

# Optimaessentials

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At **Optimal Essentials** we know you can't beat nature and natural is better than synthetic. So to be healthy you need whole foods, not artificial. All Optimal Essentials powders are food from nature's superfoods so you get the optimal daily amount of all the essential nutrients. Plus, most of our ingredients are obtained from environmentally sustainable sources.

The human digestive system doesn't like getting its essential nutrients from tablets. Unfortunately, tablets don't always digest completely in the stomach as they pass through the digestive system. The Physician's Desk Reference reported that the absorbency of vitamin tablets can be as low as 10%! What that means to us is very little of the available nutrients in tablets are actually utilised by the body and its cells. By contrast, the body's cells can absorb vitamins and minerals in a liquid form at a rate as high as 95%. Better still in their natural form (its called food) up to 100% liquid is easily digested and absorbed.

As **Optimal Essentials** products are a food they are easily recognised by our digestive system. They are in powder form which when reconstituted to liquid gives you 100% absorbency. They are high in antioxidants, vitamins, minerals, amino acids and enzymes. The nutrients in our ingredients allow your body to break down the food you eat into energy so you can function at your very best. If your body gets the right fuel, just like a car, it will run smoother.

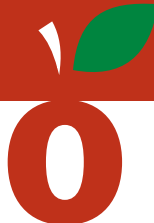
**Optimal Essentials products contain NO nasties – only good stuff.** NO gluten, artificial flavours, colours, preservatives, fillers, MSG, synthetic chemicals, sucrose, fructose, dextrose, cholesterol, yeast, peanuts or added salt. We never test on animals, only relatives! Certified organic ingredients are used where possible and there are no genetically modified ingredients.

**Optimal Essentials** Boost, EnergyPlus Recovery, UltraBone & Joint, FibreDigest, MemoryPlust, StressRelief, HealthyWeight & NRG 2 GO.

Optimal Essentials. Your Natural Choice.

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Naturally **organic** superfoods



# Boost

natural multi vitamin, mineral  
& antioxidant superfood

The key to good health is good nutrition. You really are what you eat. So can you honestly say you get the optimal amount of essentials nutrients your body needs? That's why we formulated Boost; chock full of all the good stuff you don't always have time to eat. Your daily spoonful of Boost is full of antioxidants, micro and macro nutrients, vitamins, minerals and herbs.

- ✓ High Fibre
- ✓ Totally sugar free
- ✓ Has unique ingredients such as lutein, cinnamon, turmeric, grape seed, purple carrot and MORE

### Can be great for:

- Anti-aging
- Energy
- Immune Boosting
- Detoxifying
- Acid/Alkali Balance
- Cognitive Function
- Oxidisation
- Reducing Free Radical Damage

### Ingredients:

Ginger, Olive Leaf, Broccoli (sprouts), Kelp, Tomato, Hawthorn Berry, Turmeric, Hesperidine, Astragalus, Slippery Elm, Psyllium Husk, Wheatgrass, Barley Grass, Spirulina, Chlorella, Green Tea, Milk Thistle, Lactobacillus Acidophilus, Stevia, Red Beet, Grapeseed, Cranberry, Cabbage, Purple Carrot, Lutein, S-Cerevisiae, Flaxseed 300mg, Citrus Bioflavonoids, Vitamin C 200mg, Vitamin E (mixed tocopherols), Folate, Thiamine (B1) 1mg, Riboflavin (B2) 1mg, Nicotinamide (B3) 1mg, Nicotinic Acid (B3), Calcium Pantothenate (B5), Pyridoxine HCl (B6), Cynacobalamin (B12), Cholecalciferol (Vit D), Ubidecaronene (Q10), Calcium Pantothenate (B5), Pyridoxine HCl (B6), Cynacobalamin (B12), Cholecalciferol (Vit D)



# Ultra Bone & Joint

natural bone, joint &  
muscle formulation

Sore joints? Arthritis? Overdoing it at work or the gym? Got that achy breaky feeling? Well Ultra Bone & Joint is a unique combination of natural ingredients to help. It's full of goodies like Marine Cartilage (a natural food source of glycosamino-glycans/glycogen, chondroitin) as well as MSM, chelated amino acids, calcium, magnesium, omega 3 & 6, essential fatty acids, quercetin, bromelain, green tea and vitamin C just to name a few.

- ✓ With natural anti-inflammatory foods and minerals as well as omega 3
- ✓ Contains full spectrum marine cartilage & more
- ✓ Nourishes muscular skeletal system, even helps restless leg syndrome

### Can be great for:

- Joint Mobility
- Bone Density
- Muscle Resuscitation
- Pain Reduction
- Osteoporosis
- Improving Athletic Performance
- Muscle Fatigue
- Inflammation
- Arthritis

### Ingredients:

Magnesium, Calcium, Manganese, Marine Cartilage, Chondroitin, Hesperidine, Bromelain, Ginger, Green Tea, Slippery Elm, Psyllium Husk, Silica, Quercetin, Potassium, Essential FattyAcids, Vitamin C, Folate, Stevia.



