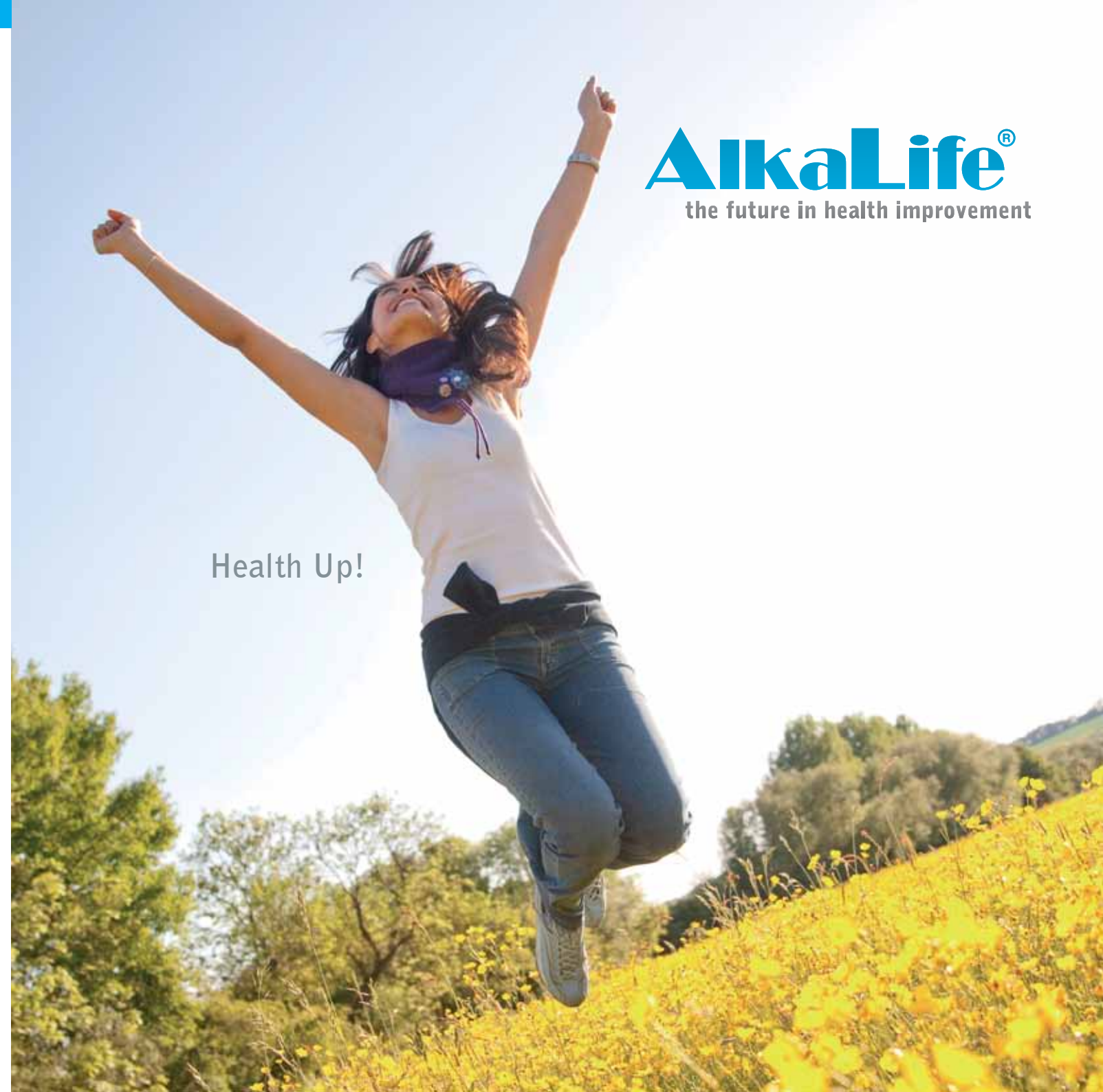




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Health Up!



# Health Up!

In our society it is important to eat, exercise and live in a healthy, safe and conscious manner.

Our awareness of how our body works is increasing every day. But what many people do not yet know is how our diet and our lifestyle can affect our health in the long run.

Metabolism, or the combustion of food to release energy, high-level sports performance, stress and poor environmental factors produce acidic waste that the body needs to get rid of. The important question is: how well and how completely can we remove this waste from our bodies?

