



WaterFirst®

ADD BALANCE TO WHAT YOU DRINK



DRINK MORE AND BETTER

ZUCCARI

SALES FOLDER
MATERIAL EXCLUSIVELY FOR
INTERNAL USE



**The groundbreaking
high-rotation,
high-satisfaction category
that's taking everyone
by storm!**

COHERENT

Drinking water is the source of life
at the foundation of our health.

**You are the point of reference for health-related
matters: here is a project consistent
with what you recommend.**

INCLUSIVE

It is aimed at both those who drink too little and those
who drink enough but would like to do it with more taste.

EFFECTIVE

The scientific solidity of the pH balance within
the body, with the advantage of daily habits.

CLEAR

The preparation process is imperative:
first the water (and then the product).

AWARE

The project aims both to encourage people
to drink more and better, and to promote
the importance of water.

What is WaterFirst®?

**Exquisite blends of exclusively
natural flavors with a pH rebalancing
action without sugar, sweeteners,
preservatives and colouring agents.**

Drinking water is good for you and everyone knows it, but not everyone drinks enough.

There are those who drink water because they know it's good for them, but get bored with the taste and those who only drink when they're thirsty.

The fastest growing trend in the last years: water flavouring.

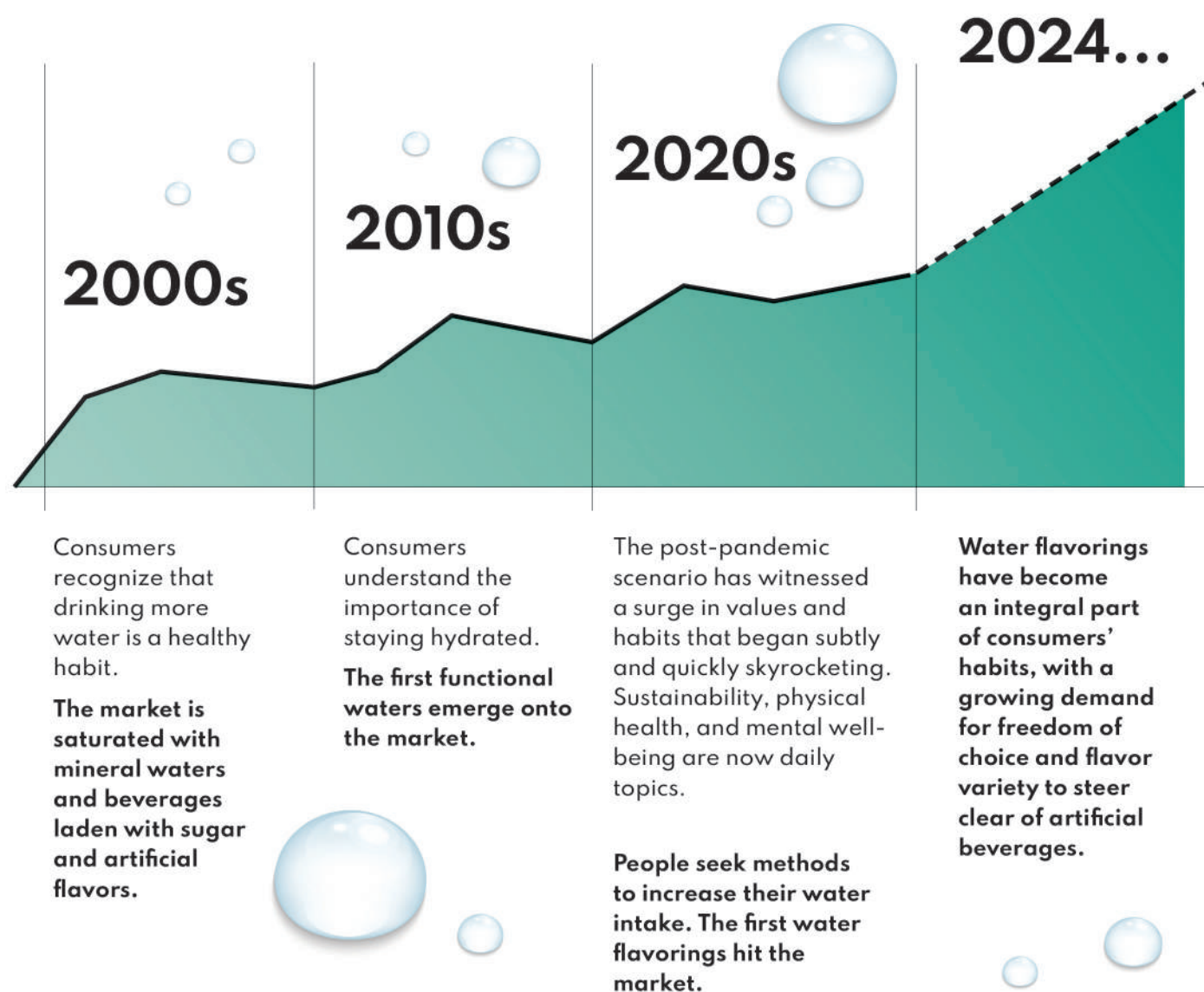
People have learned (finally!) the importance of drinking more to hydrate and drain toxins, but the way they drink has changed.

