybdenum</td>
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<td>50</td>
</tr>
<tr>
<td>Chromium</td>
<td>20 mcg</td>
<td>50</td>
</tr>
</tbody>
</table>
Vitamins

There are two types of vitamins:

1. Fat-soluble vitamins (A, D, E and K) are usually found in nuts, vegetable oils, green vegetables, fish and animal products and can be stored in your liver. High doses of vitamin A is used medically for skin disorders but can also be toxic. Vitamin K is not included in Multivitamin & Mineral man/woman or Multivitamins & Minerals Essentials since many people are on anticoagulant drugs and vitamin K supplementation could interfere with the medication.

Vitamin A
Vitamin A is important for your skin, eyes and vision. It is also important for the body’s immune system and contributes to healthy levels of growth. Vitamin A can be found naturally in green leafy vegetables, carrots, dried apricots, dairy products, eggs and fish. The plant kingdom offers vitamin A in the shape of beta carotene. Our bodies convert as much beta carotene to vitamin A as it needs.

Vitamin D
Vitamin D enables calcium absorption from food and is necessary for the normal function of the immune system, a healthy inflammatory response, and maintenance of normal muscle function. The most important source of vitamin D is sunlight, and a 30-minute walk in the sun in the middle of the day is said to be as beneficial as drinking 10 glasses of milk. Oily fish, egg yolk and enriched foods provide a dietary source of the vitamin. A lack of vitamin D can cause bone diseases like osteomalacia and rickets.

Vitamin E
Vitamin E is an antioxidant that protects the body’s cells and other components from free radicals. It works hand in hand with vitamin C. Nuts, almonds, beans, eggs, green leafy vegetables, vegetable oils and various cereals are all important sources of the vitamin.

Vitamin K
Vitamin K is important for blood coagulation and integrity of the skeleton. Vitamin K is not only obtained from the food that we eat, but also produced by bacteria in the intestine. Good sources of vitamin K are dark green leafy vegetables like broccoli, spinach and brussel sprouts, liver, and some vegetable oils (e.g., rapeseed oil and soy oil).

2. Water-soluble vitamins (B vitamins and C) are found in fruit, vegetables and whole grains. They are transported around the body in water which means that they cannot be stored as any excess is passed through urine. You need to eat foods containing these vitamins every day. Water-soluble vitamins can be destroyed by cooking and are in the outer shells of grains so it is important to eat raw and whole foods to get optimum levels.

Vitamin B
There are 8 recognised B vitamins and together they enable metabolism, cell division, nerve and muscle function, and more. As they are water-soluble and sensitive to processing, many people are slightly deficient in one or the other due to the widespread consumption of processed and cooked foods in modern diets. The various B vitamins can be found in vegetables, fruit, root vegetables, nuts, wholegrain products, eggs, meat and fish.
**Vitamin C**

Vitamin C is an important antioxidant. It plays an essential part in the process of collagen formation in connective tissue and thus strengthens skin, teeth, bones and blood vessels. Vitamin C also helps the body to extract iron from food. Fruit, berries, sprouts, vegetables and root vegetables are common sources of this vitamin.
Minerals

Minerals are also divided up into two – macro and trace.

This is due to the amounts we need them in.

- Potassium, chloride, sodium, calcium, phosphorous and magnesium belong to the group “macro” because we need relatively large amounts of them (milligrams to grams).

- Zinc, iron, manganese, copper, iodine and selenium belong to the “trace” group because we only need minute quantities (micrograms to milligrams) of them.

Calcium
Calcium is a structural component of bones, teeth and soft tissues. Calcium regulates muscle and nerve function, glandular secretions, blood vessel dilation- and contraction, and is essential for proper blood clotting. Good dietary sources of calcium include green leafy vegetables (the cow’s source of calcium!), sesame seeds, almonds, beans, fruit and dairy products.

Magnesium
Magnesium is involved in more than 300 essential metabolic reactions including energy production, conduction of nerve impulses, muscle contraction, and normal heart rhythm. Just like iron is responsible for the red colour of blood, magnesium is responsible for making leaves green. Good sources of magnesium are hence all green leafy vegetables and also nuts (especially cashews and almonds), seeds, and whole grains. Men need slightly more magnesium than women, but marginal magnesium deficiency is present in a majority of people as they do not reach the recommended intakes of the above. Long-term consequences are believed to be diseases of the cardiovascular system.

Selenium
Selenium is incorporated into our proteins to make important antioxidant enzymes which help prevent cellular damage from free radicals. Selenium deficiency may contribute to poor heart function, hypothyroidism, and a weakened immune system. Major dietary sources of selenium are cereals, nuts and seeds, mushrooms, legumes and fish.

Zinc
Zinc is needed for the immune system to work properly, wound healing, breakdown of carbohydrates, vision, skin, hair and the senses of smell and taste. Good sources of zinc are sesame-, sunflower- and pumpkin seeds, nuts, meat, lentils, peanuts, mushrooms and green peas.

Iodine
Iodine is an essential component of the thyroid hormones triiodothyronine (T3) and thyroxine (T4), which regulate metabolism, growth and development, and reproductive function. Iodine-deficiency disorders include hypothyroidism, goiter and mental retardation. Selenium deficiency can exacerbate the effects of iodine deficiency. Good sources of iodine are sea weeds, iodised salt, sea food, beans, potatoes, dairy products and eggs.

Copper
Copper is a functional component of enzymes involved in the central nervous system, energy production,
connective tissue formation (collagen and elastin in skin but also in heart, blood vessel and bone tissues), melanin formation and antioxidation. Dietary sources include beans, nuts, seeds, grains and mushrooms.

**Iron**
In all organisms, iron is incorporated into a biological structure called “heme” - an essential component of proteins involved in detoxification and oxygenation reactions. Examples include the oxygen-carrying proteins hemoglobin and myoglobin found in red blood cells and muscle cells, respectively. Good sources of inorganic iron include lentils, beans, peas, green leafy vegetables, and strawberries. Organic (heme) iron comes from the flesh and blood of animals.

**Chromium**
Chromium’s function is to potentiate the action of insulin and improve glucose tolerance. Deficiency symptoms of chromium appear as signs of diabetes such as impaired glucose tolerance, insulin resistance and neuropathy. Sources of chromium include whole-grain products, green peppers, apples, bananas and spinach.

