

Vitality and wellbeing for all!



Swiss Product

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**LEONIE**<sup>®</sup>  
SWISS FUNCTIONAL FOOD



## Quotation

"Access to sufficient food and the right food should be an international human right."

Alex Gut, Wohlen, Switzerland

## Editorial

Dear Reader,

Hunger, poor nutrition, food-related illnesses and lack of access to good quality food are major factors contributing to disease and mortality in our world. Fairer distribution of food, better dietary habits and dependable access to nutritious food not only reduce individual and collective suffering but also lower health care costs to the social and economic benefit of all countries.

People's chances of a healthy diet depend less on individual decisions than on the availability and affordability of the food. Measures to promote health through good food and nutrition should be everyone's concern.

The worldwide food and nutrition policies of the WHO include the development of basic strategies for food and nutrition throughout the world. The central issues are the

kind of nutrition and food security. In the majority of countries insufficient food, nutrition-related diseases and diseases caused by water and food place a considerable burden on the health of the population. Some have too little to eat while others have an unhealthy diet in the midst of plenty. In Europe, for example, in 2002 almost 5 percent of years of life without disability (disability adjusted life years - DALYs) were lost through poor diet. Obesity is responsible for the loss of a further almost 4 percent and lack of exercise for another 1.5 percent of disability adjusted life years. That makes about 10 percent altogether.

We want to do what we can to combat these realities and the lack of minerals and trace elements.

Thank you for your interest.

Wishing you many more healthy years,  
Your LEONIE Swiss Functional Food Team

## Which humans need

We cannot do anything about hunger, or about lack of sense. But we do offer a high-quality and comprehensive dietary supplement which provides all the necessary orthomolecular vitamins, minerals and trace elements in the right dosage. Even if we have access to enough food, serious deficiencies can still occur. As a result of altered cultivation conditions in agriculture many plants have a lower content of minerals and trace elements. A one-sided diet with large amounts of animal protein can lead to over-acidification of the body and in turn to a deficiency of minerals and trace elements.

The food and nutrition-related health problems and the follow-up costs are a serious problem. Action is needed for integrated, cross-sectoral food and nutrition policies which promote sustainable production of safe food and ensure the general availability of high quality and nutritionally adequate food. The World Health Organisation WHO has therefore developed strategies to secure the supply of food. They contain the following:

- All people at all times have both physical and economic access to enough food for an active, healthy life.
- The ways in which food is produced and distributed are respectful of the natural processes of the earth and thus sustainable.
- Both the consumption and the production of food are governed by social values that are just and equitable as well as moral and ethical.
- The ability to acquire food is ensured.
- The food itself is nutritionally adequate and personally and culturally acceptable.
- The food is obtained in a manner that upholds human dignity.

## The minerals

The recommended daily intake of minerals and trace elements for adults over 65 years in Germany, Austria and Switzerland is as follows:

Mineral	Women	Men
Calcium	1,000 mg	1,000 mg
Magnesium	300 mg	350 mg
Iodine	150 µg-180 µg	150 µg-180 µg
Fluoride	3.1 mg	3.8 mg
Phosphorus	700 mg	700 mg
Zinc	7 mg	10 mg
Copper	1.0-1.5 mg	1.0-1.5 mg
Iron	10 mg	10 mg
Manganese	2-5 mg	2-5 mg
Selenium	30-70 µg	30-70 µg
Chromium	30-100 µg	30-100 µg
Molybdenum	50-100 µg	50-100 µg

\* in accordance with DACH-recommendation

Protein is the basic substance of all life. We consume protein daily in the form of meat, eggs or vegetable products, often without sparing a thought for the importance this nutrient has for us. One group of people for whom high-quality protein is particularly important is the sick, as their recovery is largely dependent on it. But even people who are neither ill nor have to achieve particularly high levels of performance can benefit significantly from an optimum protein intake. It provides important amino acids for the immune system and is crucial for the success of a diet.