**KEY TIPS
ON HYDRATION**
HYDRATION IN WINTER

europaean hydration
institute
FOR HEALTHCARE PROFESSIONAL
DISTRIBUTION ONLY



The market has gotten a taste for it.



When it comes to adding "something" to water, what are consumers looking for?*



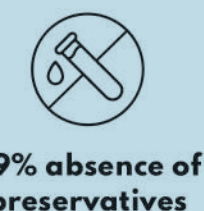
**Natural
flavors**



**Range of flavors
to avoid
"boredom"**



**Strictly without
the addition
of anything else**



New habits

More and more consumers belonging to different age groups choose to drink from their own bottle.

According to a survey* conducted by the Zuccari Research Institute, this choice is made in order to:

96% **Remembering to drink more**

83% **Expressing one's personality**

75% **Ecological reasons**

70% **Personalising what one drinks**

36% **Convenience**

*Survey conducted online by the ZUCCARI Research Institute on 378 participants. October 2022 report.

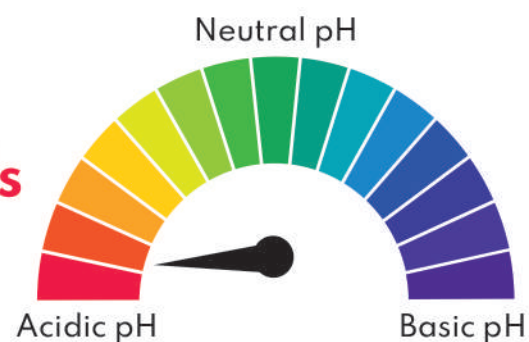


In modern civilization, the **tendency towards acidification** is increasingly widespread.

Our habits have changed faster than our genetics, which has not had time to adapt.

The main cause: an unbalanced **diet that leans towards acid-forming foods**

such as processed, packaged, animal-derived products versus seasonal fruit and vegetables (alkalising).



Lesser known causes of **acidification**:

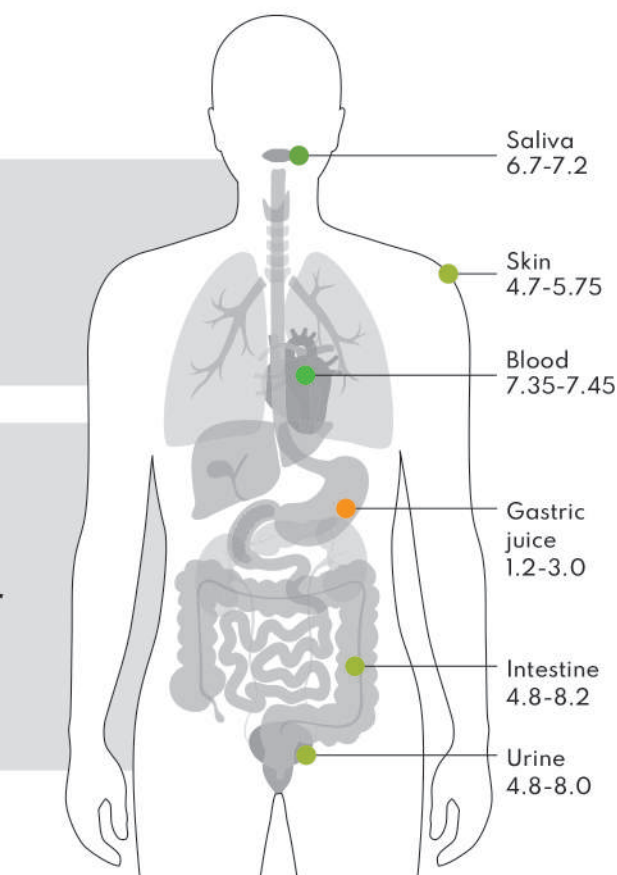
- Stress
- Rhythms not compatible with biological ones
- Lack of sleep
- Poor oxygenation
- Intense movement
- Sedentarity



Buffer systems: organism automatic defense mechanisms

For survival, the **blood pH** must be in the **7.35-7.45** range

When the **organism is acidified**, it rebalances the excessive presence of acids by making use of so-called **buffer systems**, **withdrawing alkalising salts** from other areas of the body.



The long-term effects

Over time, this deprivation can lead to disturbances and problems related to:

- Bones, joints and connective tissues (osteoporosis)
- Metabolic imbalances (hypertension, hyperuricemia)
- Muscles
- Kidneys



ZUCCARI'S answer: WaterFirst

Exquisite blends of **exclusively natural flavors** with
a **pH rebalancing action** without sugar, sweeteners,
preservatives and colouring agents.

