



# WHY FUTURELIFE® IS THE SMART CHOICE FOR EVERY MUM

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The pressure of being a mother can sometimes be overwhelming when you have so many decisions to make. From what to wear to what's for dinner, you will need to make an of average 35 000 decisions daily. You already have so much on your plate, so when it comes to nutrition, your cereal choice is made easy with FUTURELIFE® Smart food™.

## WHAT IS FUTURELIFE® SMART FOOD™?

When you're sick, you go to the doctor for help. When you've been told to adapt your diet, you go to a dietician for help. So, it only made sense to combine the knowledge and expertise of both doctors and dieticians to formulate FUTURELIFE® and give people the hope of a happy and healthy "future life".

FUTURELIFE® Smart food™ is the first and only scientifically formulated, low GI food that is high in Energy, Protein and Dietary Fibre. FUTURELIFE® Smart food™ offers mums a nutritionally complete meal as it provides an internationally recommended blend of energy from Carbohydrates, Proteins and Fats, 21 Vitamins and Minerals delivering 50% daily requirements for most vitamins and minerals, and additional functional ingredients in a 50g serving with low fat milk. The additional functional ingredients include inulin (prebiotic), fibre and MODUCARE® which is a daily immune supplement made from a patented blend of plant sterols and sterolins.

## HOW CAN FUTURELIFE® SMART FOOD™ BENEFIT MUMS?

### The mum to-be

During your pregnancy, one of the greatest gifts you can give your developing baby is consuming a healthy, balanced diet. FUTURELIFE® Smart food™ offers you this balance with its nutritionally complete formulation that is safe to consume during pregnancy. It also offers versatility, so you consume it as a meal, shake or smoothie if you experience any side effects during pregnancy. If you've got cravings for something chocolatey or perhaps fruity, FUTURELIFE® Smart food™ is available in 4 delicious flavours to satisfy this too.

### The breastfeeding mum



The quality of your diet whilst breastfeeding determines the quality of breastmilk you will produce. FUTURELIFE® Smart food™ provides 21 Vitamins and Minerals thus assisting you in meeting your daily requirements and providing your baby with these nutrients through your breastmilk.

### The mum on-the-go

Motherhood itself is a full-time job. So, regardless of whether you are a stay at home mum or busy executive, whether your child is a day old or ten years old, we know that mums are constantly on-the-go. This sometimes results in you putting yourself last and skipping meals if you don't have time to eat, or, grabbing a quick meal that is not always the healthiest. FUTURELIFE® Smart food™ is conveniently packaged in 50g single serving sachets for you to take with you anywhere and simply mix with milk or water and enjoy on-the-go. If you'd rather buy a larger box, you can also decant your serving into a container or bottle to enjoy an on-the-go shake. Apart from the convenience, its low GI formulation will sustain your energy levels to keep you going.

### The mum on a budget

Food is becoming more and more expensive and it can be tough to eat healthy on a budget. FUTURELIFE® understands the importance of nutrition as well as value for money.

One serving of FUTURELIFE® Smart food™ would be the food equivalent of:



1 ½ EGGS



1 ½ SLICES WHOLE WHEAT BREAD



1 TEASPOON OF LOW FAT MARGARINE



½ OF ALL THE VITAMINS AND MOST MINERALS YOU NEED FOR THE ENTIRE DAY



1 CAPSULE MODUCARE®



So, in addition to being packed with a balance of nutrients from the different food groups, FUTURELIFE® Smart food™ offers you a convenient and affordable meal. The product is available in different sizes (50g, 500g or 1.25kg). Since the product is suitable for the whole family, you can make healthy eating on a budget possible by buying in bulk to save.

Being a mother is probably one of the hardest yet most rewarding jobs. Taking care of your family also involves taking care of your health. So choose FUTURELIFE®, the smart nutrition choice for every mum.