All proteins are composed of amino acids, which are consequently also known as the building blocks of life. The proteins are the most important building material. Every single cell of the body, every organ, all the muscles, bones and blood must be built and maintained. But we can store practically no protein in the body. So we are dependent on a constant supply. Some 10 to 15 percent of our daily energy requirement should be covered by proteins.

# What nutrients does the body need?

All physical activity uses energy. But this does not only burn up the actual energy sources such as carbohydrates, fats and proteins. It also uses up vitamins, minerals, fluid and dietary fibre, which regulate the metabolism and the functioning of the brain, nerves and muscles. All these substances have to be replaced with our daily diet so as to ensure that the body continues to function correctly.

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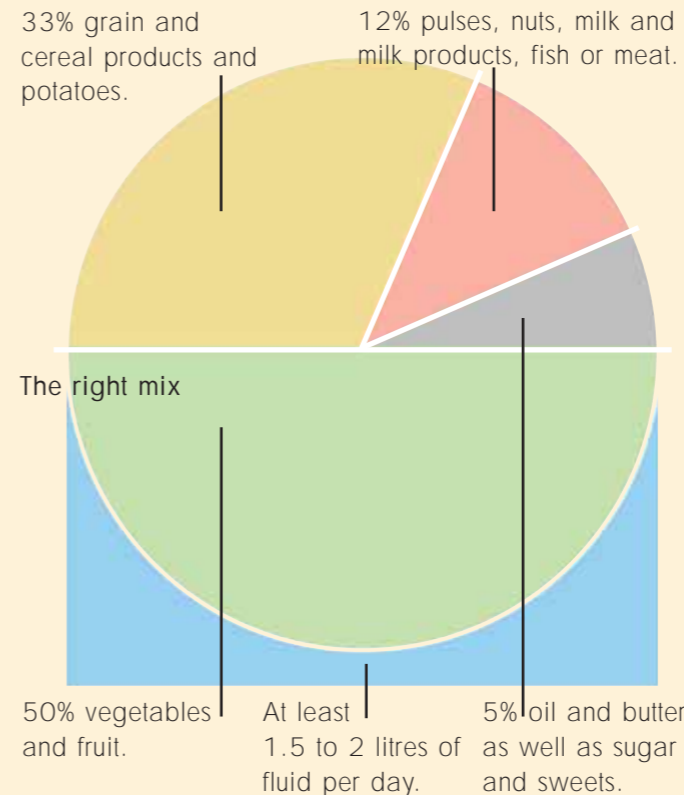
## Fats – our energy reserves

Fats are the most energy-rich nutrients and an essential substance in our bodies. They are the vehicle for the fat-soluble vitamins (A, D, E, K) and the essential fatty acids, but also for aromas, fragrances and flavourings. They make our food taste good. About 30 percent of the energy requirement should be covered by fats. This is equivalent to 60 to 80 g per day, depending on physical activity, age, sex and height.

## Saturated and unsaturated fatty acids

All natural fats always consist of a mixture of different types of fat. Some animal fats contain a higher percentage of saturated fatty acids than vegetable fats. On the other hand pork dripping contains 60% unsaturated fatty acids, whereas coconut and palm fat consist of up to 90 percent saturated fatty acids.

The nutrients at a glance	
Energy sources	Non-energy sources
<ul style="list-style-type: none"> <li>• Proteins</li> <li>• Fats</li> <li>• Carbohydrates</li> </ul>	<ul style="list-style-type: none"> <li>• Minerals</li> <li>• Vitamins</li> <li>• Water</li> <li>• Dietary fibre</li> </ul>



## For rapid energy - carbohydrates

The term carbohydrates includes all sugars and starch. They are the most important energy source for all the body's cells. The cells in the brain, for example, can only obtain energy from carbohydrates/glucose. Our organs and muscles need carbohydrates in order to function. Obtaining energy from carbohydrates requires far less oxygen than obtaining energy from fats. Therefore it takes place more quickly. We burn carbohydrates particularly for short but intense bursts of activity. If we do not constantly take up carbohydrates the body has to make them itself by breaking down body protein and converting some of it into glucose. The carbohydrates in our diet should account for 55 to 60 percent of the total energy intake.