A

Only natural flavors

WaterFirst contains
only natural flavours
because the idea
is to **improve the
taste of** the water,
**not to alter its
characteristics.**

B

Sophisticated blends

Flavors extracted from
fruit and plants give water
a taste rich in shades.
WaterFirst® flavors are not
single-noted nor basic at
all (far away from being
like plain "strawberry" or
"orange" tastes): they carry
a delicious complexity that
resembles the cutting-edge
gourmet experiences.

C

Strictly without the addition of anything else

Many consumers would
like to approach the world
of flavoured waters, but don't
do it because they don't
want to or can't include other
sugars in their diet. Despite
being a valid alternative,
sweeteners are a disincentive
to the consumption
of products intended for
extensive and continuous
daily use. Naturalists who
do not compromise will also
be reassured and convinced
by the absence of **colouring
agents** and **preservatives**
in these formulations.



acid-base metabolism

Alkacitrates®

Fundamentally, each product in the line has the same formulation to guarantee
the same action at the acid-base metabolism level.

Each stick-pack contains 515 mg of a specific mix of Alkacitrates®

Why Alkacitrates®?

We chose citrates because they are **easily absorbed** in the small intestine
and are **metabolised into bicarbonate**, in other words a compound
with basic properties, thus having an **alkalising effect**.



WaterFirst®

ZUCCARI

Nutritional values for	100 ml	500 ml (1 x 1,5g stick-pack)
Calories (Kcal/KJ)	1-4	4,5-18
Total fat	0	0
Saturated fat	0	0
Carbohydrate (g)	0	0,9
Sugars	0	0
Protein	0	0
Salt	0,30	1,5
Zinc (mg)	3%NRV**	15%NRV**

*NRV: Nutritional Reference Values, Reg. 1169/2011.

Alkacitrates®
technology inside
MADE IN ITALY
pH balance
PATENT PENDING

**A FORMULA
SO INNOVATIVE
THAT DESERVES
TO BE PATENTED**



WaterFirst®


ADD BALANCE TO WHAT YOU DRINK

DRINK MORE AND BETTER



12 stick-packs
x 1,5g

HOW TO USE:
dilute 1 stick-pack
in 500 ml or
1 litre of water.



AMBER-COLOURED • ENVELOPING • FLAVOURFUL

Karkadè is obtained from hibiscus flowers and carries with it the amber hues of a tea sipped in a tent as evening falls on the desert. Dragon fruit becomes the envoy of the calm delicacy of oriental balance, while the acidity of acerola completes the blend, giving it a round and enveloping character.

INGREDIENTS: NATURAL FLAVOR OF KARKADÈ 35,8%; ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF DRAGON FRUIT 19,7%; NATURAL FLAVOR OF ACEROLA 10,7%; NATURAL FLAVOR.

Karkadè, Dragon fruit and Acerola

Art. 73011



UNEXPECTED • EXUBERANT • PUNGENT

A symphony of fresh and intense aromas in an unexpected combination. The unmistakable citrusy note of pink grapefruit combines the soft succulence of watermelon, while juniper adds its more balsamic and deep accent with hints of wood.

INGREDIENTS: NATURAL FLAVOR OF GRAPEFRUIT 39,7%; ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF WATERMELON 13,2%; NATURAL FLAVOR OF JUNIPER 13,2%; NATURAL FLAVOR.

Pink Grapefruit, Watermelon and Juniper

Art. 73006



VIGOROUS • MYSTERIOUS • DEEP

The enigmatic anise, the digestive and mildly spicy fennel, the mysterious and persuasive liquorice. An intense blend that never tires.

INGREDIENTS: NATURAL FLAVOR OF ANISE 45,3%; ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF FENNEL 10,5%; NATURAL FLAVOR OF LIQUORICE 10,5%; NATURAL FLAVOR.

Anise, Fennel and Liquorice

Art. 73008



EXOTIC • BRIGHT • DELICIOUS

The intense notes typical of a cocktail sipped on the beach. All the relaxing congeniality of a tropical summer, enhanced by a triumph of fruity freshness to regenerate you with a holiday that never ends.

INGREDIENTS: ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF PINEAPPLE 33,1%; NATURAL FLAVOR OF PAPAYA 16,5%; NATURAL FLAVOR OF PASSION FRUIT 16,5%; NATURAL FLAVOR.

Pineapple, Papaya and Passion fruit

Art. 73002




BRIGHT • VITAL • INDEPENDENT

A strongly aromatic kiwi that melts on the palate, a bergamot with an independent soul, the exoticism of the caressing guava. This blend is the hidden treasure of an oasis, igniting with vital energy.

