

**NATURALLY  
LIVELY**  
**EVOLVE**



[baseconcept.com](http://baseconcept.com)

# ABOUT BASE CONCEPT

Base Concept, a Canadian company, has established itself as a savvy expert on energy and hydration beverages, offering a delicious range of high quality products which fully satisfy those – active of mind and body – who are seeking vitality, performance and hydration. Right from the get-go, Base has stood out in the market place because of superior quality products, all featuring unique **natural fruity flavours**.

## BASE ORIGINAL NATURALLY LIVELY

Thanks to the mix of energy ingredients, to which **sodium and potassium** have been added for great hydration support, Base Original energy drink is an excellent source of functional energy that allows you to reach and maintain high energy levels for longer periods.

The unique Base mix stands out among competitors. **Taurine-free**, it combines natural plant and fruit extracts. By combining both hydrating and energizing properties, Base Original has been able to offer a uniquely natural experience for its class and positions itself in a unique place on the market.

### PRODUCT SPECIFICATIONS

- **Individual size:** 250 ml
- **Case size:** 24 x 250 ml
- **Dimensions:** 12.5" x 8.75" x 5.25"
- **Case weight:** 6.8 kg
- **UPC Code – Can:** 8 30117 00001 9
- **UPC Code – 24 pack:** 8 30117 00005 7

### NUTRITION FACTS – Per 1 can (250ml)

- **Calories:** 100
- **Fat:** 0 g / 0%
- **Natural Herbs:** 1918 mg
- **Sodium:** 75 mg / 3%
- **Potassium:** 35 mg / 1%
- **Carbohydrate:** 25 mg / 8%
- **Protein:** 0 g

Not a significant source of saturated fat, trans fat, cholesterol, fibre, sugars, vitamin A, vitamin C, calcium and iron.

## TAURINE-FREE: PERFECT FOR YOUR COCKTAILS

**Taurine-free and made with natural herbs**, Base Sugar Free is perfect for your cocktails. Due to the accelerated absorption caused by taurine and the dehydrating impact of a strong concentration of caffeine, Base Concept does not encourage the mixture of taurine and caffeine with alcohol. Base Sugar Free is definitely your best choice.

## DISCOVER OUR COCKTAIL RECIPES AT WWW.BASECONCEPT.COM

YOUR REPRESENTATIVE

## NATURAL HERBS + ELECTROLYTES = PERFECT BALANCE

### GUARANA

A natural stimulant that acts on the nervous system to fight fatigue and stimulate the metabolism. It is also known to provide a feeling of sustained alertness.

### SIBERIAN GINSENG

An important ally for maintaining body balance. In addition to improving an individual's resistance and endurance, it stimulates the immune system, improves cognitive faculties and increases concentration.

### GINKGO

Ginkgo is recognized for its wide range of beneficial effects. It facilitates better brain and body blood circulation, improves short-term memory, sharpens concentration and quickens the mind.

### ECHINACEA

A natural plant with antiseptic qualities which help fight off viral and bacterial infection while it acts as an immunostimulant.

### ARONIA (CHOKEBERRY)

The chokeberry is a bush that can be cultivated without the need for pesticides. Its fruit is a small berry with a bitter taste similar to blackcurrant. A **powerful antioxidant**, it is rich in essential minerals and in flavonoids, Also strong in vitamin C.

### SODIUM

Essential for maintaining fluid balance within the organism, sodium enables body tissue and organs to re-establish equilibrium following strenuous physical effort. A proven basic ingredient of sport drinks.

### POTASSIUM

Potassium is also essential for maintaining fluid balance within the body and is another basic ingredient of sport drinks. Potassium regulates muscular contractions and the sending of all nerve impulses during and after physical activity.

### BASE CONCEPT

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