## Minerals – the auxiliaries

We obtain minerals from solid and liquid food. They are involved in all metabolic reactions and help to regulate the water balance. If the amount of a mineral stored in the body is more than 20 g we speak of bulk elements, if it is below this they are trace elements.

## What nutrients does the body need (contd.)?

### Bulk elements

**Sodium, Potassium, Chloride** regulate the water balance in the body and ensure the normal functioning of muscles and nerves.

**Calcium, Magnesium, Phosphorus** are responsible for hard bones and healthy teeth. Calcium and magnesium are also important for the excitability of nerves and muscles. Phosphorus plays a decisive role in energy release.

### Trace elements

**Iron, Zinc, Selenium, Copper, Chromium, Molybdenum, Manganese** are the most important trace elements. They have a wide range of functions in the entire metabolism. Iron and copper, for example, are indispensable for production of haemoglobin which is responsible for oxygen transport. The mineral requirements must always be sufficiently covered.

### Vitamins – the regulators

Vitamins are minute organic substances which the body cannot produce itself but which are essential for life. They act as protective substances and are necessary as regulators for the normal metabolism. All vitamins are equally important and there are none we can do without.

### Water – the elixir of life

Our bodies consist of 60 to 70 percent water. It is a component of every cell and serves as solvent and vehicle for nutrients, minerals, oxygen, hormones, antibodies etc. Water regulates our heat balance. By sweating we are able to get rid of water. The amount of water we lose daily must be replaced. How much we need depends on age, climate, work and physical activity.

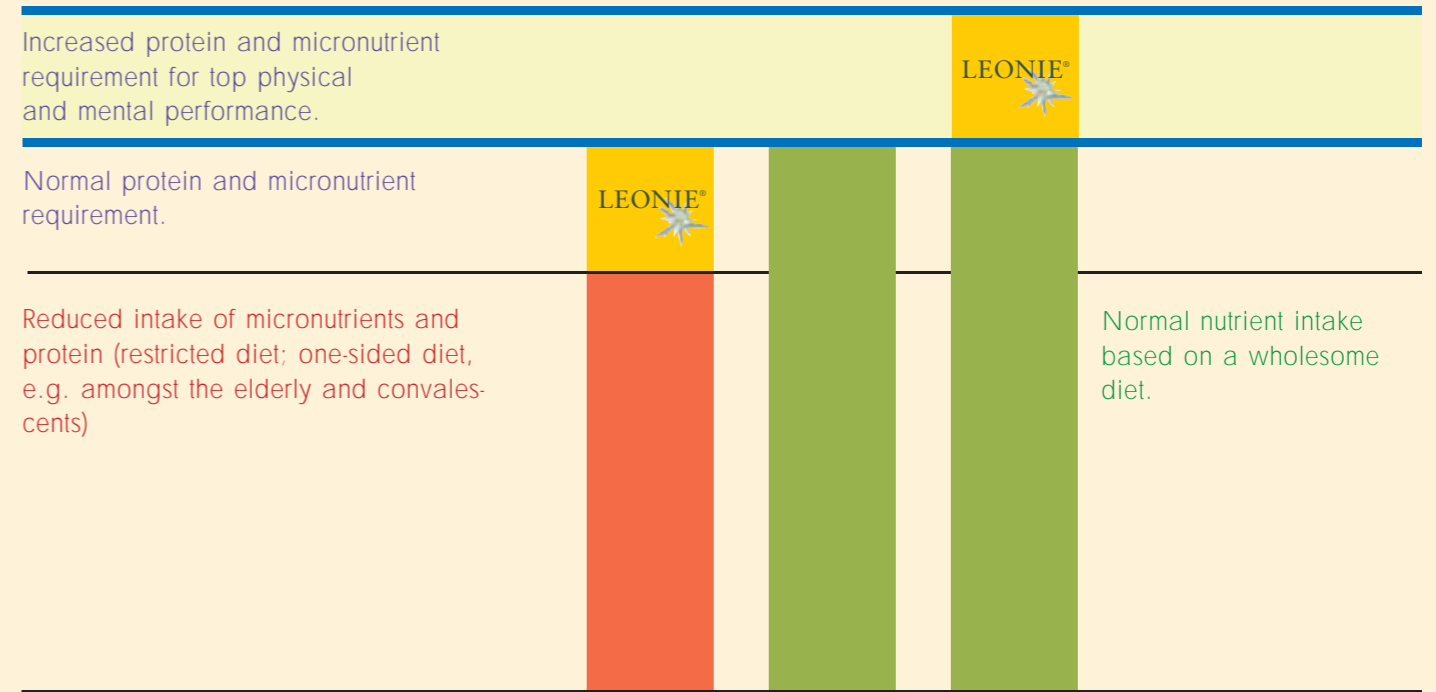
### Dietary fibre – the bowel regulators

