

SMOOTHIE

QUICK, EASY AND DELICIOUS
THE PERFECT MEAL REPLACEMENT FOR BUSY MUMS

• FACT SHEET •



NO CAFFEINE	100% FRUCTOSE FREE
NO ACCELERANTS	HIGH IN FIBRE
GLUTEN & DAIRY FREE	NO ARTIFICIAL INGREDIENTS
96% SUGAR FREE	BREASTFEEDING FRIENDLY

www.healthymummy.com

WHAT IS THE HEALTHY MUMMY SMOOTHIE?

THE HEALTHY MUMMY SMOOTHIE IS A DELICIOUS AND NUTRITIOUS MEAL REPLACEMENT PRODUCT, DESIGNED ESPECIALLY FOR MUMS.

UNLIKE OTHER SHAKES OR SMOOTHIE PRODUCTS, WHICH ARE OFTEN LITTLE MORE THAN PROTEIN SUPPLEMENTS, THE HEALTHY MUMMY SMOOTHIE IS PACKED WITH A POTENT COMBINATION OF 24 VITAMINS AND MINERALS, PROTEIN, CARBOHYDRATES, FIBRE AND HEALTHY FATS, PROVIDING A NUTRIENT HIT FOR BUSY MUMS. THE SMOOTHIE IS ALSO BREASTFEEDING FRIENDLY.



LISA GUY
NUTRITIONIST, AUTHOR
AND MUM OF 2

"As a mum of two, I know how busy life can get. Your own nutritional needs can sometimes take a back seat to those of your little ones. The Healthy Mummy Smoothie is the perfect solution, packed with the nutrients mums need for good health and plenty of energy, as well as helping support healthy weight loss.



ELISHA DANINE
NUTRITIONIST AND MUM OF 2

"When I had a look at the ingredients, I was pleasantly surprised – this is no ordinary 'weight loss shake'. The addition of lactation-boosting herbs is a massive bonus. Fenugreek is one of the most proven herbs used to increase breastmilk supply and there is a very significant dose per serve here. The Healthy Mummy Smoothie really is leaps and bounds above the rest when it comes to nutrition, taste and value for money. It's a wonderful product for the time-poor and tired breastfeeding mother."



SALLEE DWYER
REGISTERED MIDWIFE/RN &
DIRECTOR OF MIDWIFE TO MUM

"I have purchased a variety of weight-loss shakes in the past and, generally, I am not a fan. I reluctantly purchased the program with the smoothies, wanting to give myself the best opportunity to lose the weight. I was pleasantly surprised at how delicious the smoothies are. They contain a multitude of ingredients and they were a great breakfast or afternoon snack when I needed a boost. The shakes are helpful for mums who are on the go and breastfeeding, and they complement a balanced diet."



KATHLEEN ALLEAUME
NUTRITIONIST, AUTHOR
AND MUM OF 2

"The smoothie is an excellent meal replacement and a perfect weight loss solution when partnered with a well-balanced eating plan and physical activity. The GI (glycemic index) of the smoothie is low, meaning the carbohydrates (our primary source of fuel) release slowly, blood sugar levels remain stable and hunger pangs at bay. Best of all they taste fantastic! The smoothie is perfect with your favourite antioxidant-rich fruit for a snack, or to include as your breakfast or lunch."

HOW IS THE HEALTHY MUMMY SMOOTHIE DIFFERENT FROM OTHER SHAKES?

We are proud to say that our smoothie is free from any fillers and weight-loss accelerants. Many weight-loss shakes contain fillers and weight-loss accelerants to trick your body into short-term and unhealthy weight loss. These artificial fillers make your tummy feel temporarily full, are not natural and the long-term effects are not known. The Healthy Mummy Smoothie contains wholefoods and 24 vitamins and minerals. The product is high quality and every ingredient in the smoothie has been included to be of benefit to your health. Most shakes do not provide this high quality of ingredients.

IS THE SMOOTHIE A MEAL REPLACEMENT OR A SUPPLEMENT?

Our smoothie is a formulated meal replacement and has passed International Food Standards. Our focus is on optimal nutrition, and the smoothie provides your body with more than 24 vitamins and minerals. Some other shakes on the market are only a protein shake or supplement; this means they cannot be used as a meal substitute, as they do not contain enough nutrients and energy to fuel your body.

IS IT SAFE FOR BREASTFEEDING MUMS?

