

balance
and wellness



Gunabasic

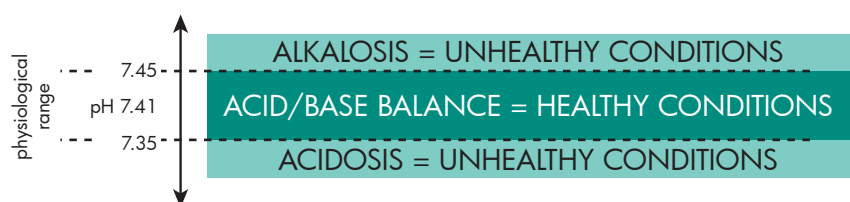
A correct **acid-base** balance is the key
to **health** and general **wellbeing**



WHY Guna**basic**

The main parameters to control and maintain the **body homeostasis** are temperature, oxygenation, glycaemia and pH. Among all these, pH is the most important and delicate, and requires a constant and careful control.

The regulation and the maintenance of the intracellular and extracellular pH within its physiological range is the necessary condition to keep the cell enzymatic metabolic processes all in good order. Even slight changes of the basic value (**blood pH = 7.41**) can lead to serious metabolic damage and, if untreated, even to degenerative diseases.



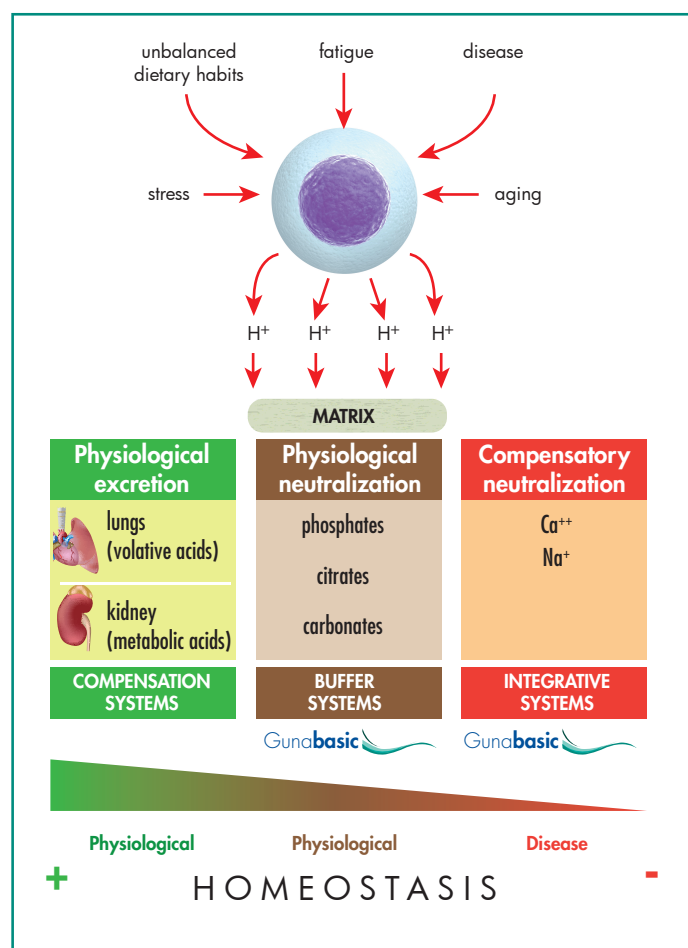
Guna**basic** restores a correct physiological pH by maintaining the body's homeostasis

Mechanism of acid-base balance physiological control

The body physiological metabolism tends to produce catabolites that are mainly acid. These are usually eliminated through the emunctories, especially **lungs** (volatile acids) and **kidneys** (metabolic acids).

All physiological functions depend on a perfect acid-base balance. This process obviously requires a continuous and constant **adaptation effort** that may sometimes turn out to be inadequate. This might make the scales tip in favour of a surplus tissue **acidification** involving serious unhealthy conditions.

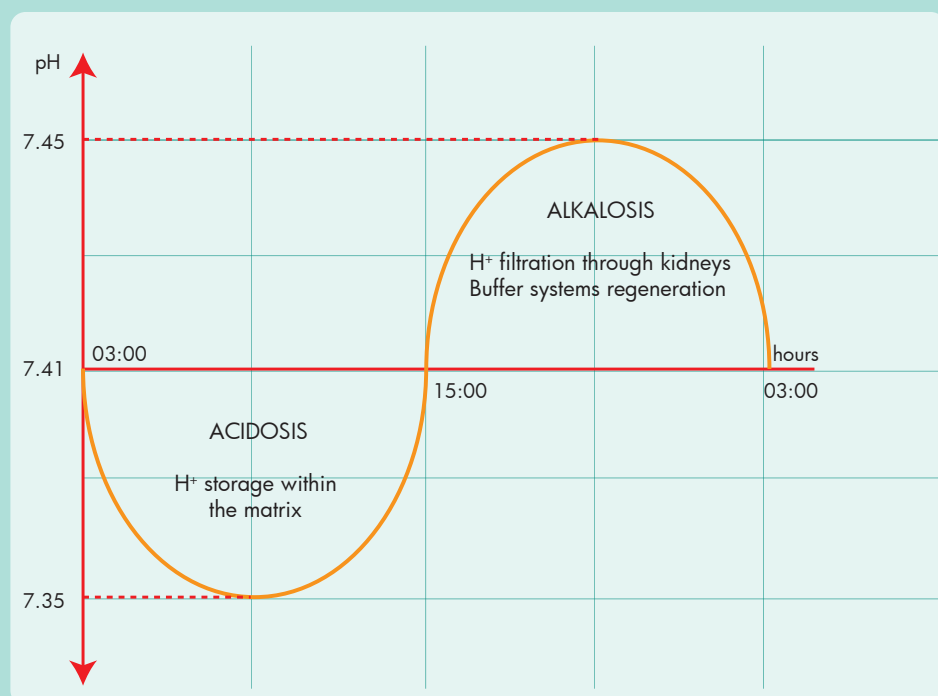
When there is a surplus acid production due to a protein surplus catabolism, for instance in case of fatigue, fever, prolonged abstinence from food, aging, or to an increased animal protein intake (>30 g/die), the emunctories are not capable of maintaining the physiological acid-base balance.