**Manganese**
Manganese is necessary for healthy bones and cartilage, wound healing, collagen production, and healthy arteries. It is a constituent of enzymes that partake in the metabolism of cholesterol, carbohydrates, amino acids, neurotransmitters and that protect tissues and cell components from free radical damages. Dietary sources include unrefined cereals, nuts, leafy vegetables and tea.

**Molybdenum**
Molybdenum is an essential trace element and functions as a cofactor for a number of enzymes (molybdoenzymes) that catalyse metabolic reactions, especially those involving the breakdown of nucleotides (DNA and RNA). Molybdenum deficiency symptoms include rapid heart- and respiratory rates, headache and becoming comatose. The richest dietary sources of molybdenum are legumes such as beans, lentils, and peas.
WellnessKids
Multivitamins and Minerals, Omega 3
**WellnessKids products** aim to help you ensure your child gets the daily nutrition they need to develop – and the best opportunity to shine.

**What makes WellnessKids products so unique?**

**Science-based and safe**
Multivitamin and mineral tablets are formulated according to WHO’s daily recommended intakes for children; ages 4-9 one tablet and 10+ two tablets. The omega 3 oil provides the whole spectrum of beneficial fatty acids found in fish oil.

**High quality**
The products are manufactured in Sweden at a GMP-certified plant using highest quality ingredients. The fish oil is sourced from the Pacific Ocean and purified in 5 steps according to the latest technology.

**Natural**
The products contain no artificial flavours or preservatives, sugars, colours, materials derived from genetically modified organisms, or gelatin. The main sweetener in the multivitamin- and mineral tablets is xylitol which is safe for teeth, and pure lemon oil is used as flavouring of the oil.

**The main benefits are:**

<table>
<thead>
<tr>
<th><strong>IMMUNITY</strong></th>
<th><strong>ENERGY &amp; MUSCLES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Vitamin A, C, D</td>
<td>• Vitamin B complex</td>
</tr>
<tr>
<td>• Zinc, Selenium</td>
<td>• Calcium, Magnesium</td>
</tr>
<tr>
<td>• Omega 3</td>
<td>• Iron, Chromium</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>BONES &amp; TEETH</strong></th>
<th><strong>BRAIN &amp; NERVOUS SYSTEM</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Vitamin D, K</td>
<td>• Omega 3</td>
</tr>
<tr>
<td>• Calcium, Magnesium</td>
<td>• Vitamin B complex</td>
</tr>
<tr>
<td></td>
<td>• Iodine, Zinc</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>EYES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• Vitamin A, Riboflavin</td>
</tr>
<tr>
<td>• Zinc</td>
</tr>
<tr>
<td>• Omega 3</td>
</tr>
</tbody>
</table>
Why does my child need it?
Most children fall short of the established recommendations for vegetable and fish intakes. Children between 4-10 years are recommended to eat 400 g fruit and vegetables each day, and fish three times a week. In Sweden, parents, nurseries and schools do their utmost to follow the advice given by the National Food Agency. But how many reach this recommendation?

- 9% of 4-years olds
- 15% of 8-years olds
- 11% of 11-years olds

On average, children eat 200 g fruit and vegetables per day, and fish 1-2 times per week. Also, 25% of children's calorie intake comes from “empty calories’ such as soft-drinks, sweets, snacks, crisps, cakes and biscuits.

Source: Swedish National Food Agency Riksmaten-barn 2003

What are the benefits of supplementing?
Longer omega 3 fatty acids such as EPA and DHA found in fish oil are paramount to the development of the brain, neurons and neural pathways. Since the retina of the eye, optic nerve and visual cells are part of the brain; omega 3 fatty acids also play a role in the development of eyes and vision.

Proper vitamin-, mineral-, and omega 3 status will ensure the healthy growth and development and immune system of your child.

Serving suggestions
It can take some time before children accept the texture of oil and the taste of a multivitamin and mineral tablet.

- The first time you give it to your child, make it an exciting event and take it together. Make “yummy” sounds and faces!
- The order can be important: start with a teaspoon of the oil and follow up with the chewable tablet.
- Make this a beginning- or end-of-the-breakfast routine.
- Try giving a slice of a citrus fruit after the oil or tablet to remove any after taste.
- Try pouring the oil into yoghurt or soups before serving, on salads, or on bread sprinkled with some salt.
## Dosage

**Multivitamins and Minerals**
- Children 4-9: one tablet per day
- Children 10 and above: two tablets per day

**Omega 3**
- One teaspoon (5 ml) per day

---

### What does the Multivitamins & Minerals for Kids contain and how does it compare to the Recommended Daily Allowance?

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Amount per Tablet</th>
<th>WHO's recommendation children 4-6 years</th>
<th>WHO's recommendation children 7-9 years</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vitamin A</td>
<td>300 mcg</td>
<td>450</td>
<td>500</td>
</tr>
<tr>
<td>Vitamin D</td>
<td>2.5 mcg</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Vitamin E</td>
<td>5 mg</td>
<td>5</td>
<td>7</td>
</tr>
<tr>
<td>Vitamin K</td>
<td>20 mcg</td>
<td>20</td>
<td>25</td>
</tr>
<tr>
<td>Vitamin B1 (thiamine)</td>
<td>0.5 mg</td>
<td>0.6</td>
<td>0.9</td>
</tr>
<tr>
<td>Vitamin B2 (riboflavin)</td>
<td>0.5 mg</td>
<td>0.6</td>
<td>0.9</td>
</tr>
<tr>
<td>Vitamin B3 (niacin)</td>
<td>6 mg</td>
<td>8</td>
<td>12</td>
</tr>
<tr>
<td>Vitamin B5 (pantothenic acid)</td>
<td>2 mg</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Vitamin B6 (pyridoxine)</td>
<td>0.5 mg</td>
<td>0.6</td>
<td>1.0</td>
</tr>
<tr>
<td>Vitamin B9 (folic acid)</td>
<td>100 mcg</td>
<td>200</td>
<td>300</td>
</tr>
<tr>
<td>Vitamin B12 (cobalamin)</td>
<td>0.9 mcg</td>
<td>1.2</td>
<td>1.8</td>
</tr>
<tr>
<td>Biotin</td>
<td>8 mcg</td>
<td>12</td>
<td>20</td>
</tr>
<tr>
<td>Vitamin C</td>
<td>30 mg</td>
<td>30</td>
<td>35</td>
</tr>
<tr>
<td>Calcium</td>
<td>120 mg</td>
<td>600</td>
<td>700</td>
</tr>
<tr>
<td>Magnesium</td>
<td>60 mg</td>
<td>76</td>
<td>100</td>
</tr>
<tr>
<td>Iodine</td>
<td>75 mcg</td>
<td>*150</td>
<td>*150</td>
</tr>
<tr>
<td>Iron</td>
<td>3 mg</td>
<td>4.2</td>
<td>5.9</td>
</tr>
<tr>
<td>Zinc</td>
<td>4 mg</td>
<td>4.8</td>
<td>5.6</td>
</tr>
<tr>
<td>Selenium</td>
<td>13 mcg</td>
<td>22</td>
<td>21</td>
</tr>
<tr>
<td>Molybdenum</td>
<td>20 mcg</td>
<td>*50</td>
<td>*50</td>
</tr>
<tr>
<td>Chromium</td>
<td>15 mcg</td>
<td>*40</td>
<td>*40</td>
</tr>
</tbody>
</table>

