

# **Omega Blast™ All Natural High Energy Soy Protein Smoothie**

## **All Vegetarian**

The energy supplied from BALANCED CALORIES is the choice of the professional, as well as those who demand peak performance throughout their training, work-out, daily lives, or in raising a healthy, active family.

This great tasting, masterful blend provides the nutritional power you need and delivers in each serving:

- Balanced Calories to maintain energy levels
- 1200 mg of Omega3 Essential Fatty Acid
- 18g NON-GMO NutriSoy™ "Heart Healthy" Soy
- Dietary Fibre to support a healthy digestive system

## **Balanced Calories - A Well Balanced Diet**

### **For optimum health and to maintain energy level**

Everything that we consume (all foods and liquids) contribute to our diet. For optimum health (physical and physiological) we need quality nutrients that will provide us with sustainable energy for performing our daily activities.

Balanced calories 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 High Energy Soy Protein smoothie provides balanced calories: 40% of calories from carbohydrates, 30% of calories from proteins and 30% of calories from fat.

**Food Calorie (Large Calorie)** is the unit used for measuring the energy produced by food when oxidised in the body, which is equal to the amount of heat necessary to raise the temperature of 1 kilogram (2.2 lb) 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.

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). 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.

Increased requirements for Calorie 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.

## **All Natural Vegetarian Flavours and Ingredients**

### **For a safe and healthy lifestyle!**

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

It is a naturally good source of Dietary Fibre, Iron, Magnesium, Zinc, Vitamin B6, and Folic acid.

There are no synthetic vitamins/ minerals, preservatives, additives, artificial sweeteners, flavouring or colours added.

The 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.

### **Excellent Source Of Protein**

**Excellent Protein from non-GMO NutriSoy™**

For Maximum Performance in our busy lifestyle...

- Omega Blast Energy Drink is Not only Nutritious. It Tastes Delicious!
- It delivers 1200 mg of Omega-3 Essential Fatty Acid in only one serving!
- Unique textured smoothie.

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.

Even when prepared using water, one serving (60g) of Omega Blast contains 40% of the daily value for proteins.

As of October 26th, 1999, FDA in the U.S.A. approved the following 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"

Why we need proteins? Proteins are the major building blocks of our whole body. They repair and rebuild tissues, and improve the immune system. Muscles, skin, hair, nails, bones and internal organs are proteins, 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).

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.

### **Properties**

- Soy protein has great value for lactose intolerant people, and is widely used in infant formulas.
- Soy protein is of a quality equal to protein from eggs and milk (which contain 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, normalises 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 betacarotene, which is regularly converted to vitamin A within the body, and in minerals such as calcium, potassium, phosphorus, iron, and manganese. Soy also contains an important group of phytochemicals called "isoflavones". 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.

## **The "Omega" In The "Blast"**

### **For maintaining energy level and for optimum health**

**Omega Blast delivers a vegetarian source Omega-3 essential fatty acid (EFA) in each serving!**

Fatty acids are the building blocks of fats. The essential fatty acid (EFA's) are important for intercellular and overall health. They are essential building blocks in every membrane of every living cell in the body.

Omega 3 (alpha-linolenic acid) is one of only two EFA's that the body can not produce on its own. That means that Omega 3 must be obtained from a food source or a food supplement. The source of omega 3 EFA in 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. Flax oil has over two times the amount of omega-3 fatty acids that can be found in the fish oils. When foods like fish or flaxseed are eaten, the body produces series 3 prostaglandins from the Omega 3 essential fatty acid. These 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 autoimmune diseases like arthritis, psoriasis, and asthma. It also helps to lower cholesterol and triglyceride levels, which results in better overall cardiovascular health.

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 healthy skin and hair. They are also the building blocks up a large part of the brain's active tissues.

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.

The essential fatty acids Omega 3 and 6 are polyunsaturated fats. Therefore, they are very unstable if exposed to light, oxygen and heat. With its commitment to quality Designing Health's team of trained people ensures the freshest delivery of EFA's in their most natural state. This is accomplished using our patented processing and proprietary packaging methods and achieving total quality assurance.

## **Dietary Fibre**

Omega Blast has been formulated to support a healthy digestive system and to promote cardiovascular health

Each serving delivers 4g of Dietary Fibre (16% of recommended daily value for fibre intake)

**What is 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.

Total Dietary Fibre is classified as soluble (pectins, and gums) and insoluble (cellulose, hemicellulose, and lignin).

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.

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Omega Blast contains flax fibre from The Master Nutrient Formula. Flax is the richest known source of lignans - a class of phyto-nutrients 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. Two of these; enterolactone and enterodiols; are associated with low risk of prostate and breast cancers.

Benefits of Dietary Fibre are:

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

## **Vitamins and Minerals**

### **Naturally occurring vitamins and minerals for a safe and healthy lifestyle!**

Omega Blast is a naturally good source of Iron, Magnesium, Phosphorus, Folic Acid and Vitamin B6.

The manufacturer, Designing Health's Mission Statement: "Designing Health, Inc. is committed to the manufacture and delivery to our customers of products that are all natural, of the highest quality and are made....first and always....with health in mind"

Being committed to "all natural" is only one of the reasons that we do not add additional vitamins and minerals to our products. The other reasons are:

- a) Nutritional and health problems in the US and Australia today are more related to eating a healthy diet composed of real food, and have less to do with vitamin/ mineral deficiencies.

b) 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.

Nutrient absorption, even in people of good health, varies from person to person. Therefore, people with a health problem should definitely contact their physician, and have blood, urine, and other tests done as recommended by their physician in order to improve deficiencies and overall health.