# MemoryPlus

helps protect and nourish the brain

MemoryPlus is an all-natural superfood formulated to give your brain the best that nature has to offer. The superfoods in Memory Plus are a source of the nutrients that may help protect our cognitive function and assist in preventing memory loss by supplying optimal levels of essential nutrition. It's the only product on the market that has complete levels of nutrition designed to help protect memory function.

- ✓ Contains naturally occurring PS (phosphatidylserine) clinically proven to help memory response
- ✓ Contains foods that may reduce plaque build up in the brain which is believed to be the cause of Alzheimer's
- ✓ High in antioxidants, omega 3, vitamins plus B group vitamins

## Ask yourself these questions:

- How sharp is your mind?
- Do you worry about your memory?
- How balanced are your moods?
- How consistent is your mental energy?
- How happy are you?
- Do you feel mentally tired and lethargic?

### Ingredients:

Whey Protein Concentrate, Egg White, Soy Isolate, Magnesium, Potassium, Zinc, Manganese, Soy Lecithin, Colostrum, Creatine Monohydrate, S-Cerevisiae, Spinach, Flaxseed, Grapeseed, Taurine, Ginkgo Biloba, Ginseng, Alfalfa, Phosphatidylserine, Stevia, Spirulina, B12, B6, Folate, L-Glutamine.



# Fibre Digest

high fibre complete digestive formula

A natural formulation to alleviate the symptoms of Irritable Bowel, bloating, constipation and poor digestive symptoms, with essential pre and pro biotics (the good guys) to recolonise the bowel and restore the balance. Our unique formula contains four types of vital soluble and insoluble fibre. Plus essential amino acids as well as folic acid and magnesium to help repair damage (of the gut), reduce inflammation, and aid the natural healing process.

- ✓ Contains 5 billion probiotics, heat and stomach acid protected
- ✓ Has prebiotics, 3 forms of starch resistant insoluble fibre
- ✓ Designed to help with all forms of digestive problems including IBS



## Can be great for:

- Cholesterol Reduction
- Colon Protection
- Detoxing/Cleansing
- Indigestion
- Reflux
- Constipation
- Irritable Bowel
- Increasing Pro-bacteria
- General digestive health

### Ingredients:

Psyllium Husk, Inulin, Citrus Fibre, Flaxseed, Slippery Elm Bark, L-Glutamine, Magnesium, Lactobacillus Acidophilus, Folate, Natural Vanilla.



# Stress Relief

naturally relaxes and calms

Managing stress is about taking charge of your lifestyle, taking charge of your thoughts, your emotions, your schedule, your environment, dealing with problems and challenges. Our ultimate goal is a balanced life with time for work, relationships, relaxation and fun - plus the resilience to hold up under pressure and meet challenges head on. After all, if you're feeling great on the inside you're going to look even better on the outside.

## StressRelief

- ✓ Has Lactium, clinically proven to assist in nervous stress
- ✓ 24 all natural foods to nourish and tonify the central nervous system
- ✓ Can help calm during day and can help sleep at night.

## Are you:

- Feeling stressed?
- Not sleeping?
- A bit anxious?
- Tired?
- No vitality?
- Lethargic?

StressRelief contains Lactium, proven in clinical studies to help reduce the effects of stress on the nervous system and the hormonal system as well as herbs, vitamins, minerals and antioxidants specifically chosen to assist in helping relieve stress and anxiety with restorative properties to aid and tonify the adrenal glands to help calm your mind, support your body and assist with energy.

## Ingredients:

Inulin, Minerals (Magnesium, Calcium, Zinc, Chromium Picolinate), Passion Flower, Chamomile, Flaxseed, Guar Gum, Lemon Balm, Ginseng Root, Grapeseed, Lecithin, S-Cerevisiae, Vitamins (Vitamin C, Pantothenic Acid, Niacin, Vitamin B12, Pyridoxine, Riboflavin, Thiamin, Biotin, Folate), Green Oats - Gluten Free, Cinnamon Bark, L-Tryptophan, Stevia, Hops, Choline, Lactium.



# EnergyPlus Recovery

immune support & recovery

Protein is good for us; in fact it's an essential building block that our bodies use for muscle growth and a healthy immune system. Numerous studies have indicated that our body needs the right amount of lean protein, carbohydrates, both complex and simple. Optimal Essentials EnergyPlus Recovery contains the best available form of whey protein concentrate, natural colostrum as well as essential pro and pre-bacteria's, antioxidants and a whole lot more.

