

FREQUENTLY ASKED QUESTIONS

1. What are the Features of Omega Blast Smoothies?

- Balanced Calories
- 1200 mg of Omega 3 Essential Fatty Acid per 60 gram serving size
- 18 grams of protein from non-GMO NutriSoy™ per serving (excellent source of protein)
- Dietary Fibre
- Naturally occurring vitamins and minerals
- All Natural Vegetarian Flavours and Ingredients

2. **What is a Calorie?** Food Calorie (Large Calorie) is the unit used for measuring the energy produced by food when oxidized in the body, which is equal to the amount of heat necessary to raise the temperature of 1 kilogram of water by 10C. A large Calorie (kcal) is 1000 small calories. We need energy to support our body temperature and to support our body's metabolic functions.

3. **What determines a person's Caloric needs?** An individual Caloric need depends on a person's age, sex, height, current weight, desired weight, daily activities and are determined using various mathematical equations.

Recommended Daily Values are based on a 2,000-2,500 calorie diet, but your daily values may be higher or lower depending on individual Caloric need (energy requirements).

Increased requirements for Caloric (and/or vitamin/mineral) intake are necessary during the following:

- a) Growth (especially preschool children and teens)
- b) Pregnancy
- c) Lactation
- d) Wound healing and convalescence
- e) Sport activities

Example: Caloric need for teens involved in sport activities are more than 3,000 calories per day; body-builders above 6,000 calories per day.

1 gram of carbohydrates = 4 calories or 16,73 Jul (J)

1 gram of proteins = 4 calories or 16,73 Jul (J)

1 gram of fat = 9 calories or 37.7 Jul (J)

Carbohydrates are the most efficient fuel for energy production in living organisms.

4. What does Balanced Calories Mean? BALANCED CALORIES – “well balanced diet” provides the optimal ratio in calories from proteins, carbohydrates and calories from fat. Omega Blast delivers as the major part of its fat the “good fats”. “Good fats” are the essential fats, particularly Omega-3.

Omega Blast smoothie provides BALANCED CALORIES: 40% of calories from carbohydrates, 30% of calories from proteins and 30% of calories from fat.

Example: Omega Blast Smoothie

Total Calories (prepared with water)= 260 calories per serving (60 grams)

Total carbohydrates = $26 \text{ grams} \times 4 = 104 = \frac{104}{260} \times 100 = 40\%$

Total protein = $20 \text{ grams} \times 4 = 80 = \frac{80}{260} \times 100 = 30\%$

Total fat = $9 \text{ grams} \times 9 = 81 = \frac{81}{260} \times 100 = 30\%$ (rounded 30)

5. Summary Benefits of Balanced Calories. Everything that we consume (all foods and liquids) contributes to our diet. For optimum health (physical and physiological) we need quality nutrients that will provide us sustainable energy for performing our daily activities.

- Maintain energy level - Performance
- Alertness
- Endurance

6. What puts the “Omega” in the “Blast”? Omega Blast delivers vegetarian source of 1200 mg of Omega-3 essential fatty acid (EFA) in each serving!

7. What are essential fatty acids? Essential fatty acids (EFA's) are the building blocks of fats. They are important for intercellular and overall health. They are essential building blocks in every membrane of every living cell in the body. The body can not produce essential fatty acids (omega 3 and 6) on its own. That means that they must be obtained from a food source or a food supplement.

Note: Essential fatty acids Omega 3 and 6 are polyunsaturated fats. Therefore, they are very unstable if exposed to the light, oxygen and heat. With its commitment to quality, the Designing Health Team ensure the freshness delivery of EFA's in their most natural state. This is

accomplished with the patented processing and proprietary packaging, and quality control.

8. What is the source of Omega 3 in Omega Blast Smoothie? The source of Omega 3 (alpha-linolenic acid) EFA in the Omega Blast is from flaxseeds incorporated in our Master Nutrient Formula. The Missing Link Master Nutrient Formula contains flaxseeds of the highest quality. Flax is the richest vegetable source of Omega 3 EFA's.