INGREDIENTS: ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF KIWI 29,4%; NATURAL FLAVOR OF BERGAMOT 29,4%; NATURAL FLAVOR OF GUAVA 7,4%; NATURAL FLAVOR.

Kiwi, Bergamot and Guava

Art. 73010



ENIGMATIC • THOUGHTFUL • RELAXING

The most introverted indulgence, for when you feel the need to shut out the world. Savour the quiet serenity of wild berries and of a patiently grown apple. Clitoria flowers paint the night blue like the most restorative sleep. This blend is your quiet corner.

INGREDIENTS: NATURAL FLAVOR OF BLUEBERRY 37,8%; ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF APPLE 18,9%; NATURAL FLAVOUR OF CLITORIA FLOWERS 9,5%; NATURAL FLAVOR.

Blueberry, Apple and Clitoria Flowers

Art. 73003

12 PRACTICAL
STICK-PACKS X 1,5g

12 PRACTICAL
STICK-PACKS X 1,5g



SUAVE • INEBRIATING • SOPHISTICATED

The Mediterranean soul, the succulent potency and the warmth that ripens oranges meet the oriental wisdom of ginseng. As intoxicating as a summer stroll in a lush Southern garden.

INGREDIENTS: ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF ORANGE 33,1%; NATURAL FLAVOR OF GINSENG 16,5%; NATURAL FLAVOR OF MEDITERRANEAN FLOWERS 16,5%; NATURAL FLAVOR.

Orange, Ginseng and Mediterranean Flowers



Art. 73001



CREAMY • CITRUSY • ETHEREAL

The creaminess of the ripest melon, the lime with its citrusy tartness that awakens the senses and evokes exotic landscapes, the reassuring lemon balm that envelops and soothes give this ethereal blend a caressing nuance.

INGREDIENTS: ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF MELON 33,1%; NATURAL FLAVOR OF LIME 22,1%; NATURAL FLAVOR OF MELISSA 11,0%; NATURAL FLAVOR.

Melon, Lime and Melissa



Art. 73007



ENERGETIC • LUSH • WISE

For you who crave carefree creativity, if you have goals to achieve and want to feel a vitamin-driven inspiration. Silky peach, sumptuous mango, awakening ginger. This is the blend of performance.

INGREDIENTS: ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF PEACH 26,5%; NATURAL FLAVOR OF MANGO 26,5%; NATURAL FLAVOR OF GINGER 13,2%; NATURAL FLAVOR.

Peach, Mango and Ginger



Art. 73004



REFRESHING • DYNAMIC • ELUSIVE

Cucumber can be a fresh and thirst-quenching refuge even during the hottest summer. Cedar has a bold, invigorating aroma, while dandelion contributes unmistakable notes of purifying nature.

INGREDIENTS: ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF CUCUMBER 29,4%; NATURAL FLAVOR OF CITRON 29,4%; NATURAL FLAVOR OF DANDELION 7,4%; NATURAL FLAVOR.

Cucumber, Citron and Dandelion



Art. 73009



SPRINGLIKE • ELEGANT • JOYFUL

A gentle breeze stirs the leaves in the garden. A delicate spring day opens its doors to the invigorating and flowery taste of this blend, which brings with it the pleasantness of a cloudless sky.

INGREDIENTS: NATURAL FLAVOR OF LEMON 36,8%; ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF MINT 22,1%; NATURAL FLAVOR OF ELDERFLOWER 7,4%; NATURAL FLAVOR.

Lemon, Mint and Elderflower



Art. 73000



CHARMING • FEMININE • SOPHISTICATED

A surprising bouquet of flavors that alternate to leave you with an exquisite taste. The delicacy of lychee, the self-aware femininity of pomegranate and the minute perfection of goji berries embrace you with intense and passionate notes.

INGREDIENTS: NATURAL FLAVOR OF POMEGRANATE 36,8%; ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF LYCHEE 22,1%; NATURAL FLAVOR OF GOJI BERRIES 7,4%; NATURAL FLAVOR.

Pomegranate, Lychee and Goji



Art. 73005



12 PRACTICAL
STICK-PACKS X 1,5g

12 PRACTICAL
STICK-PACKS X 1,5g

NEW 2024

Every sip
is a trip
to the land
of pleasures.

**WATERFIRST®
DESTINATIONS**
Discover
the Capsule Collection

12 stick-packs x 1,5g

HOW TO USE:
dilute 1 stick-pack in 500ml
or 1 litre of water.

WaterFirst® Destinations - Capsule Collection aims to take consumers to **four different destinations**, offering them an **extraordinary taste experience**.

A line extension that...