Just imagine that you remove only 99% of household waste from your own home every day. After one year this accumulated waste will lead to an enormous unhealthy and filthy environment. You certainly do not want to contemplate what your home would look like after 10 or 20 years. A similar process goes on in your body. The acidic waste that you cannot eliminate completely has to be stored somewhere in your body. You will not notice this at first but after time it will

weaken your immune system, cause chronic disorders, such as arthritis, gout, high blood pressure, high cholesterol etc. and consequently will affect your vitality and enjoyment of life. Did you know that by the time someone is 50, almost 50% of their bodies' solid physical structures consist of acidic waste? This percentage will only increase as we get older!

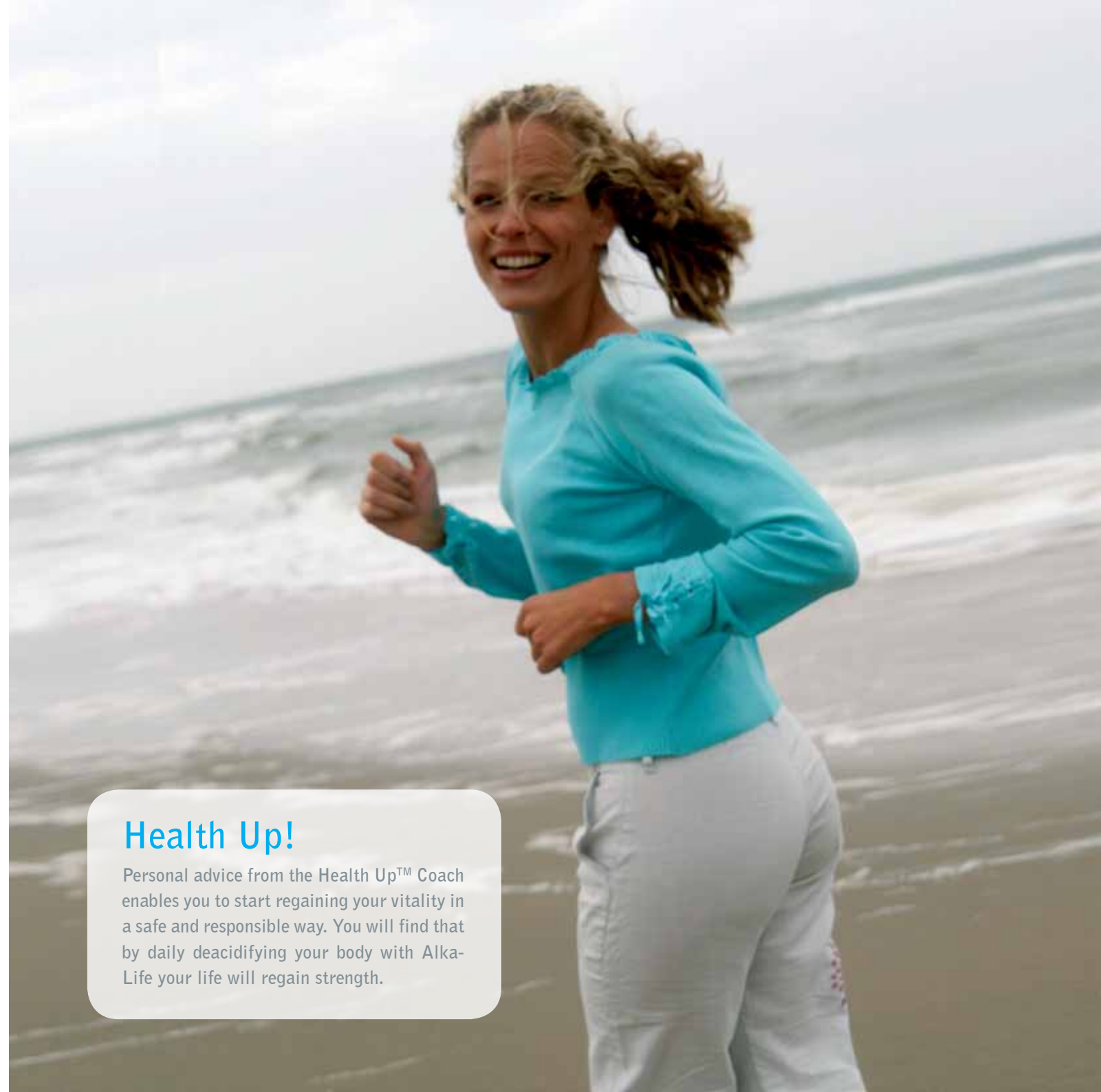
In chronic complaints, such as rheumatoid disorders, gout and high blood pressure, which can be caused by acidic waste accumulation, the majority of traditional treatments only attempt to treat the symptoms. Subsequently, the side effects of these treatments shift the problem to another part of the body, which is eventually disastrous.