- ✓ Contains hydrolysed whey protein, the best form of protein, slow release, fully absorbed
- ✓ High in Colostrum and immunoglobulins for immune support
- ✓ High in amino acids and antioxidants

## Can be great for:

- Energy production
- Healing after illness or surgery
- Energy levels while undergoing medical treatment
- Aids immune response protecting against colds and flu's
- Athletes and vegetarians



## Ingredients:

Whey Protein Concentrate, Hydrolysed Whey Protein, Colostrum, Calcium Caseinate, L-Glutamine, Magnesium, Flaxseed, Hesperidine, Grape Seed, Green Tea, Lactobacillus Acidophilus, Folate, Inulin, Psyllium Husk, Citrus Fibre, Natural Vanilla.



# Healthy Weight

all natural weight management program

\*One serving supplies 25 percent of your RDI

# NRG2GO

children's all natural multivitamin & mineral superfood

\*High in fibre, lutein & probiotics for healthy growing bodies



The key to a healthy life is keeping to a healthy weight. What controls that is keeping our blood sugar levels (blood glucose) at an optimal level. Optimal Essentials Healthy Weight is high in protein, low in fat, low in saturated fat and low in carbohydrates. It also contains starch resistant insoluble fibre plus pre and probiotics to help protect your insides, essential vitamins and minerals, omega 3 and 6, all the essential amino acids as well as Beta Glucans shown to help control blood sugar and lower bad cholesterol levels, increase your immunity, help control blood pressure and control hunger.

**Contains** • 15 vitamins • 10 minerals • 18 amino acids  
• antioxidants • omega 3 & 6 • plus beta glucans

- ✓ Totally natural, high in protein, low in carbs
- ✓ NO sugars or artificial sweeteners
- ✓ Only product with barley derived Beta Glucan clinically proven to help control blood sugar, cholesterol, high blood pressure and assists weight loss.

## What our study showed:

- Taste was a vital factor; everyone loved the taste.
- Not feeling hungry made the most difference.
- Controlling blood sugar.
- Having more energy & feeling fantastic.
- A greater feeling of wellbeing.

BUT the most significant comment people made was Optimal Essentials HealthyWeight helped them lose weight and regain control of their life.

### Ingredients:

Whey protein concentrate, skim milk, beta-glucans, calcium Caseinate, inulin, calcium phosphate, magnesium oxide, zinc, ferrous sulphate (iron), potassium, flaxmeal, sunflower oil, stevia, xanthan gum, natural vanilla, full spectrum vitamins, minerals, antioxidants, amino acids, lactobacillus acidophilus.

We love them dearly but children can be really fussy when it comes to food and eating. We know at Optimal Essentials that you want your children to be as healthy and happy as possible. Our aim was to create a natural delicious & tasty, healthy drink which included vitamins, resistant insoluble fibre, omega 3, essential fatty acids, pre and probiotics, lutein for healthy eyes and growing minds, calcium, magnesium and vitamin D for healthy bones. So that's what we did. We think it's great and kids tell us it's really yummy. NO added sugars, additives, artificial colours or sweeteners, preservatives, fructose, hydrogenated or trans fats or GMO ingredients. You have our promise it's as pure and natural as we can get it. After all we tested on our own kids first.

## Did you know?

- Protein is the body's essential building block for tissue growth and repair.
- Starch resistant insoluble fibre is a prebiotic which encourages the good bacteria for healthy tummies.
- Lutein helps cognitive function and neural development for healthy minds and vision
- When we say natural we mean NATURAL! NO hidden ingredients and NRG 2 Go contains over 30% of your child's RDI (recommended daily intake).

## Realeasy Realfast Realfood.

### Ingredients:

Skim Milk Powder, Whole Milk Powder, Whey Protein Concentrate, Inulin, Calcium Caseinate, Flaxseed, Minerals (Magnesium, Calcium, Zinc, Iron, Potassium), Xanthan Gum, Natural Chocolate, Stevia, Vitamins (Vitamin C, Vitamin E, Vitamin A, Vitamin D, Vitamin B12), Niacin, Riboflavin, Pyridoxine, Thiamin, Folate, Lactobacillus Acidophilus, Lutein.



# Blender Shaker

\*BPA Free

On the go and need to mix your Optimal Essentials powder? Well, now you can with our new Optimal Essentials Blender Shakers.

Make a smooth and creamy Healthy Weight smoothie or mix any of the other Optimal Essentials powders quickly and easily. You can even whip up a quick NRG2Go snack for the kids.

Optimal Essentials Blender shakers are BPA FREE and contain a surgical stainless steel ball to whisk the mixture quickly and easily. They are dishwasher safe.



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We never test on animals, only relatives! Certified organic ingredients are used where possible and there are no genetically modified ingredients.

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## Facts:

- ✓ 100% naturally organic superfoods.
- ✓ Australian owned and made.
- ✓ The natural ingredients in our products is where all the goodness comes from.
- ✓ Powders are easily digested and far better absorbed than pills giving you virtually 100% uptake of all the nutrients
- ✓ Safe with medications as all ingredients in our products are naturally food derived.
- ✓ All our products are compatible and designed to be mixed and matched together to suit your individual lifestyle needs.