**leverages the latest
consumer trends**

because the most effective marketing strategies are shifting the focus from product features to the experience that consumers can have through it.

keeps the category top-of-mind

by diversifying the offer and expanding the range with new original flavors.

triggers the impulse purchase

builds customer loyalty







DESTINATION JAPAN

Cherry Blossoms and Almonds



Art. 73015



8 026380 730155

12 stick-packs x 1,5g

INGREDIENTS: NATURAL FLAVOR OF CHERRY BLOSSOMS 39,7%; ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF ALMONDS 13,6%; NATURAL FLAVOR.

12 PRATICI STICK-PACK

ZUCCARI

WaterFirst
DESTINATION JAPAN

QUIET • REFINED • DIAPHANOUS

You are in **Hirosaki**, in the castle grounds. A cool breeze rustles the cherry trees, leaving the blossoms to swing in the air: it's sakura time. As the almonds unfold to beauty, everything around you, is in perfect balance. Each sip is a walk-through wonder. And here you are practicing Hanami, literally "watching the flowers": the tradition involves admiring their delicacy, indulging in a small daily celebration of that fragility that makes existence so unique and worth savoring to the fullest.






DESTINATION BRAZIL

Banana and Açai



Art. 73016



8 026380 730162

12 stick-packs x 1,5g

INGREDIENTS: NATURAL FLAVOR OF BANANA 39,7%; ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF AÇAÍ 26,5%; NATURAL FLAVOR.

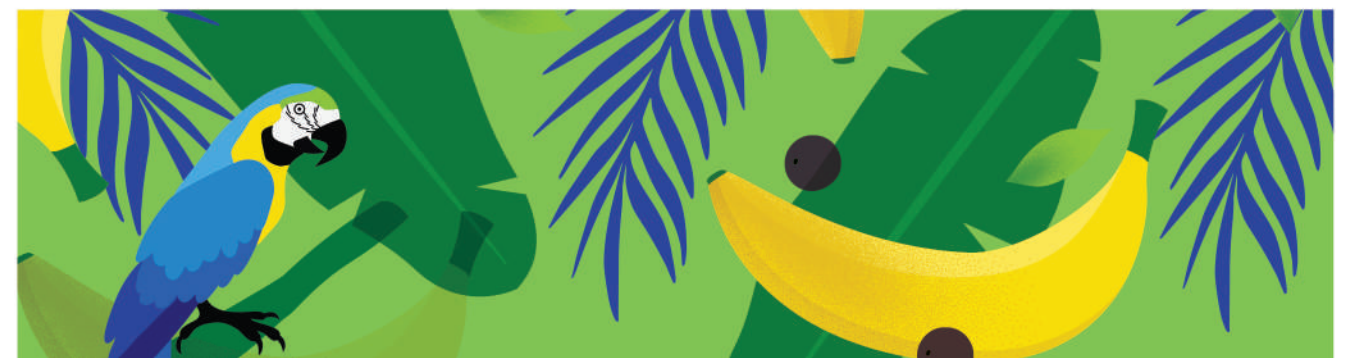
12 PRATICI STICK-PACK

ZUCCARI

WaterFirst
DESTINATION BRAZIL

WILD • EXUBERANT • MAGNETIC

You are in **Paraty**, pearl of the Brazilian coast. A warm afternoon embraces you as you wander the cobblestone streets and admire the colorful little houses with that colonial architecture that seems to have remained suspended in time. The coastal breeze creeps through the narrow streets as the "mata atlantica," the rainforest, bestows its lushest gifts: buttery bananas with firm flesh and delicious Açai berries, tiny gluttonous rubies in perfect balance between sour and sugary. Each sip has the energy of the journey that recharges your soul.





DESTINATION GREECE

Pear and Prickly Pear



Art. 73013
8 026380 730131
12 stick-packs x 1,5g

INGREDIENTS: NATURAL FLAVOR OF PEAR 39,7%; ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF PRICKLY PEAR 26,5%; NATURAL FLAVOR.

CARESSINGLY • IDYLIC • MELODIOUS

You are in **Folegandros**, off the tourist trail. At sunset you decide to walk up to the monastery and look at the Aegean with the eyes of History. How has everything remained so intact? It is a very long staircase that takes you up there, and with each step you see the day come to its climax to be enveloped in dark, sharp colors. It's as if the evening has decided to return to the air all the scents imprisoned during the day, when the sun is as high as the rocks. You can distinguish two aromas: that of the juicy pear and that of the prickly pear that can be both exquisitely fruity and flowery.