We do not use any caffeine or weight-loss accelerants in our smoothies, so it is safe for breastfeeding mums. We have also included fenugreek in the smoothie, which is said to boost a mother's milk supply. We receive thousands of emails each month from mums on our plans who report improved milk supply from using our smoothies. However, if your baby has any food sensitivities or suffers from colic, we recommend talking to your doctor before changing your diet or using our products and plans.

IS THE SMOOTHIE A WEIGHT-LOSS AID?

In order to lose weight, a person must use more energy than they consume. The Healthy Mummy Smoothie aids weight loss by providing a calorie controlled, low carbohydrate, high fibre and high protein meal replacement – which is a satisfying meal and keeps you feeling full. It does not contain any weight loss accelerants but the natural ingredients help you to feel fuller for longer and fuel your body with the nutrients it needs for energy and health.

The smoothies can be used alone or in conjunction with the 28 Day Weight Loss Challenges which are an online meal and exercise program.

FREE RECIPE



CHOCOLATE DATE SHAKE •Serves 1 •382 calories

- 2 tbsp chocolate Healthy Mummy Smoothie mix
- 250ml milk of choice*
- 1 small banana
- 3 medjool dates, pitted and soaked until soft
- 1 tbsp cacao
- Mint sprig, optional

METHOD: Place all ingredients in a blender and mix until well combined. Serve with a sprig of mint, if desired.

PLEASE NOTE, IF YOUR BREASTFED BABY HAS COLIC OR FOOD SENSITIVITIES, WE DO NOT RECOMMEND CHANGING YOUR DIET WITHOUT TALKING TO YOUR DOCTOR. WHEN INTRODUCING ANY NEW FOOD INTO YOUR DIET, WE ADVISE BEING ALERT TO FOOD SENSITIVITY IN YOUR BABY, SUCH AS A CHANGE IN BOWEL MOVEMENTS. DISCONTINUE ANY NEW DIET PLAN IF A FOOD SENSITIVITY OCCURS.

SOME OF OUR
SUCCESS STORIES

JODIE HAS LOST
AN AMAZING 36KG

"Eating well and exercising has been ingrained in me throughout the last year thanks to Lose Baby Weight, and I now know that I can treat myself without feeling like I've fallen off the wagon. The smoothies are also a huge hit in our house – with the kids as well as myself."



TASHEENA IS 44KG
LIGHTER!

"I find the smoothies give me boost of energy; they are filling, quick, convenient and delicious to make. I love how the recipes are endless and I never get bored."



HAYLEY IS 29.5KG DOWN!

"I have fallen in love with the Healthy Mummy Smoothies. I have them every morning for brekkie and have even got my other half hooked too. I love how quick, easy and tasty they are! But what I love most is the endless flavour combos – every day is different!"



ERIN LOST 43.7KG IN 9 MONTHS!

"I still have the smoothies (and now they are 96% sugar free!) for breakfast and the occasional lunch. I'm 10.5kg off my goal weight and finally comfortably back in my engagement and wedding rings for the first time in five years!"



WHAT IS IN THE SMOOTHIE?

ALL NATURAL • NO CAFFEINE • NO ARTIFICIAL SWEETENERS • NO ARTIFICIAL COLOURS • NO FILLERS • NO PRESERVATIVES

INGREDIENT

Soy protein isolate (non GM)

DEFINITION

Soy protein isolate is a highly purified form of soy protein with a minimum protein content of 90%. Soybean protein is a complete protein, as it provides all of the essential amino acids for human nutrition.

Rice bran powder

A product obtained by milling rice, consisting of the seed coat, a fraction of the grain removed in milling, the germ, and broken grains, and used medicinally as a source of thiamine and fibre.

Protease

A digestive enzyme needed to digest proteins.

Microcrystalline cellulose

A refined plant fibre. It provides dietary fibre to aid healthy bowel elimination.

Flaxseed meal

Flax (Linum usitatissimum) is a food and fibre crop that is grown in cooler regions of the world. Flaxseeds contain high levels of dietary fibre, as well as an abundance of micronutrients and healthy omega-3 fatty acids. Flaxseed meal is crushed flaxseeds.

Psyllium husk powder

Psyllium seed husks, also known as psyllium, are portions of the seeds of the plant Plantago ovata, a native of India and Pakistan. Psyllium seed husks are indigestible and are a source of soluble dietary fibre to aid healthy bowel elimination.

Apple pectin

A group of water-soluble colloidal carbohydrates of high molecular weight, found in ripe fruits, such as apples.

