

# PKU coolercolours



There's a colour for everyone

## PKU cooler — what is it?

PKU cooler is a ready-to-drink phenylalanine free protein substitute. In addition to protein it contains carbohydrate, vitamins, minerals, trace elements and docosahexaenoic acid (DHA).

It has been designed to be:

- ready-to-go when you are
- quick to drink as it's low volume
- easy to carry wherever you go

It's for everyone, from 3 years of age right the way through to adulthood, including pregnancy.

It's available in 5 fantastic PKU coolercolours

PKU cooler is for the dietary management of phenylketonuria (PKU).

## PKU cooler — grows up with you

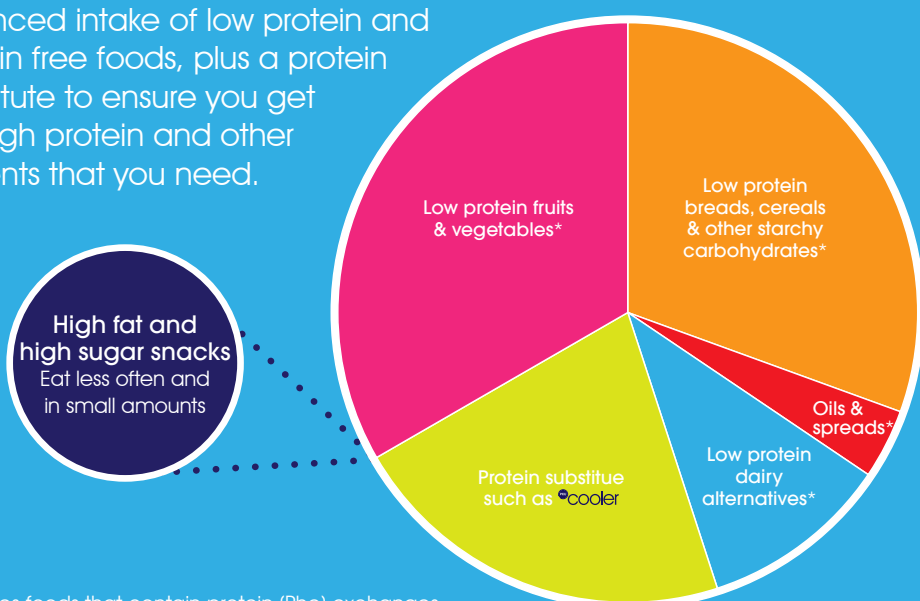
It's available in 3 pack sizes, so you can continue to use PKU cooler as you grow without having to change products, simply change the pack size!



It's low in volume so only takes seconds to drink

## PKU cooler — where does it fit in to my diet?

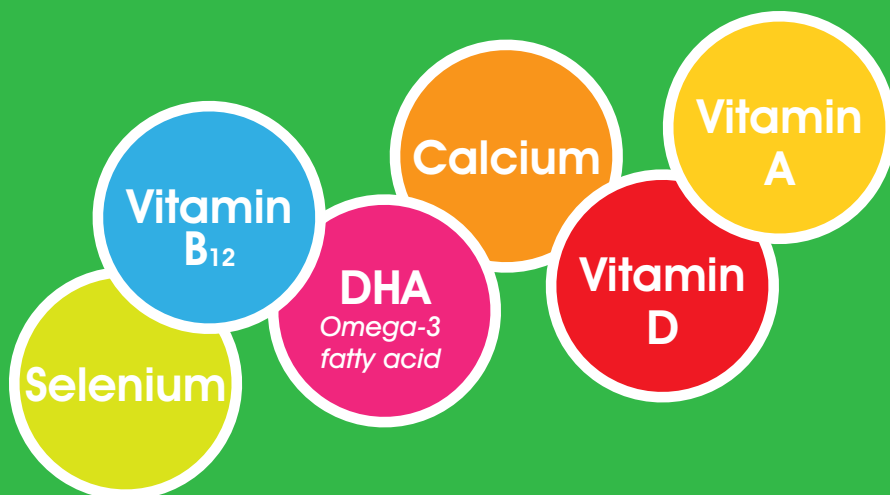
A healthy PKU diet consist of a balanced intake of low protein and protein free foods, plus a protein substitute to ensure you get enough protein and other nutrients that you need.



\* Includes foods that contain protein (Phe) exchanges

## PKU cooler — what is in it?

PKU cooler not only contains protein, it also provides all the nutrients you would normally find in high protein foods.



## PKU cooler — let's get started

Some start their cooler straight away, others will take more time to adjust so we have spoken to people who already take PKU cooler and put together the most popular 'top tips' to help you get started.

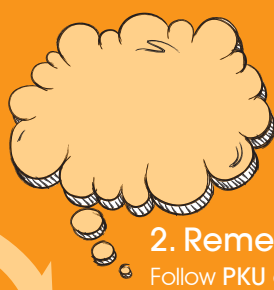
### 1. Shake it!

Give your cooler a shake before opening to ensure a smooth blend



### 2. Remember

Follow PKU cooler with a drink of water or permitted juice. You can also take a permitted mint afterwards to refresh your palate if you wish.



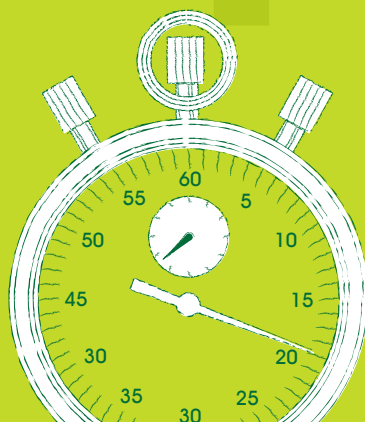
### 3. Chill it!

Put your cooler pouch in the fridge... Take it out when you're ready and enjoy an even more refreshing drink!



### 4. Drink it quickly in one go!

Shake, drink and go!  
A few quick sips and it's gone... it only takes some people a few seconds.



### 5. Time challenge

Get a friend to time how quickly you can take your cooler, keep track of your times and see how it improves.



PKU cooler yellow™

PKU cooler red™

PKU cooler purple™

PKU cooler orange™

PKU cooler white™

### 6. Pick 'n' mix!

PKU cooler doesn't have to be boring! You can mix and match all the different PKU cooler colours to add variety every day.

There are five fantastic PKU cooler colours, so why not start the day with a refreshing PKU cooler orange and finish it with a smooth PKU cooler red.



### 7. Familiar flavours

If you're switching from another protein substitute try taking a familiar flavour first, once you're up and running you can experiment with all the PKU cooler colours.



### 8. Flavour fun!

Why not use suitable flavour straws with PKU cooler white? You can choose your own flavour and change it when you like!



### 9. Squeeze and go!

Why not flavour with your favourite fruit juice concentrate? Squeeze straight into PKU cooler white, shake and take!



PKU cooler colours

# For Everyone. For Life.

To find out more about the Vitaflo PKU product journey visit:  
[www.vitafriendsPKU.co.uk](http://www.vitafriendsPKU.co.uk)

PKU cooler is a food for special medical purposes and must be used under medical supervision. For details including precautions and allergen information please see product label. Not suitable as sole source of nutrition.



Innovation in Nutrition

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