

COVID-19 AND BACK TO BASICS-NUTRITION

FIGHT COVID: Choose immune-boosting Back to Basics Fatigue packs for healthier, happier workers.

Dear Valued Client

The Back To Basics Team would like to wish you a healthy, productive and prosperous 2021!

Whilst we weathered the storm of the Covid-19 Pandemic in 2020, learning new methods and skills of managing businesses despite enormous challenges, it is evident that this pandemic has undeniably had a profound impact on all mines and industry in SA. We are acutely aware of the economic impact on your company, and also of the risk to all your employees.

As we enter 2021, we would like to draw your attention to some specific health and safety issues relating to Covid19, and ways in which Back To Basics can offer you support:



OUR IMMUNE SYSTEM

- Is responsible for fighting viral and bacterial infections such as Covid-19 (Coronavirus);
- Those who live healthy lifestyles (eat healthily, exercise regularly, get adequate sleep, do not smoke, do not drink excessively and manage stress), have stronger immune systems than those that lead unhealthy lifestyles (poor diet, minimal/ no exercise, insufficient sleep, smoke/drink excessively, and are unable to manage stress);
- Healthy people contracting Covid-19 or any viral infection will be able to fight the infection more effectively and will experience fewer and/or less critical symptoms, and will recover far more quickly, than those who are unhealthy.

IMMUNE- BOOSTING NUTRIENTS

- Micronutrients (vitamins and minerals found in fresh fruit and veggies) are essential in fighting infection. The best infection fighters are: vitamins A, B, C, D, and E, and the minerals iron, selenium, and zinc;
- FIBRE (found in wholegrains, fruits, veggies – all often lacking in sufficient quantities in daily diets)

SHIFT WORKER HEALTH

✔ FACT:

Due to many socio-economic factors, shift workers have poor immune systems.

✔ FACT:

Research shows that shift workers generally lead unhealthy lifestyles.

✔ FACT:

Research shows that shift workers are **NOT** consuming sufficient immune-boosting nutrients such as Vitamins: A,B,C,D,E, Minerals: Iron Selenium, Zinc, Fibre (in whole-grains, fruits and vegetables)

✔ FACT:

Unhealthy lifestyles including poor / inadequate nutrition puts one at increased risk of contracting the coronavirus.



DID YOU KNOW?

- That 90% of South Africa's shift workers eat a very poor diet – causing them to be unhealthy in one way or another. As such they are at huge risk for contracting the coronavirus, amongst other infectious diseases.
- Average intake of Vitamin C (immune-boosting vitamin) in shift workers is 3mg/day. The NRV for Vitamin C is 100mg/day (the bare minimum one needs to be healthy).
- The average intake of other immune-boosting vitamins and minerals is <10% of what it should be.
- The average intake of fibre is 5-8g/day (minimum daily recommended requirement is 25-30g/day).

PREMIUM FATIGUE PACK

BACK TO BASICS has 30 YEARS of expertise in SHIFT WORKER NUTRITION

We recognize the problem of poor diet and the negative consequences of this on health. As such we have developed products specifically for shift workers in mining and all other industries:

Supa Shake, Supa Energy Drink, Supa Soup, High Protein bars and Fatigue Packs (including the highly popular Premium Fatigue Pack). Contact us for more details and a price list.

A Fatigue pack looks like this...

1 x Supa Shake + 4 x Supa Energy + 1 x Protein Bar



- Designed to sustain energy for a full 10-12 hour shift
- 5 delicious drinks: when reconstituted = 2l fluid
- 13 different shake and drink flavours: proven acceptability
- 1 filling Protein Bar.

Use your Premium Fatigue Pack throughout your shift :
PREVENT FATIGUE AND KEEP HYDRATED



Why are our FATIGUE PACKS good for you?

Low GI – giving you ENERGY ALL DAY / SHIFT

Protein – for muscle building and repair

22 Vitamins & minerals – for GOOD HEALTH and protection from Covid19

Giving you lots of Vitamin C - to boost immune systems and prevent heat stress

Fibre – for good colon health AND heart health

Giving you FLUID & ELECTROLYTES which PREVENTS DEHYDRATION

- A properly HYDRATED person is a wide-awake person, who can concentrate better and is less at risk for injury-on-duty
- ELECTROLYTES help you manage your body temperature and prevent you from getting fatigued from heat stress.

HOW BACK TO BASICS PRODUCTS ASSIST:

- ✓ Improving immune systems with an improved ability to fight Coronavirus and other diseases (due to the high levels of fibre, infection-fighting vitamins and minerals, and very high levels of Vitamin C in the products);
- ✓ Stabilizing blood sugar levels;
- ✓ Improving energy and concentration levels.

Sufficient stock of Back To Basics Products

Please ensure that your stock levels of Back To Basics products are sufficient to ensure that all shift workers (now all classified as high health risk, not only a select few) receive their daily quota whilst on shift.



CONTACT US FOR MORE INFORMATION AND A PRICE LIST

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