9. Why we need fats? Fat is the third nutrient that supplies energy to the body, beside carbohydrates and proteins. Fat is high in calories (1g of fat provides 9 calories), but without fats, absorption of fat-soluble vitamins such as vitamin A, D, E, and K would not be possible. Fats are also responsible for a healthy skin and hair. They are also the building blocks for a large part of the brain's active tissues.

10. Do children need fat? Fat is necessary to support a child's rapid psychological development and physical growth. Fats and EFA's are very important for infants and teens.

11. Summary Benefits of Omega-3 EFA. When foods like fish or flaxseed are eaten, the body produces series 3 prostaglandins from the Omega 3 essential fatty acid. Omega 3 EFA then act on the cellular level in a variety of disease fighting ways that include anti-clotting and anti-inflammation responses that reduce or prevent auto-immune diseases like arthritis, psoriasis, and asthma. It also helps to lower cholesterol and triglyceride levels, which results in better overall cardiovascular health.

Note: Flax oil has over two times the amount of omega-3 fatty acids found in the fish oils.

12. What kind of protein source are Omega Blast Smoothies? Easy to prepare, Omega Blast meal replacement provides you not only with balanced calories, but at the same time it is an excellent source of proteins that provides in only one serving 18g of "Heart Healthy" soy.

Note: Even when prepared only with water, one serving (60g) of Omega Blast contains 40% of the recommended daily values for proteins.

13. What is the recommended amount of soy one should take per day? As of October 26th 1999 the FDA in the U.S.A. approved the Health Claim that describes the benefits of proteins from soy: *"Diets low in saturated fat and cholesterol that include 25 grams of soy protein a day may reduce the risk of heart disease"*

14. Why we need proteins? Proteins are the major building block of our whole body. They repair and rebuild tissues, and within improve

immune system. Muscles, skin, hair, nails, bones and internal organs are protein, so also are enzymes, which influence every function of the body.

Inadequate quantity and quality of protein results in the classic signs of protein deficiency (poor muscle development, water retention, a suppressed immune system and lack of energy). The only thing our body has more of than protein is water (75% of the mass of a living cell is water).

15. Why did we select NutriSoy™ from ADM? We selected NutriSoy™ from ADM, a “Heart Healthy” Soy Protein Concentrate that contains 90% protein, in the form of amino acids (the building blocks of all protein). As a result, this form of protein is extremely digestible. *The Soy Protein Isolate is a minimum of 95% protein and is extracted by water extraction, not with alcohol.*

16. A Summary of the Benefits of Soy Proteins

- Soy protein has great value for lactose intolerant people, and is widely used in infant formulas.
- Soy protein is of quality equal to proteins from eggs and milk (containing cholesterol).
- Soy has cholesterol-lowering properties; it lowers LDL cholesterol while raising the good HDL cholesterol.
- Soy protein is easy on the kidneys, strengthens the bones of osteoporotics, normalizes blood sugar in the diabetic and as a valuable protein source has a positive effect on all conditions of health.
- Soy is rich in natural minerals such as calcium, potassium, phosphorus, iron, magnesium and manganese.
- Soy also contains an important group of phyto-chemicals called “isoflavones”. Isoflavones are also powerful antioxidants. Like the flavonoids in many colourful fruits and vegetables, these plant chemicals are extremely effective in neutralizing free radicals in the body. The soy in Omega Blast is water-processed soy protein isolate. This form of protein retains all the naturally occurring isoflavones that are present in soy.

Note: *Soybean Isoflavones have been consumed for over 200 years. Scientific and medical studies have shown that Isoflavones may help to reduce heart disease, osteoporosis, and lower the risk of lung, breast, colon and rectal cancer.*

17. How much of Dietary Fibre each serving of Omega Blast Smoothie delivers? Each serving delivers 4g of Dietary Fibre (16% of recommended daily value for fibre intake)

18. What is a Fibre? Fibre is the structural material that makes up all plants. In fact it is the plant cell wall material with no nutrient value, and it is not absorbed into the bloodstream, as are other nutrients.

19. How Total Dietary Fibre is classified? Total Dietary Fibre is classified as soluble (pectins and gums) and insoluble (cellulose, hemicellulose, and lignan).

