

**CLEARLY  
STIMULATING**  
**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 + CLEARLY STIMULATING

When your immediate goal is a fast, short-term boost, Base+ is the stand-up, stand-out knock-it-down solution... and then some. **Caffeine and taurine** are the powerhouses behind this dose of extra energy. At the same time, Base+ also contains **electrolytes (sodium and potassium)** to reduce the risk of dehydration. Vitamins included in Base+ also contribute to better overall body performance by improving the functionality of the immune and nervous systems.

Better still, attaining the perfect balance between energy and hydration need not impede the quest for optimal flavour. The sumptuous mix of **blackberry, cranberry and chokeberry juices** provide the unique taste so adored by our consumers.

## ADDITIONAL INFORMATION ON THESE SOURCES OF HYDRATION

### 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.

## LEARN MORE ABOUT ENERGY, HYDRATION WWW.BASECONCEPT.COM

YOUR REPRESENTATIVE

### PRODUCT SPECIFICATIONS

- **Individual size:** 473ml
- **Case size:** 12 x 473ml
- **Dimensions:** 8"x10.375"x 6.25"
- **Case weight:** 6.35kg
- **Cases per pallet:** 160
- **Pallet weight:** 1038kg
- **UPC Code – Can:** 8 30117 00022 4
- **UPC Code – Case:** 8 30117 00023 1

### NUTRITION FACTS – Per 473ml

- **Calories:** 195 • **Taurine:** 1892mg • **Caffeine:** 151mg
- **Sodium:** 130mg • **Potassium:** 64mg • **Inositol:** 95mg
- **Vitamin A:** 946IU • **Vitamin B5:** 9.5mg
- **Vitamin B6:** 9.5mg • **Vitamin B12:** 9.5mg
- **Vitamin C:** 47mg • **Vitamin E:** 6IU
- **Concentrated juice** blackberry, chokeberry, cranberry

## A FEW WORDS ABOUT CAFFEINE, TAURINE AND ALCOHOL

Caffeine and taurine play an important role in our body. However Base Concept recommends responsible consumption, in accordance with norms established by Health Canada who advise a daily intake of no more than 400 mg of caffeine for the general population of healthy adults.

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. Looking for cool and flavourful alcoholic cocktails? Choose BASE ORIGINAL and BASE SUGAR FREE which are **taurine-free and made with natural herbs**.

### BASE CONCEPT

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