DESTINATION MADAGASCAR

Cocoa and Vanilla

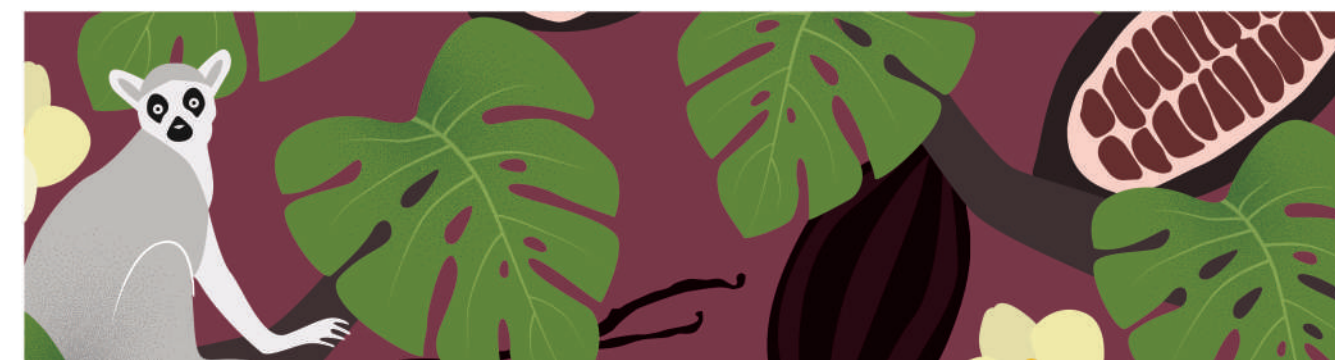


Art. 73014
8 026380 730148
12 stick-packs x 1,5g

INGREDIENTS: NATURAL FLAVOR OF VANILLA 39,7%; ALKACITRATES 33,3% (MAGNESIUM CITRATE, ZINC GLUCONATE, ZINC CITRATE, CALCIUM CITRATE); NATURAL FLAVOR OF COCOA 26,5%; NATURAL FLAVOR.

SILKY • SEDUCTIVE • HYPNOTIC

You are in **Sambava**, in the Sava region in the far North of the island. This is the birthplace of vanilla and cocoa, where the aromatic twins grow together in lush plantations. Leave the beaches behind and enter this wilderness path in which aromas burst forth. Plants compete to conquer the filtering light. Each taste is seductive and silky-now it's clear to you why these spices have gripped entire nations by the throat for many centuries. What time is it? You couldn't tell for sure, and maybe you don't even want to know: the hypnotic dance of these flavors is winning you over.



MERCHANDISING



COUNTER
DISPLAY
cod. 06564



SAMPLES WATERFIRST DESTINATIONS

Brazil: 07119
Greece: 07121
Madagascar: 07118
Japan: 07120

WINDOW SIGN
POPUP
cod. 07114



WINDOW
SIGN
cod. 06565



FLOOR DISPLAY
cod. 06566



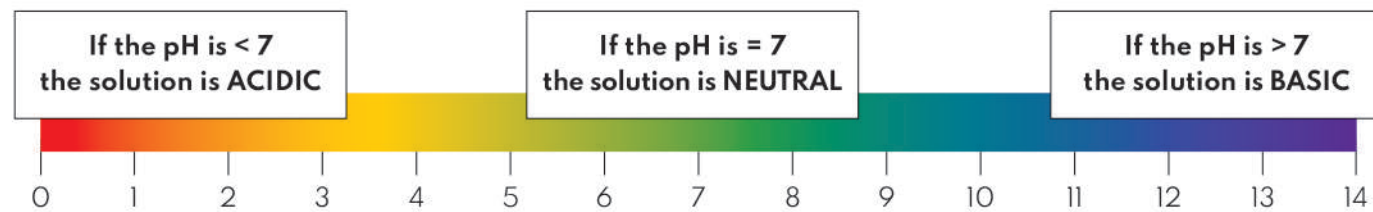
COUNTER DISPLAY
WATERFIRST DESTINATIONS
cod. 07116



FLOOR DISPLAY ADAPTER
WATERFIRST DESTINATIONS
cod. 07115

We know that...

pH (Hydrogen potential) is the parameter that indicates the acidity or basicity of an aqueous solution.