With AlkaLife® products you take a completely different path. AlkaLife gets to the root of the problem. It ensures that the acidic waste is removed from your body. A body that has been cleansed can reactivate its immune function and resolve chronic disorders. Only the self-healing ability of the body can actually cure pain and discomfort.

That is what AlkaLife means by the future in health improvement. Rightly Health-Up!

## Health Up!

Personal advice from the Health Up™ Coach enables you to start regaining your vitality in a safe and responsible way. You will find that by daily deacidifying your body with AlkaLife your life will regain strength.





# Health Up™ Coach

When it comes to your health, you like to be on the safe side!

AlkaLife® takes your health seriously and knows, like no other, that everyone strives for specific health targets. To support you in this, AlkaLife puts at your disposal the Health Up™ Coach.

If you want to learn more about what this could mean for you, the Health Up™ Coach is happy to speak to you personally.

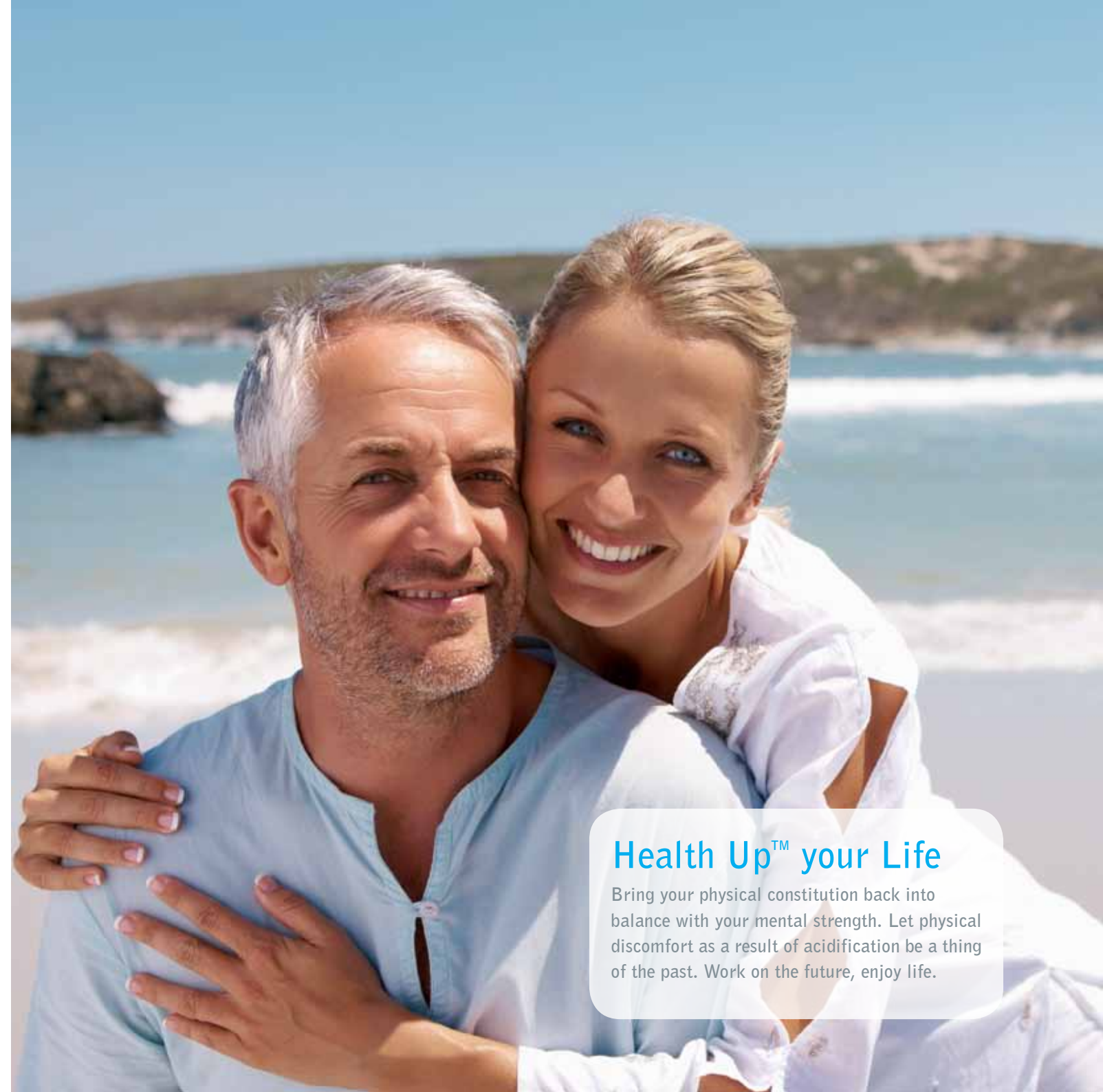


When to contact the Health Up™ Coach:

- You have a specific health complaint and want to know if AlkaLife is suitable for you.
- You want to start using the products but you are not sure which product will suit you.
- You are using the products and you want to know if your deacidifying symptoms are normal.
- You are using the products and you would like some tailored user advice.
- You still have some questions that were left unanswered on the FAQ page on the website [www.alkalife.eu](http://www.alkalife.eu).