Pumpkin seed meal

Pumpkin seed meal, or ground pumpkin seed, contains protein, vitamins, minerals and fibre.

Soy lecithin

Soy lecithin consists of three types of phospholipids: phosphatidylcholine (PC), phosphatidylethanolamine (PE) and phosphatidylinositol (PI). It is extracted from soybean oil and is generally used as a natural emulsifier or stabilizer in various food applications.

dl-Methionine

An essential amino acid (amino acids are the building blocks for proteins in the body). Essential amino acids must be obtained from the diet as the body can not make them in sufficient quantities.

Bromelains

A proteolytic (digestive) enzyme from the juice of the pineapple stem and ripe or unripe fruits.

Selenomethionine

A source of the essential mineral selenium

Chromium chloride hexahydrate

A source of the essential mineral chromium

Zinc oxide

A source of the essential mineral zinc

Magnesium hydrogen phosphate-dibasic trihydrate

A source of the essential mineral magnesium

INGREDIENT

Potassium iodide

Ferrous Fumarate

Copper gluconate

Potassium sulfate

Zingiber officinale (ginger)

Trigonella foenum-graecum (fenugreek)

Taraxacum officinale (dandelion)

Ascorbic acid

Folic acid

Dry vitamin A palmitate

d-alpha Tocopheryl

Acid Succinate

Riboflavin

Nicotinamide

Calcium pantothenate

Pyridoxine Hydrochloride

Molybdenum trioxide

Thiamine mononitrate

Biotin

Cyanocobalamin

Cholecalciferol

Calcium Hydrogen Phosphate

Inulin

Thaumatococcus

Calcium carbonate

DEFINITION

A source of the essential mineral iodine

A source of the essential mineral iron

A source of the essential mineral copper

A source of the essential mineral potassium

Ginger is widely used as a spice and a medicine.

A plant in the family Fabaceae that is commonly used as an ingredient in spice blends and as a traditional medicine.

A plant in the family Asteraceae that is commonly used as a substitute for coffee or as a medicine.

Vitamin C

Vitamin B9

A source of Vitamin A

Vitamin E

Vitamin B2

Vitamin B3

A source of Vitamin B5

Vitamin B6

A source of the essential mineral Molybdenum

Vitamin B1

A water soluble vitamin once referred to as Vitamin B7

Vitamin B12

Vitamin D

A source of the essential mineral calcium

Inulins are a group of naturally occurring polysaccharides produced by many types of plants, industrially most often extracted from chicory. The inulins belong to a class of dietary fibres known as fructans.

An intensely sweet protein that is isolated from the African fruit, Thaumatococcus daniellii. Used as a sweetener in food.

A source of the essential mineral calcium

CONTACT US

email us at support@thehealthymummy.com
www.healthymummy.com

COMPARISON
TABLE

PER 100G	THE HEALTHY MUMMY VANILLA SMOOTHIE	SLIM RIGHT	OPTIFAST	TONY FERGUSON	FAT BLASTER	RAPID LOSS	ISAGENIX	HERBALIFE	CELEBRITY SLIM
Energy (kJ)	1447	1470	1566	1538	1566	1504	1674	1511	1672
Protein (g)	55	16	30	34	19.3	19	39	32	48
Carbs (g)	9.4	57	39	43	58	51	39	53.5	27.5
Sugar (g)	1.5	46	32	32	52.8	46	18	32	22.5
Fibre (g)	15	16	not listed	7	9	7	13	8.2	6.2
Fat (g)	7.4	2	5.5	4	5.3	5	9	3.5	9.1
No of vitamins & minerals	23	16	24	24	25	24	20	19	25
Sodium (mg)	594	245	480	360	468	382	265	428	342
Cost per serve (based on RRP in May 2014)	\$2.79	\$1.52	\$3.49	\$3.49	\$1.38	\$2.21	\$5.07	\$3.48	\$2.99
Serving size	25g	35g	54g	55g	33g	41g	60g	28g	40g
Sugar (per serve)	0.4g	16g	18g	18g	17g	19g	11g	9g	13g
Sodium (per serve)	148mg	86mg	220mg	200mg	155mg	160mg	434mg	120mg	160mg

OUR SMOOTHIES CAN ALSO BE USED ON THE 28 DAY WEIGHT LOSS CHALLENGE! GO TO OUR WEBSITE FOR MORE INFORMATION

\$55.95

available from

www.healthymummy.com