*Where WHO recommendation does not exist, we have provided the EU recommendation for adults. The EU does not have specific recommendations for children.*
Hair & Nail NutriComplex

**How to use:**
- 2 tablets per day
- 12-week course
- Can be taken together with WellnessPack
- Take a 3-week break between courses

**HAIR**
- Promotes thicker hair
- Reduces hair loss

**NAILS**
- Promotes stronger nails
- Reduces chipped nails

**BEAUTY SOLUTIONS**

23473

By Oriëlame

Hair & Nail NutriComplex

Food supplement

Wellness

Hair & Nail NutriComplex

Hairstyle: Enboca Yaka

Start supply
Hair & Nail NutriComplex - a unique formula that provides essential nutrients for strong nails and healthy hair.

Unisex product, designed to solve the following concerns:

- **Hair loss**
- **Brittle and dull hair**
- **Chipped nails**

Brittle nails, hair loss and poor hair quality can have many underlying reasons. The symptoms present themselves approximately three months after the real cause has occurred. Lifestyle causes also exist such as nails being exposed to too much water and chemicals, bleaching of hair, using hot styling temperatures and wearing hair up tightly.

The first solution is to address underlying problems. The second is to supply your body with nutrients that aid hair and nail growth from within. The third is to use shampoos, serums and nail care products for this purpose.

In case of: Hormonal reasons – after pregnancy and breast feeding, menopause. Lifestyle reasons – smoking, stress, poor eating habits, seasonal changes, weight loss, weight gain.

How does the Hair & Nail NutriComplex work?

The active ingredients have the following documented effects in both men and women:

- **Apple procyanidins** increase the total number of hairs as well as hair diameter and strength. Together with L-lysine, apple procyanidins inhibit an enzyme in hair follicles responsible for hair loss.

- **L-cysteine** – the main amino acid in keratin which is the key structural component of hair and nails – makes hair and nails harder and more resilient.

- **L-lysine** arrests hair loss and prolongs hairs’ lifecycle; especially in combination with iron. L-lysine also promotes iron uptake in food and supplements.

- **Iron** stops the loss and boosts the re-growth of hair in slightly iron deficient people and is important for a healthy nail bed.

- **Vitamin C** improves iron absorption.
Botanical Infusion

**RELAXING**
Contains ingredients traditionally known for relaxing properties

**100% NATURAL**
Free from artificial flavours, colourants, preservatives and sweeteners

**CAFFEINE FREE**
Contains no other known stimulants

**REVITALISING**
Contains ginseng and guarana, both with stimulating effects

**100% NATURAL**
Free from artificial flavours, colourants, preservatives and sweeteners
**Botanical Infusion offers a delicious blend of exclusive herbal extracts, spices and pre-biotic fibre, especially developed as a healthy hot drink alternative. Two delicious flavours with two distinctive effects: relax or revitalise.**

People all over the world have utilised the health-promoting properties of botanical recipes throughout history. More recently, much of this use has been confirmed and proven to be effective by modern research. Botanical Infusion Relax and Botanical Infusion Revitalise are based on such modern research – using 100% natural ingredients, tailor-made to help you relax or feel re-energised.

40 portions
- **CONTAINS ANTIOXIDANTS**
- **GOOD FOR DIGESTION**

<table>
<thead>
<tr>
<th>What do the <strong>Botanical Infusion Revitalise and Relax</strong> contain?</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revitalise</strong></td>
</tr>
<tr>
<td><strong>Ginseng:</strong> Increases cognitive functions.</td>
</tr>
<tr>
<td><strong>Guarana:</strong> Renowned for its stimulating effects.</td>
</tr>
<tr>
<td><strong>Black tea:</strong> Helps protect against cardiovascular diseases such as stroke.</td>
</tr>
<tr>
<td><strong>Nutmeg and Clove:</strong> Traditionally used to increase vitality.</td>
</tr>
<tr>
<td><strong>Inulin:</strong> Plant-derived fibre that stimulates healthy digestion.</td>
</tr>
<tr>
<td><strong>Relax</strong></td>
</tr>
<tr>
<td><strong>Chamomile:</strong> Commonly used as a sedative and soothing taste.</td>
</tr>
<tr>
<td><strong>Rooibos tea:</strong> Contains potent antioxidants that help protect against free radicals.</td>
</tr>
<tr>
<td><strong>Cinnamon:</strong> Contains antioxidants.</td>
</tr>
<tr>
<td><strong>Clove:</strong> Contains eugenol that has anti-inflammatory and anti-bacterial effects.</td>
</tr>
<tr>
<td><strong>Black pepper, Ginger and Cardamom:</strong> Helps improve digestion.</td>
</tr>
<tr>
<td><strong>Inulin:</strong> Plant-derived fibre that stimulates healthy digestion.</td>
</tr>
</tbody>
</table>
Why should I use the Natural Balance Shake?
Originally developed to sustain patients waiting to be organ-transplanted, it is formulated to contain all the essential macronutrients humans need. It has high protein content with a complete amino acid profile, a perfect balance between omega 3’s and other fatty acids, a low-glycemic source of carbohydrates and plenty of fibre. Nutritionally balanced, all-natural and low-calorie, the Natural Balance Shake is unique as a meal or snack. As well as helping you feel full, it will provide you with energy and essential nutrients so that you don’t feel deprived of anything vital if you are trying to lose weight – just calories. One serving is approximately 65 kcal.