The soluble fibres will bind cholesterol and some other by-products, in the bowel as it passes through the body. That way it prevents cholesterol absorption into the bloodstream. It has a remarkable function in supporting a healthy cardiovascular system.

Insoluble fibre's primary function is to increase moisture, which aids regularity, and supports a healthy digestive system.

20. What is the source of fibre in Omega Blast? Omega Blast contains flax fibre from The Master Nutrient Formula. Flax is the richest known source of lignans - a class of phytonutrients that have anti-fungal, anti-bacterial, anti-viral and anti-carcinogenic properties. It's a fantastic source of dietary fibre, both soluble, and insoluble. When consumed, microflora in our colon converts plant lignans into mammalian lignans.

21. Summary Benefits of Dietary Fibre

- Necessary for a **healthy digestive system and bowel regularity**
- Helps to **lower serum cholesterol**
- Protects **against heart disease**
- High fibre diet **protect against the onset of adult diabetes**
- Lowers blood sugars and **decreases body's need for Insulin**

Note: *Omega Blast Meal formulated to support healthy digestive system and cardiovascular health.*

22. What is the Omega Blast Smoothie? Omega Blast is a completely natural, balanced calories (still high in protein), meal replacement smoothie formulated to maintain energy levels, to support a healthy digestive system, and to promote intercellular and cardiovascular health. It is formulated with great care *using only vegetarian ingredients of the highest quality.*

23. Summary Benefits of “All Natural Vegetarian Flavours and Ingredients”

- It is a naturally good source of dietary fibre, and naturally occurring vitamins and minerals such as vitamin B6, Folic acid, Iron, Magnesium, and Zinc.
- There are no preservatives, additives, artificial sweeteners, flavouring or colours added.
- Product is cholesterol, gluten and yeast free.
- Omega Blast is manufactured and packaged under special conditions to ensure the freshest delivery of Omega 3 essential fatty acid and other nutrients.

24. **Why don't we add vitamins and minerals in the Omega Blast Smoothies?**

- a) The nutritional and health problems in the USA and Australia today are more related to eating a healthy diet composed of real food, and has less to do with vitamin/mineral deficiencies.
- b) We frequently receive calls from customers wary of overdosing with certain vitamins and/ or minerals. In our “Western”, 21st century diet, industry manufactures many food products that are fortified (up to levels of 100% of RDA's) with additional vitamins/ minerals.
- c) Vitamins are sensitive and unstable molecules (sensitive to light, oxygen and heat), and in food products the levels of vitamins, often (not so much in the case of minerals) decrease within a certain period of time.
- d) Additionally, it is very common that adults supplement their diet by taking vitamins and/or minerals based on individual need, deficiency and/or preferences, on a regular basis.
- e) The Food and Nutrition Board of the National Academy of Sciences set values for RDA's that are based on scientific research in human and animals. The values are set to cover 98% of all normal persons in the US. On the other hand RDA's do not cover the deficiencies and nutritional needs of people with illness or chronic disease. There is margin of safety built into the RDA's, so the average, healthy person can consume at least 67% of their RDA, and still be adequately nourished.

Nutrient absorption, even in people of good health, varies from person to person.

25. Why is Certified Organic Evaporated Cane Juice Powder (OECJ) added?

- Palatability (60 grams of Omega Blast contains 18 grams of Soy Protein, and tastes excellent).
- Easy digestible, and absorbable.
- To keep the ratio of Balanced Calories.

Evaporated Cane Juice Crystals are the most natural and earth-friendly sweeteners on the market, and are defined by The Sugar Association as single-crystallization cane sugar. It retains more of the character of the juice from which they are recovered than multiple-crystallization sugars. It retains a slight golden-tan colour and subtle taste profile from the original cane juice, and it is an ideal organic alternative to refined white sugar. *This Organic Sugar contains no artificial additives, preservatives and is free of any petrochemicals. Cane Juice is pressed from freshly cut, organically grown sugarcane, washed, filtered and crystallized – all on the day of harvest. The simple one-crystallization milling yields minimally processed sweeteners that undergo no enzymatic transformation.*