Dietary fibre is indigestible plant material. It ensures regular bowel movements (dietary fibre from grain and cereals) and has a positive influence on the blood fat levels (dietary fibre from fruit and vegetables). Foods with a high dietary fibre content satisfy hunger and are rich in vitamins and minerals. The daily intake of dietary fibre should be around 30 to 45 g.

## Where is use of LEONIE dietary supplement appropriate?

LEONIE dietary supplement helps wherever the normal diet cannot provide sufficient amounts of essential nutrients. This can be due to: increased nutrient requirements,

lack of appetite due to illness, dieting or eating food with little or no nutritional value.



# LEONIE® choco

LEONIE choco is a chocolate-flavour energising food supplement which provides the body with all the vital vitamins, mineral substances and trace elements it needs. Containing only enzymatically broken down, low-molecular protein (peptides), LEONIE choco is highly digestible. It also contains L-carnitin, which stimulates fat metabolism.

LEONIE choco tastes excellent in milk or in yogurt.

# LEONIE® ananas

LEONIE ananas is an energising, subtly pineapple-flavoured food supplement which provides the body with all the vital vitamins, minerals, trace elements and amino acids it needs. Containing only enzymatically broken down, low-molecular protein (peptides), LEONIE ananas is highly digestible. LEONIE ananas also contains L-carnitin, which stimulates fat and energy metabolism.

LEONIE ananas tastes excellent in fruit juices such as grapefruit, orange, apple etc.

# LEONIE® pure

LEONIE pure is a fortifying, neutral-tasting dietary supplement which provides the body with all the essential vitamins, minerals, trace elements and amino acids. LEONIE pure is very easily digested as it contains only enzymatically broken down, low-molecular-weight protein (peptides). L-carnitine also stimulates the lipid metabolism. LEONIE pure contains twice as much amino acid as LEONIE ananas.

LEONIE pure can be resolved in each liquid. It tastes also in yogurt, quark etc.



# Advantages of LEONIE Swiss Functional Food

## Optimal dietary supplement

LEONIE Pineapple and LEONIE Pure differ from conventional multivitamin products in that they have a distinctly broader spectrum of optimally utilisable micronutrients.

- Vitamins
- Minerals
- Trace elements
- Amino acids in the form of short-chain protein

The combination of three different protein sources – whey, soy and meat – gives LEONIE products their uniquely high biological value of > 130. The short-chain and therefore easily digestible protein is in effect pre-digested and can be utilized immediately. Ideal for people with stomach problems, too. As the high-quality vitamins, minerals, trace elements and amino acids are organically bound in the proteins they enter the bloodstream directly. Unbound vitamins mostly leave our body via the natural route and can therefore no longer be utilized.

## Enjoy fresh every day

LEONIE Swiss Functional Food, the modern dietary supplement for greater wellbeing and vitality, can safely be used every day. LEONIE Pineapple, stirred into grapefruit or orange juice, is ideal at breakfast time. Thanks to its neutral taste LEONIE Pure tastes excellent in practically any food. Also very good in yogurt, muesli or milk.

The LEONIE dietary supplement products make life easier for you in many ways. You can be sure that your diet contains sufficient nutrients in the right composition - with just one product. In addition, the products contain no artificial additives such as preservatives, colouring agents or emulsifiers. They also contain no cholesterol and no purines.

