



SHAKE - DON'T RATTLE AND ROLL

Want to shed a few pounds but hate sweating in the gym? Lacking the willpower to stick to a meticulous healthy eating routine? Bewildered by the latest celebrity diet and worried about safe weight loss? Need a low carb protein boost that's quick and easy? If you're one of the millions of British consumers suffering from 'diet fatigue', a new vitamin-packed low carb drink from health food manufacturer Ultralife could free you from calorie counting and 'waistline watching' once and for all.

Ultra+ Shakes have been developed as a product for use in weight control programmes, as a protein and micronutrient source after sports activities or as a nutritious snack. Dairy-free, the shakes are supplied as powders and are mixed with water, rather than with milk as in the case of other well-known diet drinks.

These low calorie (approx. 240 kcal per serving) and low Glycaemic Index products have been carefully formulated in order to provide 20-24 g of protein in each serving, as well as a blend of key 'brain nutrients'. **Ultra+ Shakes** help to support lean body tissue, reduce body fat and provide a significant source of important Essential Fatty Acids (EFAs).

The products contain a full 10 grams of high-quality lecithin, a unique lipoid fat that contains a host of nutrients that assist in the breakdown of fat, and inulin, a natural dietary fibre present in common fruits and vegetables which has been scientifically proven to facilitate the development of healthy bacterial in the gut. In addition, each **Ultra+ Shake** also includes 23 vitamins and minerals – all in forms that are most readily absorbed by the body.

Ultra+ Shakes have been designed with optimum nutrition and ease-of-use in mind. Created to replace one meal a day, the products are completely free from artificial preservatives, flavourings, colourings, sucrose, lactose, wheat and gluten. They are also vegetarian and vegan compliant, suitable for diabetics, GMO free, dairy free and Halal certified.

Sports fans will also benefit from **Ultra+ Shakes**. Whether they need additional protein or an increased carbohydrate hit, the easy to mix format means it's perfect to consume as an accompaniment to meals, as a delicious drink at the gym or to enjoy after a strenuous work out.

Ultra+ Shakes comply fully with *The Foods Intended for Use in Energy Restricted Diets for Weight Reduction Regulations 1997*, which came into force on 31 March 1999. Despite the absence of dairy or milk derived fats or sugars, all **Ultra+ Shakes** have a pleasant, creamy taste. They are presently available in three flavours: Chocolate Heaven, Strawberries & Cream and Vanilla Cream. Prices start from £15.99.