The acid-base balance

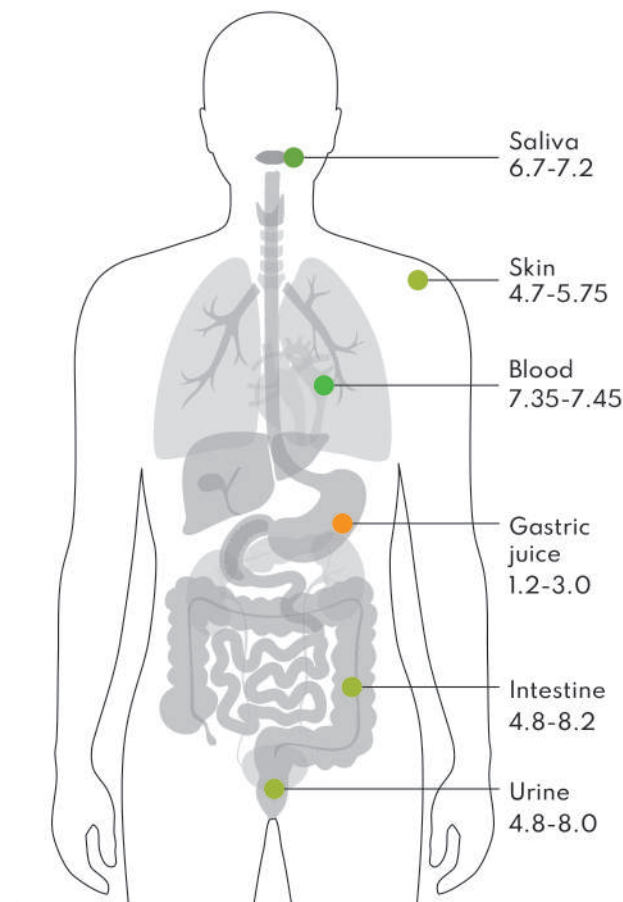
The expression acid-base balance refers to the set of physiological processes that our body puts in place to maintain internal pH levels compatible with the performance of metabolic functions. We are talking about pH levels, because each part of the body has its own. Blood, in particular, has a very narrow range within which it can fluctuate: 7.35-7.45. A pH outside this range would jeopardize our survival.

The acid-base balance can be represented by the following formula



The acid-base balance is also closely related to the day/night cycle. During the day, the activities connected to the normal functioning of our body produce acidic substances: the muscles, for example, produce lactic acid, and the metabolic functions generate predominantly acidic waste products. The excess acids that gradually accumulate during the day are diverted into the interstitial fluid so as not to alter the pH of the blood. A kind of temporary warehouse which, however, is cleared up while we sleep. Based on the type of acids involved, our body implements different elimination systems:

- Through breath for weak acids
- Through the kidneys with urine and via the sweat glands with sweat for strong acids.



THE PH OF URINE IS THE PARAMETER THAT ALLOWS US TO EVALUATE THE ACID-BASE CONDITION OF OUR ORGANISM.

What can interfere with the acid-base balance?

There are several factors that can alter the acid-base balance:

- Diet rich in acidifying foods (meat, cheese, cold cuts) and low in alkalising nutrients (fruit, vegetables)
- Insufficient intake of liquids
- Intensive sports
- Sedentary lifestyle
- Stress
- Consumption of alcohol or smoking
- Pharmacological treatments

Due to these factors, the rate of endogenous formation of HCO_3^- ions from the metabolism of salts of

organic acids (citrates and malates), is not able to keep up with the formation of H^+ ions from mineral acids (sulphate, phosphate and chloride). To maintain a balance, the body implements additional control procedures known as "buffer systems". One of the most important ones uses the calcium contained in the bones to neutralise the excessive presence of H^+ in the body. It's as if our bones became a natural reserve of alkalising elements with consequent long-term damage (osteoporosis). But let's remember, this is just one of the "buffer systems" that the body uses.

FOCUS

Alkaline vs. alkalising

We tend to think that a basic or alkaline element has an alkalising power. That's not actually the case. Let's take lemon juice as an example: if we measure the pH of the juice, it has an acidic value. However, we must consider the pH of a substance at the end of the metabolic process which, in the case of lemon, is alkaline. Simply put, a lemon, despite its acidic nature, is an alkalising food thanks to the transformation that takes place in the digestive process.



Nutrition and acid-base balance

Once digested and metabolised, foods introduced into our system through our diet generate acid or alkaline waste which can influence the pH. The PRAL (Potential Renal Acid Load) is a measure of the potential for food to form acids or bases. PRAL values are based on the protein, phosphorus, potassium, magnesium and calcium contents of the respective foods. Positive PRAL values indicate that the food is acidifying; negative PRAL values, instead, are typical of alkalising foods. Meats, cheeses, cereals have a positive PRAL, while fruit and vegetables have a negative PRAL.

Flour products	Fruit	Vegetables
Wholemeal spaghetti +7.3	Avocado -8.2	Celery -5.2
Cornflakes +6.0	Bananas -6.9	Carrots -4.9
White rice +4.6	Kiwis -5.6	Zucchini -4.6
White bread +3.7	Cherries -3.8	Tomatoes -3.1
Meat and fish	Peaches -2.4	Lettuce -2.5
Salami +11.6	Lemons -2.3	Cucumbers -0.8
Beef +8.8	Dairy products	
Chicken +8.7	Emmental cheese +21.1	Whole yogurt +1.5
Cod fish +7.1	Cream cheese +13.2	Whole milk +1.1

Remer T., Manz F.: Potential renal acid load of foods and its influence on urine pH. J Am Diet Assoc. 1995 Jul;95(7):791-7.