## Ask your question online!

For questions or personal advice, please contact the Health Up™ Coach through [www.alkalife.eu](http://www.alkalife.eu)



## Health Up™ your Life

Bring your physical constitution back into balance with your mental strength. Let physical discomfort as a result of acidification be a thing of the past. Work on the future, enjoy life.



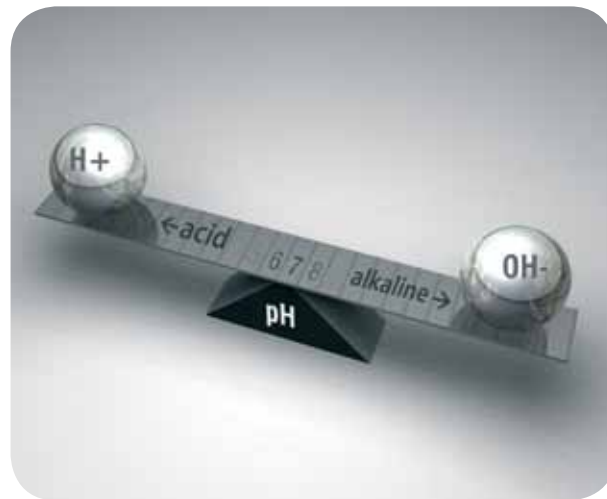
# Balance your life!

The Swiss physician and theologian Paracelsus was the first person in our Western culture to state the deposit of acid waste as the main cause of all illnesses. By living in a more biological balance, primitive people remain free from chronic metabolic disorders, such as diabetes, rheumatism, cancer and cardiovascular diseases, whereas the Western way of life tips the acid-alkaline balance to the acidic side.

Acidification of the body is accompanied by the decrease of the main alkaline buffer in our blood; bicarbonate. As babies we are born with a surplus of alkaline buffers in our body. They ensure that acidic waste, which is formed continuously, is neutralized. But as we age, our body loses more and more bicarbonate; the acid-alkaline balance is increasingly tipped to the acid side.

At any moment in your life, you can restore the balance towards the alkaline side by supplying your body with new bicarbonates. How? AlkaLife products make this possible! By using AlkaLife products, your body will become gradually more alkaline, as a result of

which its self-healing ability will increase again. The longer you use the products, the cleaner your body will become. Because acidification is a continuous process, it is advisable to build the use of the products into your daily routine. This way, you ensure that the acid-alkaline balance, the vital balance of your life, remains in equilibrium!



■ Bring your life back into balance!

## Health Up™ your Future

You live consciously and you certainly want to enjoy a future full of vitality and good health for a long time to come. With AlkaLife products you will stay in optimal shape whilst enjoying a maximum varied dietary pattern.



# Comparison of the products

**AlkaLife®**  
the future in health improvement

Alkaline mineral concentrate for an optimum acid-alkaline balance



With 3 drops of AlkaLife added to a glass of water you make alkaline water.  
Drink 5 glasses of alkaline water a day to actively neutralize acidic waste in your body.

**Bicarb-Balance™**  
Mineral Dietary Supplement

Alkaline mineral tablets for an optimum acid-alkaline balance



A tablet which contains sodium bicarbonate and potassium bicarbonate, in a patented ratio, in a time-release coating. The tablet passes through the stomach intact and "bicarbonate" is absorbed into the blood via the wall of the intestine.

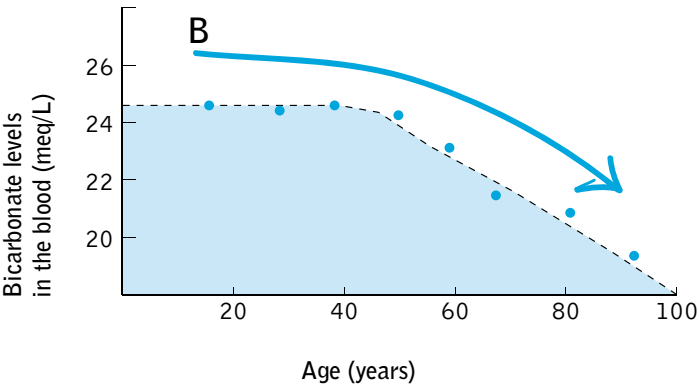
**e-Cal®**  
Mineral Dietary Supplement

Alkaline mineral tablets for an optimum acid-alkaline balance and strong bones



A tablet which contains calcium carbonate in a time-release coating, so that the tablet passes through the stomach intact. The substances are absorbed in the blood via the wall of the intestine, after which "bicarbonate" is produced and pure ionized calcium is added to the body.