Because the nutritional ingredients are natural and whole (which means not synthetic or hydrolysed into amino acids) it is possible to continue to use the Natural Balance Shake for as long as you want. The scientists behind the formulation take it every day even though they are not trying to lose weight. It is a perfect solution if you feel hungry, tired or unfocused during the working day or before a session at the gym. Because the shake is easily digested and satisfying, it is also a healthier, low-calorie option than most evening snacks.

What are the benefits of taking Natural Balance Shake?
Natural Balance Shake is the ideal support for a healthy weight loss and provides the body with satisfying nutrients. Hunger and sugar cravings are reduced due to the low glycemic formula and this improves energy levels and concentration.

What does the Natural Balance Shake consist of?
The Natural Balance Shake consists of carefully selected ingredients: peas, whole Omega-3 eggs (from flaxseed-fed chickens), extra egg albumin, whey protein (from milk), apple, rosehip and fibres from sugar beet. All these are natural whole food ingredients put together to form an optimal balance between proteins, fats and carbohydrates. There are no trans fats or other unhealthy fatty acids in the formulation. The carbohydrates in the Natural Balance Shake come from apple and rosehip which provide a slow absorption and hence a controlled blood sugar response. Rosehips and apple are naturally rich in vitamins, especially vitamin C which is an important antioxidant. The Natural Balance Shake contains both soluble and non-soluble fibres known for their role in cardiovascular health and bowel function. The pink colour comes from beets and the sweetness from non-calorific sucralose.

Are there any clinical studies on the Natural Balance Shake?
Since the year 2000 there have been several clinical studies conducted by the Department of Cardiothoracic Surgery at the University Hospital of Lund, Sweden. Besides evaluating the GI and insulin response of the product, various positive effects have also been observed and documented. Among them is weight loss, and because of this, improved serum lipid profile and lowered blood...
sugar- and pressure levels. Furthermore, when tested on school pupils, an increased ability to concentrate was observed in the Eslov School Study. The two-year weight loss study carried out at Igelösa indicated significant weight loss and improved well-being. The average weight loss after 24 months was 13.6 kg.

**Are the ingredients in the Natural Balance Shake natural?**
Yes, we only use natural nutritional ingredients and flavours - including the vanilla and strawberry. Sucralose is added as a fraction of the formula.

**What is “glycemic index” (GI) and the GI of the Natural Balance Shake?**
Glycemic Index is a value given to carbohydrate-rich foods based on their effect on blood sugar. Foods whose carbohydrates are quickly absorbed into the blood stream (for example sugary drinks) are high in GI and require the pancreas to produce insulin quickly. Foods that contain little or slowly absorbed carbohydrates (for example vegetables and whole grain bread) have low GI’s because it takes the body longer to digest and absorb the carbohydrates, and the pancreas can work slower. Foods with a GI below 55 are considered to have a low GI.

Originally the GI-method was developed in order to select the best foods suitable for diabetics. Low GI foods result in more stable blood sugar and insulin levels. This health aspect is beneficial not only for diabetics, but for everyone. The glycemic index of Natural Balance Shake was tested at the University of Sydney and is 28.

**Will the Natural Balance Shake help me lose weight?**
Studies have shown significant weight loss in subjects using the Natural Balance Shake in conjunction with advice on diet and exercise. The Natural Balance Shake aids weight loss in many ways and one important factor is that insulin levels tend to decrease in regular users of the shake. Insulin is an anabolic hormone (promotes weight gain) which is elevated in overweight people and their levels tend to normalise as a result of using the Natural Balance Shake and ingesting meals more regularly. This is the suspected mechanism of the facilitated weight loss. Users also report feeling full after taking the shake which helps reduce portion sizes and calories during main meals.

To use the Natural Balance Shake for weight management or weight loss, we recommend that the Natural Balance Shake is used in the following two ways:

1) Have a shake half an hour before each main meal (so you feel less hungry and eat less at the meal)

2) Have it as a snack or whenever you experience a sugar craving instead of something less healthy and more calorific. See the Wellness Roadmap on page 22-30 for more information.

**Is it possible to use Natural Balance Shake as a meal replacement?**
No, on their own, the Natural Balance Shakes do not provide enough calories, vitamins and minerals to replace a whole meal. Since the Natural Balance Shake is low in carbohydrates, it is always recommended to complement with vegetables, fruit, nuts or berries. In our programs, however, we always recommend using it as a meal complement, not replacement.

**Does the Natural Balance Shake affect appetite?**
General observation and subjective reporting indicate that appetite can be curbed by taking the Natural Balance Shake about 30 minutes before a meal. Also, stabilisation of blood sugar levels can help stop cravings, so taking the Natural Balance Shake between meals can also help curb hunger and
Is it safe to take the Natural Balance Shake over a long period of time?
The Natural Balance Shake can be taken as a complement to food for as long as you wish.

Does Natural Balance Shake affect blood pressure?
No, the Natural Balance Shake will not affect blood pressure.

I have food intolerances / allergies. Can I use the Natural Balance Shake?
If you are allergic to any of its ingredients (milk protein, eggs), you should avoid taking the product or consult your doctor before testing. The shakes are free from gluten and contain a minimal amount of lactose that is well tolerated by most lactose intolerant people. The natural strawberry flavour is non-allergenic.

Can I pre-mix the Natural Balance Shake and bring it with me for later use?
We recommend that you use the single servings for this purpose or that you carry the powder in the shaker/an empty bottle and add water when you wish to drink it. But yes, you can mix it and then carry it with you or refrigerate it during the day, just remember to shake it before drinking since it starts to separate after 10 minutes. We recommend that you throw out shakes that are more than 24 hours old, especially if it has been standing in room temperature.

Is the Natural Balance Shake suitable for diabetics? What is the sugar content?
The Natural Balance Shake can be taken by diabetics. It has no added sugar and a glycemic index of 28 - very low. The carbohydrate content per serving is 6 grams out of which 3.5 grams are simple sugars. If you take insulin or oral medication, you may need to monitor your blood sugar levels and adjust your medication’s dose according to the low carbohydrate and low glycemic index levels of this product, especially if you lose weight. Always consult your doctor before considering adjusting any medication.

