

Plant Boost Naturally energized Mood and mind



Our minds, body and the environment in which we live in are all interconnected and need to be in equilibrium. I want to influence this equilibrium by energizing my body with vegan ingredients of natural origin.



Plant boost: naturally energized

'Naturalness' is at the forefront of consumers' minds.

80% of consumers agree that 'Natural products are healthier than other products'¹. 'Plant boost' is a clean energy booster that contains vitamins & minerals and supports you with a healthier mind and a balanced body.

¹ Naturalness Research, DSM, 2019



Insights & key ingredients

OCCASION / CATEGORY

- A gentle energy boost for any moment of the day

FORMAT

- Energy drink

FLAVOUR

- Kiwi - Wild Strawberry - Apple

BENEFITS

- Energy for mood & mind
- Body and beauty

INGREDIENTS

- B-Vitamins B3, B5, B6, B7, B9, B12
- Vitamins C and E (Sunflower)
- Colour: CaroCare® Nat. b-Carotene 1% CWS/M
- Caffeine, Green Tea and Ginseng extracts*
- Minerals Calcium (Ca) and Magnesium (Mg)

POSITIONING

- Energy boost supported by vitamins & minerals
- Healthy mind & body balance
- Vegan

* Energy boost with caffeine, from green coffee beans green tea extract and ginseng. B-Vitamins are involved in human energy metabolism.

Premix Code UF45197 ENERGYnatural

INGREDIENT	CONSUMER CONCERN	CLAIMS & SCIENCE	NRV*
Vitamins B3, B5, B6, B12	Alertness/fatigue Brain energy Cognitive function	Vitamins B3, B5, B6 and B12. Contribute to the reduction of tiredness and fatigue. Contribute to normal energy yielding metabolism. Vitamin B5 contributes to normal mental performance.	18,75 % (B3) 18,75 % (B5) 18,75 % (B6) 18,75 % (B12)
Vitamin B7 (Biotin)	Brain energy Skin appearance, cell specialisation and protection	Contributes to normal energy yielding metabolism. Contributes to the maintenance of normal hair, skin and mucous membranes.	18,75 %
Vitamin B9 (Folate)	Alertness/fatigue Cell division Hair quality	Contributes to the reduction of tiredness and fatigue. Has a role in the process of cell division. Contributes to normal amino acid synthesis.	18,75 %
Vitamin C	Brain energy Cell protection and skin maintenance/Antioxidant Skin maintenance and appearance	Contributes to normal energy yielding metabolism. Contributes to the protection of cells from oxidative stress. Contributes to normal collagen formation. Vitamin C contributes to normal collagen formation for the normal function of skin.	18,75 %
Vitamin E	Cell protection and skin maintenance/Antioxidant	Contributes to the protection of cells from oxidative stress.	18,75 %
Caffeine from green coffee beans (90 mg) Green tea extract (100 mg) Ginseng (100 mg)	Alertness/concentration Mental Performance Wellness and Immunity Vegan/green/plantbased/healthy/natural	Contains caffeine from green coffee beans and green tea extract. "Scientific data show the role of caffeine in attention and concentration." Contains Ginseng. "Ginseng is used for improving thinking, concentration, memory and work efficiency, physical stamina, cope with stress, boosting immunity and for improving well-being."	
Magnesium	Alertness/fatigue Brain energy Depression	Contributes to the reduction of tiredness and fatigue. Contributes to normal energy yielding metabolism. Contributes to normal psychological function. Contributes to electrolyte balance.	18,75 %
Calcium (150 mg)	Brain energy Brain Function	Contributes to normal energy yielding metabolism. Contributes to normal neurotransmission.	

*per serving

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