



ENERGIZE ON-THE-GO THE RIGHT WAY

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FUTURELIFE®, South Africa's leading functional food brand, is launching a true innovation with first to retail technology: ENERGIZE with dual pouch technology and a resealable cap. ENERGIZE is a balanced powdered meal which is packaged with purified water. It offers various amazing benefits, making it so different from an energy drink, but rather a high in energy product that provides **lasting** energy! Let's explore these features and compare it to energy drinks.

THE DUAL POUCH



Sometimes a picture explains something better than a thousand words. Above is our ENERGIZE dual pouch packaging. As you can see, the pouch on the left contains purified water and the right contains a nutrient-dense powdered meal. With a simple **squeeze, pop, shake** manoeuvre it is easily mixed when you are ready to enjoy it. It has the additional benefit of being resealable, by simply twisting the cap back on.

IMMUNE SUPPORT

ENERGIZE is high in the mineral selenium. Our immune systems keep our bodies healthy by identifying and fighting off possible threats. Selenium plays an important role in the health of your immune system. Studies have confirmed that increased blood levels of selenium are associated with improved immunity¹. On the other hand, having a selenium deficiency has been shown to cause harm to the immune system and may lead to a slower immune response¹.

MUSCLE STRENGTH



Protein has numerous important functions within our bodies. Proteins form part of our immune system, make up many of our hormones, help to maintain a proper PH in our body and much more².

Another very important and well recognised function of protein is that it is necessary for growth and repair of tissues, including muscles. ENERGIZE is a source of protein providing 7.9 g of protein per serving, slightly more protein than you would find in an extra-large egg!

HIGH IN 19 VITAMINS AND MINERALS

ENERGIZE is high in a whopping 19 vitamins and minerals. Each serving provides at least 30% of our daily requirements for:

- Vitamin A, B1,2,3,5,6,9,12, C, D, E, H, K
- Calcium
- Chromium
- Iodine
- Iron
- Selenium
- Zinc

ENERGIZE VS. ENERGY DRINKS

According to www.britannica.com, an energy drink is, “any beverage that contains high levels of a stimulant ingredient, usually caffeine, as well as sugar and often supplements, such as vitamins or carnitine, and that is promoted as a product capable of enhancing mental alertness and physical performance”.

Probably due to a combination of good marketing and the effects of the stimulants contained in these drinks, they are extremely popular. However, it is essential to note that while they may offer a much needed “burst” of energy, they come with an array of health concerns including the possibility of heart problems in some³. Many are also loaded with sugar. The energy they provide is short-term rather than sustained- the sugar is quickly absorbed, leading to spikes in energy levels which are followed by a drop.

Rather try ENERGIZE, which aside from all the benefits already discussed, provides an internationally recommended blend of carbohydrates, proteins and fats per serving. When the full meal is consumed, it may provide energy for up to 4 hours. This is due to the meal weight (60g) and composition which influence gastric emptying thus providing increased satiety.



CONCLUSION

FUTURELIFE® ENERGIZE is an all-in-one dual pouch package, providing a complete meal and purified water. It provides a more sustained release of energy than energy drinks, for up to four hours. It is also high in 19 vitamins and minerals and may support immunity and strengthen muscles. Why not make it your on-the-go drink fuel of choice?

REFERENCES

1. <https://www.healthline.com/nutrition/selenium-benefits#1>
2. <https://www.healthline.com/nutrition/functions-of-protein#section3>
3. <https://www.healthline.com/nutrition/energy-drinks#section1>