Does the Natural Balance Shake have any added sugar?
The Natural Balance Shake does not contain any added sugar; there’s only sugars and carbohydrates from the natural ingredients. To enhance the taste but maintain a low glycemic index, the sweetener Sucralose is used in very small quantities.

Does the Natural Balance Shake contain a sweetener?
The Natural Balance Shake contains sucralose; a sweetener approved by the EU, in order to create a positive taste sensation of the powder while keeping sugar and calorie levels down. Sucralose does not provoke the same magnitude of insulin response as other sweeteners on the market approved by the EU. Sucralose originates from natural sugar, but is approximately 600 times sweeter. This is why such a minute amount is used (approximately 0.8% of the shake).
Sucralose has been evaluated by the European Scientific Committee on Food (SCF) 1987, 1988, 1989 and 2000 and they have established an ADI-value (Acceptable Daily Intake) of 0-15 mg/kg body weight and day. For a person who weighs 70kg this translates to a consumption of as much sucralose as is found in 8 portions of Natural Balance Shake per day.

When I take the Natural Balance Shake as supplement, do I still need to take vitamins and minerals?
The Natural Balance Shake is not a vitamin or mineral supplement; it is a unique formulation with
ordinary food. If your total intake of food contains 0.5 - 1 kg of fresh and organic vegetables and fruit, then you do not need any supplements of vitamins and minerals. However, if you are not eating such a healthy and varied diet, then it may be a good idea to complement your nutrition with a multivitamin pill. In the USA, Harvard Professor Willett has pointed out that most people get too little of vitamin D, B6, B12 and folate in their diets. He is one of many health professionals who advocate taking a daily multivitamin/mineral pill as an insurance against deficiencies.

From what age can one take the Natural Balance Shake?
It is safe from the age of 3 and can be used in the following way (unless local legislation stipulates otherwise):
3-7 years: 1/3 portion Natural Balance Shake
7-11 years: 1/2 portion Natural Balance Shake
12 years and up: 1 portion Natural Balance Shake

Can I mix Natural Balance Shake with other fluids than water?
Yes, you can mix the shake with all cold fluids like milk, soy milk, almond milk, oat milk, juice, yoghurt etc. - according to your energy needs and taste preferences - but remember that the energy content (calories) and glycemic index may increase if you mix with fluids other than water.

Can I use the Natural Balance Shake when I am pregnant or lactating?
The Natural Balance Shake is safe for both mother and fetus/baby when used as a snack. For any weight management/loss purposes during or after pregnancy, please consult your doctor.

The Natural Balance Soup

Can I use the Natural Balance Soups as a meal replacement?
No, on their own, the soups do not provide enough calories, vitamins and minerals to replace a whole meal. For weight loss, the soups should be taken as part of a meal - we simply recommend together with a salad. For weight management, the soups can provide a healthy and satisfying snack, or be taken as a meal together with a salad and a slice of wholegrain bread.

From what age can one take the Natural Balance Soups?
The soups can safely be given to children as young as 3 years old. Decrease the portion size if needed.

I have food intolerances /allergies. Can I use the Natural Balance Soups?
If you are allergic to any of its ingredients, you should avoid using the product. The product is free from milk protein and eggs - very common allergens. It is also free from gluten and lactose. However, it does contain soy.

I have a disease and take medication. Can I use the Natural Balance Soups?
The soups should be regarded as normal food and only be used according to the directions on the packaging. Always consult your doctor if you have any specific concerns.
Is the Natural Balance Soup suitable for diabetics?
The Natural Balance Soup can be taken by diabetics. It has a low glycemic index of 50. The carbohydrate content per serving is 10-12 grams out of which 4-6 grams are simple sugars.
If you want to use the soups as an aid in weight loss, it is important that you consult your doctor. Weight loss can affect your need for insulin and/or oral medications.

I have high blood pressure. Can I use the Natural Balance Soups?
Be aware that the soups contain salt (sodium) and are therefore not suitable as part of a salt-restricted diet. You can use the soups if you have not been recommended to limit your salt intake.

Can I use the Natural Balance Soups when I am pregnant or lactating?
Yes, you can. The soups are safe both during pregnancy and lactation. You can use them as part of a meal or as a healthy snack. However, please consult your doctor if you are planning to use the soups as a weight loss aid.

The WellnessPack

Can I take other multivitamin supplements together with the WellnessPack?
No, this is not advised. Our Multivitamin & Mineral tablets contain a perfectly adjusted amount of nutrients for an adult’s daily needs.

Can I take the WellnessPack with any liquid (e.g. coffee, tea, pop sodas etc.?)
It is recommended to drink plenty of water or other non-alcoholic liquids together with the WellnessPack. We recommend taking WellnessPack with at least 2 dl of water for optimum absorption. Water transports nutrients around our body and eliminates wastes and toxins. We would also recommend to avoid taking it with hot drinks, as they could start dissolving the soft gel capsules (Omega 3 and Swedish Beauty Complex Plus) and thus make it difficult to swallow them.

Is it safe to take the WellnessPack every day?
One tablet of the Wellness by Oriflame Multivitamin & Mineral is formulated to meet the daily recommended amounts of vitamins and minerals and does not pose a risk of overdosing. It may be common knowledge that fat-soluble vitamins can pose a risk of toxicity, but chronic toxicity with regards to vitamin A could only develop after ingesting > 100,000 IU/day for months (approx. 37 tablets taken daily for months). But in order to minimise any risk, we have recently swapped to the vegetarian precursor of vitamin A; beta carotene. There is no risk of overdosing beta carotene whatsoever. Some supplements and drugs should not be taken continuously (e.g., Echinacea). There is, however, no benefit of stopping and starting the WellnessPack or the Multivitamin & Mineral as they only contain daily necessary nutrients. It is safe to take one sachet every day.

Is it safe to keep taking the WellnessPack all through the year?
Yes, it is. Some supplements and drugs should not be taken continuously (e.g., Echinacea). There is, however, no benefit of stopping and starting the WellnessPack or the Multivitamin & Mineral as they only contain daily necessary nutrients. It is safe to take one sachet every day.

Is it safe to take the WellnessPack in addition to a very healthy diet?
Yes, it is. The body will absorb what it needs and excrete any excess.
Can iron and calcium be absorbed simultaneously? Don’t vitamins antagonise minerals or vice versa?