# Statistics



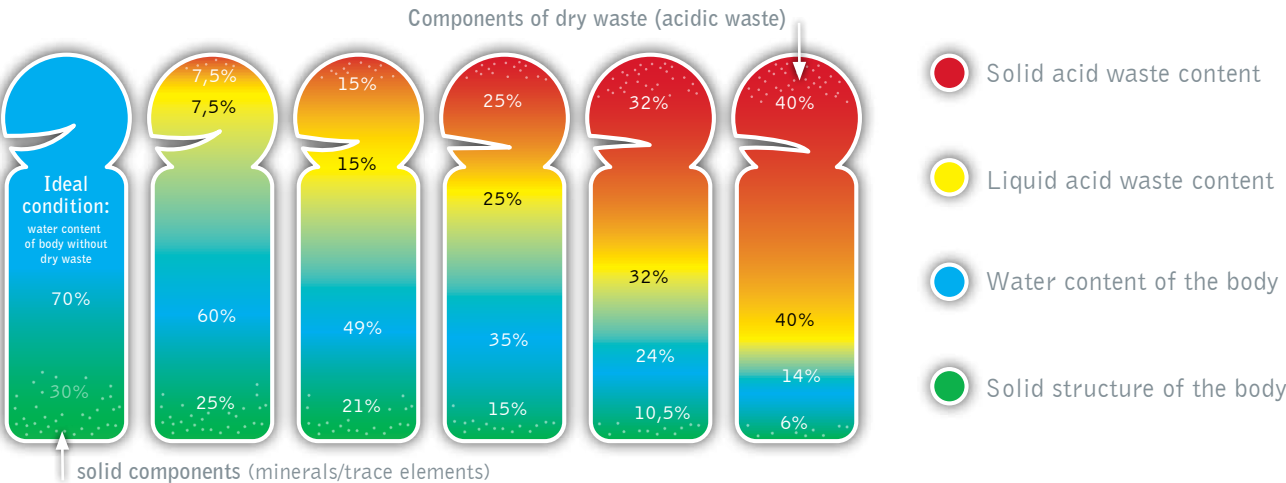
The graph opposite is from a research study by Dr Lynda Frassetto\* and shows that after the age of 40 the bicarbonate levels in the blood decrease substantially. In other words, acidification of the body occurs notably after the age of 40, which is also the time that many people start to suffer from various ailments.

\*Frassetto, Lynda en Sebastian, Anthony – Age and Systematic Acid-Base Equilibrium: Analysis of Published Data, Journal of Gerontology: BIOLOGICAL SCIENCES, 1996, Vol. 51A, No1, B91-B99

■ Loss of bicarbonate is a fact!

## Acidification of the body over the years!

Age: 0-14 yrs > 6-30 yrs > 30-50 yrs > 50-70 yrs > over 70 yrs



■ As we age, the proportion of liquid and solid acid waste in our body increases.



# Health Up products

AlkaLife® PH drops, Bicarb-Balance™ tablets and e-Cal® tablets are high quality food supplements which actively increase the alkaline buffers, bicarbonates, in your body. The products are patented and have already benefitted many people for over 10 years.

All products are composed of non-toxic, body's own and non-animal substances, which is why they can be safely taken alongside any medication.

With AlkaLife® PH drops you make alkaline water. By drinking alkaline water your body itself produces bicarbonate. Drinking alkaline water every day is a very effective way to neutralize the continuous production

of acidic waste in your body. If you find it difficult to drink sufficient alkaline water, you can opt for Bicarb-Balance™ tablets or e-Cal® tablets. These tablets enable bicarbonate to be absorbed into the bloodstream via the wall of the intestine.

The products are intended for:

- people who want to improve their physical constitution
- sportspersons and athletes who want to perform longer and recover more quickly from their sports performance
- healthy people who want to continue to enjoy a life full of vitality



## Health Up™ your Performance

It is the details that make the winners. With AlkaLife you fight acidification during your sports performance and you will recover super-fast after that performance. Your muscles demand it!