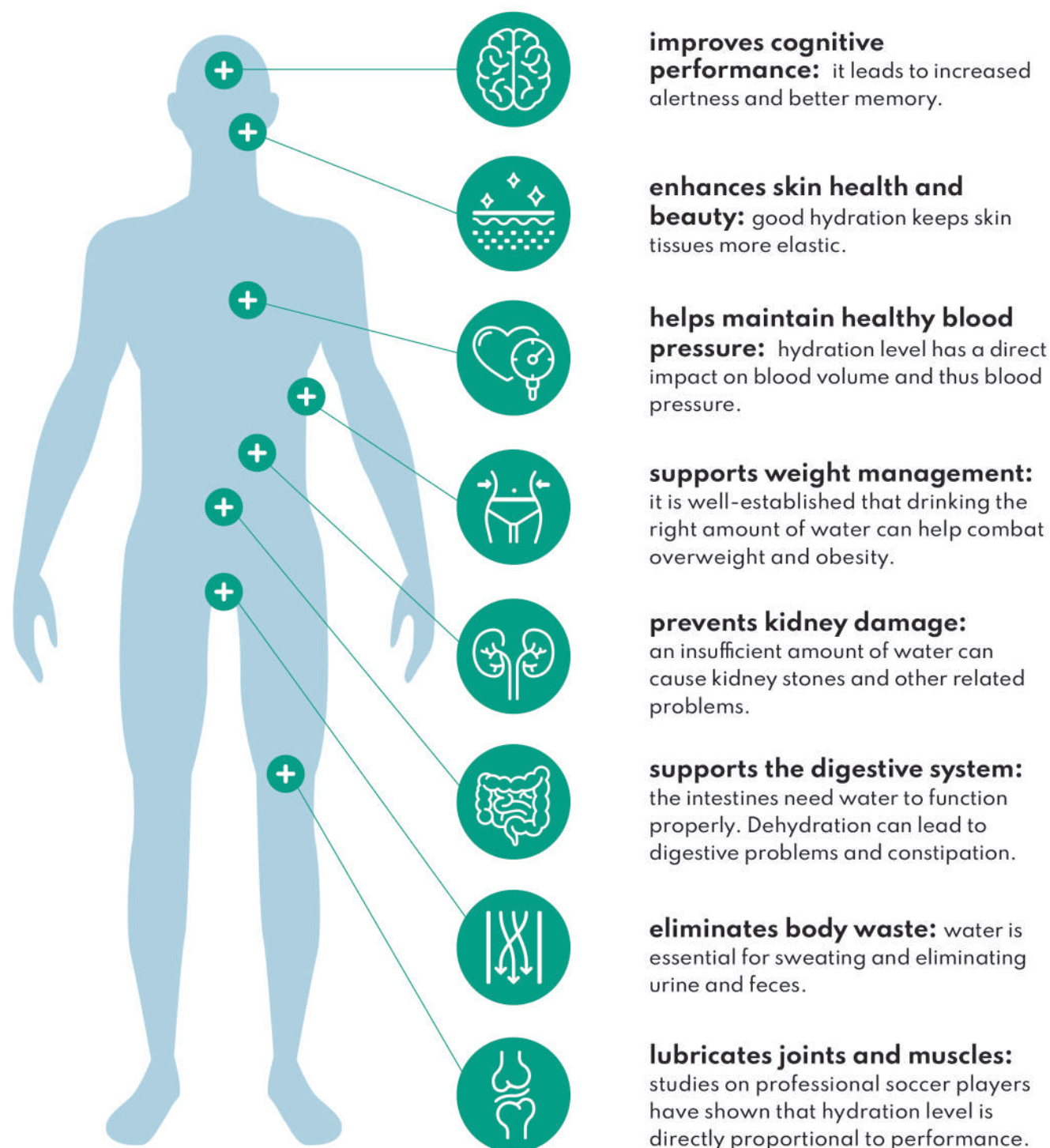
But the blood pH regulates itself!

Detractors of alkalisation argue that it is impossible to alter the pH of the blood, as it regulates itself. This is entirely true, but we are looking at the end result and not at the process itself. Now we know it's true: the body regulates the pH of the blood itself, but we also know the price paid to force this long-term equilibrium mechanism (for example the withdrawal of calcium from the bones to buffer the acidity).

Hydration, a topic worth exploring

Water is the essential fluid for the proper functioning of our body's physiological functions, intervening in a series of biochemical processes that ensure its survival.

Proper hydration...



When is the best time to drink to stay hydrated?

To ensure proper hydration, it is important to drink throughout the day, especially:



FOCUS

“But there’s **thirst** to remind us to drink!”

Thirst can be defined as the desire to introduce fluids into our body. Often thirst is referred to as a sensation, but it is a fundamental physiological stimulus for maintaining the balance of water in the body.

The onset of thirst is an indication of an already present state of dehydration and can therefore be compared to an alarm bell rather than just a reminder. Furthermore, the thirst stimulus is not always constant in life; indeed, it tends to **decrease in the elderly** and to be altered with the taking of **drugs** or because of diseases.

ZUCCARI

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