Your status of a vitamin can affect absorption - if you are deficient, you will absorb more. But no mineral destroys another and no vitamin destroys another. Some of them compete for receptors in the small intestine for absorption, but the intestinal canal is long and absorption from the intestinal tract is very high, so there are enough receptors for everything. People who have intestinal diseases (IBS, Chron’s) or have had part of their intestine removed may absorb less and it is a good idea to use supplements. It is true that vitamin C increases absorption of inorganic iron, and high levels of calcium inhibit it. The Wellness by Oriflame Multivitamin & Mineral tablets contain both vitamin C and calcium, so iron absorption is not affected either way. This is why iron, calcium and vitamin C always co-exist in multivitamin and mineral supplements in general. Single mineral supplements with higher doses of calcium or iron for treatment of osteoporosis or anemia respectively would, however, not combine them.

Can I use the WellnessPack or the Multivitamin & Mineral tablets during pregnancy?

Most women are recommended supplementation, especially of folic acid, iron and omega 3, during pregnancy and lactation. So while the multivitamin and mineral tablets and omega 3 are recommended, the algae and blueberry powder in Swedish Beauty Complex Plus have never been tested in clinical trials on pregnant women. So although they may be safe, we recommend consulting your doctor if you are pregnant.

Can the WellnessPack be consumed by children?

The WellnessPack is developed for adult needs. The amount of vitamins and minerals that it contains is formulated to meet the daily needs of adults. Therefore it is not recommended to be taken by children below 12 (or according to each country’s legislation for dietary supplements). Use WellnessKids instead.

Swedish Beauty Complex Plus

What is astaxanthin?

Astaxanthin is an antioxidant. It is a red pigment and part of the carotenoid family. Carotenoids are organic pigments that are naturally occurring in chloroplasts and chromoplasts of plants, bacteria, algae, fungi and in the birds and fish that eat them (salmon, shrimp, flamingos). They serve two key roles in plants and algae: they absorb light (energy) for use in photosynthesis, and they protect chlorophyll from photodamage. Carotenoids that we consume through our diets accumulate in our skin and have a photoprotective effect on us as well.

Studies show that astaxanthin is a powerful antioxidant - more than 100 times stronger than vitamin E in scavenging free radicals generated in the body. Free radicals are unstable oxygen species with unpaired electrons that “steal” electrons from other atoms. When a free radical reacts with a stable molecule, it turns the stable molecule into a free radical. This can set in motion a chain reaction of free radical formation. Many scientists believe that one of the root causes of ageing is cell damage caused by the uncontrolled chain reaction of free radicals. Astaxanthin has a unique molecular structure that gives it its superior capacity as an antioxidant.
How does astaxanthin work?
Astaxanthin is a fat-soluble antioxidant and protects cell membranes in all tissues of the body from oxidative damage. Because it is fat-soluble, it has the ability to cross the blood-brain barrier which makes it available to the eye, brain and central nervous system. Astaxanthin also has documented effects in other tissues of the body. It has been found to increase muscle endurance by inhibiting the secondary inflammatory response after exercise. In the skin, it has been documented to reduce photo ageing by attenuating UV damage and having an anti-inflammatory effect after UVB exposure.

What are the benefits of taking astaxanthin regularly?
Astaxanthin plays a crucial role in our bodies to defend our cells from premature ageing and oxidative damage. Various human benefits are recognised to date:
• enhanced skin health and protection from UV-damage
• improved muscle healing after exercise leading to increased sports performance and endurance
• better vision

How can astaxanthin be more than 100 times stronger than vitamin E?
Usually, two antioxidants (like vitamin C and E) work together when fighting free radicals, because donating an electron stabilises the free radical but strips one of the antioxidants (vitamins). Compared to common antioxidants, astaxanthin offers two additional groups of oxygen molecules which give it the ability to neutralise free radicals without becoming unstable itself. In other words, astaxanthin quenches free radicals and does not need another electron donor to return it to a stable state. Because of this distinctive chemical structure, astaxanthin is elevated to the status of a unique class of carotenoids, known as xanthophylls, which offer superior antioxidant capabilities.

Can astaxanthin help reduce my wrinkles?
Yes it can. Studies show that astaxanthin improves elasticity, hydration, and reduces wrinkles. Wrinkles are creases on the surface of the skin that occur as a result of mimicking, dehydration, and cell damage caused by UV radiation, air pollution, smoking, inadequate diet, lack of circulation and high stress levels. UV radiation that affects the skin is composed of two different types of waves, UVA and UVB. UVB rays are shorter than UVA and primarily affect the outer skin layers. They are the main cause of sunburn. UVA rays penetrate more deeply and efficiently, giving a lasting tan while damaging the collagen fibers in the dermis, leading to wrinkle formation. Astaxanthin protects both cell membranes and collagen as it neutralises the free radicals produced during UV exposure.

How does astaxanthin improve skin appearance?
Astaxanthin helps keep skin looking fresh and healthy by protecting the skin against environmental damages and the effects of ageing. The skin is the body’s largest organ and our first line of defense against the outside environment. It is a barrier that defends us from microorganisms, UV rays, heat, water and pollution. In order for this organ to be healthy, it is very important to have a diet with optimum nutrition including vitamins, minerals and antioxidants. Unfortunately, most people do not consume the recommended 0.5 - 1.0 kg of salad, vegetables, legumes, whole grains and fruit per day, so in order to compensate the lack of antioxidants, vitamins and minerals, it becomes very important to supplement.

Astaxanthin helps quench free radicals and reduces inflammation which helps maintain cell membrane integrity. This leads to replenished moisture levels, improved elasticity and reduced wrinkle depth as shown by studies.
How can astaxanthin enhance muscle strength and improve endurance?
Free radicals are produced in our bodies not only due to exposure to unfavourable conditions (UV radiation, smoking, bad diet), but also during normal bodily functions such as energy production and digestion. During physical activity we breathe more and faster in order to supply our tissues with oxygen that is needed for energy production. This generates more free radicals and our bodies respond to this in the long term by producing more endogenous antioxidants. In the short term, however, free radicals activate the inflammatory response that leads to muscle-tiredness and soreness. Astaxanthin quenches free radicals in the muscles and inhibits muscle damage and inflammation as a result. In support of this, human studies show lower lactic acid levels after strenuous exercise in subjects taking an astaxanthin capsule/day for 4 weeks, and a significant improvement in endurance performance after supplementing for six months. In summary, astaxanthin helps reduce muscle damage and improves muscle recovery time after strenuous activity.