Cover your daily requirement of high-quality vitamins, minerals, trace elements and amino acids in a physiologically balanced form with LEONIE Swiss Functional Food.

# Pay attention to your nutritional balance

Excessive accumulation of fatty tissue in the body only occurs if the balance between energy intake and energy expenditure is not right. If energy intake, particularly through a high-fat diet, exceeds energy expenditure.

## The balance tips

These tips are intended to help you to adopt a healthy diet and lifestyle in your daily life.

- Five servings of fruit and vegetable every day are the best you can do for your health. Fruit and vegetables are low in calories and rich in vitamins, minerals and fibre. For example, have yogurt with fresh fruit at breakfast, a glass of vegetable juice mid-morning, a portion of vegetables with lunch, an apple in the afternoon and a salad in the evening. und abends einen Salat.

- Eat 2 to 3 portions of milk and milk products daily, e.g. one glass of milk, two slices of cheese and a yogurt. Milk is our best supplier of calcium and important for healthy bones and teeth.
- Use high-quality vegetable oils (olive or canola oil) for salads. Spread margarine or butter thinly on your bread. Cook low-fat meals.
- You can treat yourself to something sweet once a day without a bad conscience.
- Drink about 1.5 litres of fluid per day. Suitable thirst-quenchers are mineral water and drinking water, unsweetened herb or fruit teas, fruit juices and vegetable juices.

## Analyses at a glance

LEONIE	Pure	Ananas	Choco
Protein	80%	43%	52%
Carbohydrates	4%	41%	35%
Fat	1%	0,5%	1%
Energy per 100 g	344 kcal	336 kcal	336 kcal
	1444 KJ	1432 KJ	1432 KJ

### Vitamins, minerals and trace elements per 25 g

Beta-carotene	1,3 mg	1,3 mg	1,3 mg
Vitamin O3	4 µg	4 µg	4 µg
Vitamin E	9,8 mg	9,8 mg	9,8 mg
Vitamin B1	1,0 mg	1,02 mg	1,1 mg
Vitamin B2	1,6 mg	1,6 mg	1,6 mg
Pantothenic acid	6,0 mg	6,0 mg	6,0 mg
Nicotinamide	7,2 mg	7,2 mg	8,6 mg
Vitamin B6	1,4 mg	1,4 mg	1,6 mg

LEONIE	Pure	Ananas	Choco
Folic acid	0,2 mg	0,1 mg	0,24 mg
Vitamin B12	1 µg	1 µg	1 µg
Vitamin C	60 mg	60 mg	60 mg
Biotin	0.15 mg	0.15 mg	0.15 mg
Calcium	372 mg	338 mg	361 mg
Potassium	320 mg	264 mg	251 mg
Iron	10 mg	10 mg	11.7 mg
Magnesium	154 mg	150 mg	164 mg
Zinc	15 mg	10 mg	10 mg
Copper	0.7 mg	0.7 mg	0.7 mg
Chromium	0,1 mg	0,1 mg	0,15 mg
Manganese	2,5 mg	2,5 mg	2,5 mg
Selenium	50 µg	20 µg	20 µg
Molybdenum	50 µg	50 µg	50 µg
L-carnitine L-tartrate	50 µg	300 mg	300 mg

LEONIE	Pure	Ananas	Choco
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Amino acids per 100 g protein

### Essential amino acids

L-Isoleucine	4 g	4 g	4 g
L-Leucine	6,6 g	6,6 g	6.6 g
L-Lysine	5,9 g	5,9 g	5.9 g
L-Methionine	2,2 g	2,2 g	2.2 g
L-Phenylalanine	3 g	3 g	3 g
L-Threonine	4 g	4 g	4 g
L-Tryptophan	1,5 g	1,5 g	1.5 g
L-Valine	4,5 g	4,5 g	4.5 g

### Semi-essential amino acids

L-Arginine	5,4 g	5,4 g	5.4 g
L Histidine	1,8 g	1,8 g	1.8 g