**OMEGA BLAST INGREDIENTS:** Soy protein isolate, fructose, The Missing Link® Master Nutrient Formula™ (flax seed, blackstrap molasses, rice bran, sunflower seed, alfalfa, carrot, apple, sesame seed, hesperidin, liquorice root, broccoli, cherry, parsley, sprouted green barley, spirulina, nettle, kelp, vanilla bean, ginger root, sage, rosemary, garlic, yucca schidigera extract), lecithin, certified organic evaporated cane juice and natural flavours.

- Available in a 908g economy size, packaged in an eye-catching gold foil pouch.
- In addition, we offer a handsome display box which holds 24 of our single serve 60g pouches.

### **Non-GMO NutriSoy™**

NutriSoy is an identifying mark you'll find on the packages of food products. If you see the NutriSoy logo on the package, you'll know that product contains a significant amount of soy protein. And not just any soy protein,

but high quality soy protein! The name Soy Protein Isolate means better quality and a higher amount of protein (minimum 85%). The Soy Protein Isolate in the Omega Blast™ is a minimum of 95% protein (moisture is low and there are no fats). It is extracted by water extraction, not with alcohol.

Soy protein is not only cholesterol-free and low in saturated fat, but it also contains virtually all of the essential amino acids needed by the human body.

Over the years, science has found more and more reasons to appreciate the soybean. Soy protein is not only the highest quality form of vegetable protein, it has significant health benefits over other sources, both vegetable and animal.

In the mid-1990s, a number of medical journals reported what soybean advocates had been touting for years: regular intake of soy protein is good for you. A study in the New England Journal of Medicine found that subjects given a diet high in soy protein had their total cholesterol levels reduced by 9.3% in just one month. The report concluded that since each 1% reduction in serum cholesterol is associated with a 2-3% reduction in the risk of heart disease, the consumption of soy protein could reduce such risk dramatically, anywhere from 20-30%.

Soy-based foods contain a number of phytochemicals, compounds that appear to be able to block the multiple processes that may lead to heart disease and other chronic degenerative diseases. Numerous studies have all documented soy's unique health role in reducing the risk of osteoporosis; boosting the immune system; reducing adverse symptoms of menopause; and lowering cholesterol levels.

Soybeans are also used as the basis for lecithin, commonly used in the food industry as an emulsifier and stabiliser. As an emulsifier, lecithin reduces fat content and provides vitamins, minerals, and essential fatty acids. Its natural blend of phospholipids plays an integral role in brain activity, and because it maintains the structure of cell membranes, lecithin is thought to help prevent liver cirrhosis. The linoleic acid in lecithin is known to help lower cholesterol.

Lately, the most talked about health benefit associated with soy protein is a reduced risk of coronary heart disease.

**Master Nutrient Formula™**

## **The Original, Complete, Synergistic Super Food Supplement for Optimum Health**

### **The Missing Link® . . .an innovative approach to complete nutrition!**

Why does optimum health often seem so elusive? In this age of medical miracles, wonder drugs and huge health networks, why does so much of the world's population, including Westerners, suffer from severe degenerative conditions, and endure low energy levels, inflammatory conditions, allergic reactions, weight problems and mood swings?

Perhaps the answer lies not in a lack of adequate medical treatment, but instead with our fundamental nutrition. Leading scientists have found that many of the natural food components that we enjoyed when we "lived off the land" are now missing in our diets. We are suffering from a nutritional gap caused by the modern processing of our food supply. We enjoy the ease and convenience of mass food distribution, but the trade-off is eating foods that are overheated, hydrogenated and artificially preserved.

Two of the most serious dietary deficiencies cited in today's scientific literature include essential fats and fibre. We specifically formulated The Missing Link® Master Nutrient Formula™ to address not only these two deficiencies, but to also add back many naturally occurring sources of vitamins, minerals and phyto-nutrients. Until now, many of us did not know that there were "good fats" necessary for intercellular health. The prolonged life of every living cell in the body depends on a regular supply of these good fats. Without these essential fatty acids (they are called "essential" because the body cannot manufacture them), our bodies are also unable to properly absorb fat-soluble vitamins such as A, D and E. The Master Nutrient Formula™ features top-quality flaxseed known to be the richest vegetable source of precious Omega-3 essential fatty acids (the formula delivers 1,000 milligrams of Omega-3 per tablespoon). Scientists have been publishing amazing studies about the health benefits of flaxseeds in recent years, and recently, Newsweek magazine called Omega-3 "the best of all possible fats" and cited flax as an important source.<sup>1</sup>

Our formula provides a balanced source of both essential fatty acids (Omega-3 and Omega-6) to help maintain energy levels and promote joint, brain, heart and vascular health, plus support healthy skin, hair and nails.

**The Master Nutrient Formula™** doesn't stop there. It also provides abundant dietary fibre, lignans and naturally occurring probiotics (friendly bacteria) to promote a healthy digestive system. Intercellular health and the

immune system are also supported by the formula's broad spectrum of natural trace vitamins, minerals and antioxidants.

The Missing Link® Master Nutrient Formula™ is completely vegetarian and based on all-natural whole foods and food concentrates. Because it is formulated with food, and not synthetics, there is no risk of over-supplementation. Designing Health Inc., developed a special patented manufacturing process and protective packaging that ensure the ingredients will be fresh and wholesome when you open the package. The product is a granular powder with a sweet, nutty flavour that can be added to liquids or sprinkled on other foods. It is free of fillers, preservatives, cholesterol, gluten, dairy products, artificial colours and flavourings.

1Source: Geoffrey Cowley (1998, November 30). "Cancer & Diet", Newsweek, p.63.