For how long a period can/should I take astaxanthin?
Because it is natural and food-state, you can use Astaxanthin continuously all through your life, and this is why we’ve included it in the WellnessPack. The amount of Astaxanthin pigment found in one capsule corresponds to a large portion of wild salmon.

Should I take astaxanthin before or after a meal?
We recommend that you take astaxanthin (or the WellnessPack) together with a meal. It does not matter if you take it before, during or after, but mornings are a good time to take supplements in order to get into a routine and to remember to take them. When it comes to absorption, astaxanthin is a fat-soluble pigment which means that fat needs to be present in order for it to be absorbed in the intestine. There is an adequate amount of fat in the capsule for 100% absorption.

Can children take astaxanthin?
No studies of astaxanthin in small children have been conducted and therefore we cannot recommend it as such. If your child happens to take the pills, it is not dangerous or toxic.

Can I take astaxanthin if I am pregnant or breast-feeding?
Women who are pregnant or breastfeeding should consult a health care provider before using food supplements in general and this applies to astaxanthin too. No studies of astaxanthin in pregnant or nursing women have been conducted.

Can diabetics take astaxanthin?
When it comes to chronic diseases, or if you are on prescription medication, you should always consult your doctor before taking any supplements. There are no contraindications for diabetics to take astaxanthin. In fact, studies suggest that reactive oxygen species (ROS) induced by hyperglycemia contribute to atherosclerosis and the complications of diabetic progression: blindness, kidney failure and amputations. Astaxanthin has been found to preserve beta-cell function and reduce glucose toxicity.
Omega 3

What does Omega 3 do?
• Supports functions of the brain, eye and nervous system. Deficiency can result in depression, different types of dementia, macular degeneration, learning deficits and ADHD in children.

• Reduces triglycerides, bad cholesterol, atherosclerosis (hardening of the arteries), and blood pressure - all risk factors for cardiovascular disease

• Decreases inflammation in general and can be of particular use in any dermal, musculo-skeletal or internal inflammatory conditions such as eczema, psoriasis, arthritis or IBS.

How much do I need?
A number of countries (Canada, Sweden, United Kingdom, Australia and Japan) as well as the World Health Organization have made formal dietary recommendations for omega-3 fatty acids.
Typical recommendations are 0.3 to 0.5 g/day of EPA + DHA.
The amount found in the 2 capsules (1g fish oil) in the Wellness Pack is approximately 0.3 g of total EPA + DHA. This is a perfectly balanced amount for a daily supplement to complement the normal food intake.

Why should I take a daily omega 3 supplement?
Omega-3 fatty acids are essential fatty acids, meaning that they cannot be produced by our body and therefore must be obtained from the diet. Most people do not consume enough omega-3 rich foods to reach the recommended intake, and would therefore benefit from supplementation.

Omega-3 fatty acids are a part of all membranes in the body, including the skin’s. For the skin, this means keeping it moist and strong. Its positive effects on skin elasticity are well-documented.

Fish contain toxic pollutants. What is the case for the Wellness omega 3 oil?
Heavy metals found in fish bind to protein, and therefore it is more toxic to consume the flesh of the fish than it is to consume the purified oil. Our fish oil is derived from small fish from the Pacific Ocean. Moreover, it is purified during the manufacturing process, properly protected against oxidation, has undergone molecular distillation and is of a pharmaceutical caliber. From a toxicology standpoint it is therefore much safer to take omega 3 supplements than to eat fatty fish.

I am pregnant and heard that omega 3 is good for my baby. Is this true?
It is true. Omega-3 fatty acids, especially DHA is important in development and function of the baby’s nervous system - the brain and the eyes - especially in the last three months of pregnancy and the first six months of the child’s life. The only way of providing babies with these essential fatty acids is through the mother. It is a good principle to consult your doctor before starting any supplemental regime if you are pregnant.

Can I give the omega 3 supplement to children?
Provided that they are old enough to swallow the capsule, yes you can. For younger children we recommend WellnessKids Omega 3
Can people with fish allergy use Wellness by Oriflame’s omega 3 fish oil supplement?
Fish allergies are caused by your body’s reaction to fish protein. Even though our oil only contains trace amounts of protein, this can be enough to trigger an allergic reaction if your allergy is severe. Therefore it is not advisable to use fish oil supplements.

Why do the Omega 3 capsules consist of fish oil and not of vegetable oil?
Omega 3 fatty acids can be found in both oils. Fish oils have the longer omega 3 fatty acids called EPA (eicosapentaenoic acid) and DHA (docosahexaenoic acid) while vegetable oils contain the shorter fatty acids called ALA (alpha linolenic acid). Our bodies convert ALA to the longer chains depending upon availability, ability and need. EPA and DHA fatty acids have documented health benefits for the nervous and cardiovascular system as well as anti-inflammatory properties. Because the longer chains are responsible for the positive health effects, we have chosen omega 3 from fish instead of vegetarian sources.

Multivitamins & Minerals Essentials
Multivitamin & Mineral (man and woman)

Is it safe to take Multivitamin & Mineral every day?
One tablet of the Wellness by Oriflame Multivitamin & Mineral is formulated to meet the daily recommended amounts of vitamins and minerals and does not pose a risk of overdosing. It may be common knowledge that fat-soluble vitamins can pose a risk of toxicity, but chronic toxicity with regards to vitamin A could only develop after ingesting > 100,000 IU/day for months (approx. 37 daily doses taken simultaneously for months). But in order to minimise any risk, we have recently swapped to the vegetarian precursor of vitamin A, beta carotene, instead of retinol (vitamin A). There is no risk of overdosing beta carotene whatsoever.
Some supplements and drugs should not be taken continuously (i.e. Echinacea). There is, however, no benefit of stopping and starting the WellnessPack or the Multivitamin & Mineral as they only contain daily necessary nutrients. It is safe to take one tablet every day.

Can iron and calcium be absorbed simultaneously? Don’t vitamins antagonise minerals or vice versa?
Your status of a vitamin can affect absorption - if you are deficient, you will absorb more. But no mineral destroys another and no vitamin destroys another. Some of them compete for receptors in the small intestine for absorption, but the intestinal canal is so long and absorption from the intestinal tract is very high. People who have intestinal diseases (IBS, Chron’s) or have had part of their intestine removed may absorb less and it is a good idea to supplement. It is true that vitamin C increases absorption of inorganic iron, and high levels of calcium inhibit it.
The Wellness by Oriflame Multivitamin & Mineral tablets contain both vitamin C and calcium, so iron absorption is not affected either way. This is why iron, calcium and vitamin C always co-exist in multivitamin and mineral supplements in general. Supplements with larger doses of calcium or iron used in the treatment of osteoporosis or anemia would, however, not combine them.

What is the difference between Multivitamin & Mineral man/woman and Multivitamins & Minerals Essentials?
The products contain the same multivitamins and minerals, but in different levels. Multivitamins & Minerals Essentials has approximately half the levels of vitamins and minerals as Multivitamin & Mineral man/woman.
Is it safe for children to take supplements?
Yes, it is both safe and beneficial. WellnessKids supplements contain the daily recommended amounts of nutrients for children established by the World Health Organization and the ingredient levels are safe and well below the upper tolerable limits.

What are the benefits of the Omega 3 fish oil and Multivitamins and Minerals for children?
Longer omega 3 fatty acids such as EPA and DHA found in fish oil are essential for brain- and visual development. Vitamins and minerals support the normal functioning of the immune system, muscles, energy production, and the normal development of all tissues including bones, teeth, brain and eyes.

Can I give the supplements to my child continuously?
Yes you can. All the nutrients are at safe daily levels.

My child has a disease and takes medication for it. Can he/she use the Kids supplements?
It is important for children to have good nutritional status no matter what other condition(s) they may have. However, consult your doctor before starting to supplement.

My child takes other vitamin(s) and/or mineral(s). Can I give them Wellness supplements as well?
No. It is not a good idea to use several products that contain the same vitamins or minerals; this poses a risk for over-dosing certain minerals and vitamin A. Vitamin C is an exception since it is safe up to a few grams, and if you want to, you can give extra vitamin C to your child on top of the WellnessKids Multivitamin and Minerals.

Can I continue to take the WellnessPack?
Yes. The Wellness Pack contains other nutrients essential for healthy hair and nails like biotin, copper, selenium, iodine and zinc.

But what about the extra iron?
Most people with poor hair and nail quality or hair loss are slightly deficient in iron and this is important to correct in order to establish healthy hair status. Dairy products like milk and cheese inhibit iron absorption, and since most people consume these frequently, they need a little extra iron.
How soon can I expect to see results?
Since hair only grows by approximately one centimeter per month and nails by 3mm, you need a little patience in order to get results; make sure you take the tablets every day and for a minimum of three months. Don’t take only one per day - you need to get up to effective dosage for effects.

Can I use Hair & Nail NutriComplex for more than 3 months?
It is advisable to take a three week break, every three months to support the health and resilience of the hair root.

Why should I take a break after 3 months? Can I use Hair & Nail NutriComplex without a break?
Unlike the WellnessPack, Hair & Nail NutriComplex is a course, designed to specifically target hair and nail problems. If you have forgotten to take a break once, this will still be safe and there is nothing to worry about. However, long-term effects have not been studied and the product should therefore not be used for extended periods of time without breaks.

What are the ingredients in the Hair & Nail NutriComplex? Are they safe?
They are antioxidants from baby green apples, amino acids (smaller parts of proteins), vitamin C and iron. They are natural and essential nutrients for the synthesis of keratin (the protein that hair and nails are made of).

I’m a balding man. Will the Hair & Nail NutriComplex help me?
It will not get your hair back, but it can stop further loss when taken regularly.

Should I take two of the Hair & Nail NutriComplex tablets at the same time or should I take one during the day and one in the evening?
It’s best to take both tablets at the same time. Establishing a good routine is the most important. The most common reason for not achieving a good result with this kind of supplement is forgetting to use the product regularly. If you forget to take the tablets one day, just continue your routine as soon as you remember to. Do not take more than two tablets per day.

I’m pregnant/breast feeding. Can I use Hair & Nail NutriComplex?
We recommend that you wait until you have finished breast feeding and then start a course.

Will the Hair & Nail NutriComplex stimulate hair growth elsewhere on my body?
No! Only hormones can do that. Procyanidins stimulate scalp hairs to remain in the anagen (growth) or telogen (resting) phase.
Botanical Infusion

From what age can one use Botanical Infusions?
The Botanical Infusion Relax is safe to use from 3 years and up, unless local legislation stipulates differently. Due to the stimulating effects of ginseng and guarana extracts, Revitalise is recommended from 14 years and up.

I have food intolerances/allergies. Can I use the Botanical Infusions?
The Botanical Infusions are free from gluten, lactose and common allergens like soy, milk and egg.

I have a disease and take medication. Can I use the Botanical Infusions?
Both Botanical Infusions are safe to use in moderate amounts, i.e., 1-3 servings per day. Excessive use is not recommended. If you have any more specific questions or concerns, please consult your doctor.

Are the Botanical Infusions suitable for diabetics?
Yes, they are.

Can I use the Botanical Infusions when I am pregnant or lactating?
Both Botanical Infusions are safe to use in moderate amounts, i.e., 1-3 servings per day. Excessive use is not recommended. If you have any more specific questions or concerns, please consult your doctor.

Besides herbs and spices, the Botanical Infusions contain inulin. What is it?
Inulin is a plant-derived fibre that has been found to stimulate a healthy digestive function, partly by supporting a positive change in the bacterial microflora of the gut.

Can I use the Botanical Infusions for cold drinks as well as hot?
Yes, you can. Dissolve it in hot water, let cool and add ice cubes, berries or fruits to enjoy it as an ice tea, or add it to your Natural Balance Shake for extra taste!
We believe everyone should enjoy life to its fullest. By that we mean living a longer, healthier life.

Because life truly is too short. Too short to go through years of working too long days, not eating well, not exercising, and waiting until “the right time” to take better care of ourselves.

With Wellness, that “right time” is today. We are committed to guiding you through the complex world of health and nutrition, helping you reach your goals, live your dreams and to look great while feeling even better. How? With our range of high-quality products – developed and tested by Sweden’s leading scientists and nutritional experts – along with in-depth lifestyle advice on how to achieve your complete healthy lifestyle.