The body natural tendency towards homeostasis triggers aid mechanisms: **activation of buffer systems** (carbonates, phosphates, citrates, etc.) and **storage of H^+ inside the extracellular matrix**.

However, the capacity to produce physiological buffer systems is limited. If a metabolic acidosis lasts long the body begins to search for the necessary ions in Na^+ and Ca^{++} supplies to compensate for the acidity. As a result, the supplies of these minerals decrease thus inducing the onset of some diseases, such as osteoporosis.

The **extracellular matrix** plays a key role within the acid/base balance. The acid catabolites accumulate inside it during the day and then they are excreted through kidneys during the night.



The matrix capacity to store acids is considerable, whereas the kidneys filtration capacity is much more limited (risk of nephrolithiasis). Therefore a gap between acid storage and kidney excretory capacity might arise and cause a surplus **storage** of these substances **inside the matrix**. The body will try to compensate for this metabolic acidosis condition by activating physiological buffer systems. As soon as these are not able to compensate the H^+ surplus, a chronic **tissue acidosis** will certainly occur bringing about serious consequences for cell life.

**THE USE OF Gunabasic
IS ESSENTIAL TO PREVENT METABOLIC ACIDOSIS
AND ANY DAMAGES TO BODILY FUNCTIONS AND TISSUES**

THE CONSEQUENCES OF ACIDOSIS

Chronic tissue acidosis may involve **all the body tissues** and more generally induce a cell function slow down. This implies an **early aging** process, a decreased physical and mental energy, changing moods, stress, overweight but also a slower response to pharmacological treatments.

Nervous System

- irritability • alterations of cardiac rhythm • anxiety
- headache and migraine • aggressiveness • insomnia
- hyperkinesia

Integumentary System

- seborrhoea • hyperhidrosis • eczema • mycosis
- fragile nails and hair loss

Endocrine System

- hyperthyroidism • diabetes • menstrual cycle disorders
- sterility • hypercholesterolemia • uricemia

Musculo-skeletal System

- arthrosis • rheumatic diseases • osteoporosis
- gout • muscle pain • cramps

Digestive System

- gastric hyperacidity • dyspepsia • gastritis
- biliary lithiasis • after-meals sleepiness

Miscellaneous Systems

- immune deficit • tooth decay • halitosis
- periodontosis • varicosity • costiveness
- constantly feeling cold • conjunctivitis
- urogenital and ent inflammation
- candidiasis • mucositis



HOW DOES Guna**basic** ACT?

Mechanism of action:

- It regenerates the buffer systems
- It alkalizes the extracellular matrix
- It optimizes the hydrogen ion intra and extracellular concentration gradient
- It improves the cell membrane permeability
- It provides the coenzymatic activity mineral support for a correct cell functioning
- It protects tissues from the degenerative action of acids

Therapeutic effects

- It holds back chronic inflammatory processes
- It holds back tissue degeneration
- It helps body detoxification
- It helps digestion
- It helps remineralisation
- It improves cell metabolic functions
- It supports cell detoxification
- It preserves matrix integrity

WHERE DOES Gunabasic ACT?

Counteract metabolic acidosis through restoring the acid-base balance, provide some substrates such as trace elements and minerals to the cells to restore the mineral and metabolic balance of cells, counteract chronic inflammatory and degenerative processes means helping the human body maintaining its homeostasis so as to achieve good health and a general sense of well-being.

Gunabasic is ideal:

- If you are over 50
- If you have been diagnosed with bone disease (especially osteoporosis)
- If you have been diagnosed with a chronic inflammatory disease (rheumatic diseases, gout, arthritis, IBD, candidiasis, etc.)
- If you ingest a high protein diet
- If you smoke, drink alcohol, have a sedentary lifestyle, or are under a lot of stress
- If you are an athlete
- If you ingest a low-calorie diet
- If you drink a lot of soft drinks or other acidic drinks
- If you ingest a lot of protein supplements
- To prepare the necessary terrain to any pharmacological treatment



WHY IS Guna**basic** UNIQUE?

- It is an original, synergic and complementary mixture of **mineral and plant extracts**
- It contains **phosphates, carbonates and citrates** in a well balanced concentration to cover the whole range of buffer systems to avoid any possible side effects
- It ensures a **pH rebalancing** without causing any imbalance towards alkalinisation
- It helps **mineral rebalancing**
- It has an **anti-degenerative, anti-inflammatory, soothing and eupeptic** action



MINERAL INGREDIENTS	ACTION
MAGNESIUM CITRATE	Alkalising
POTASSIUM CITRATE	Electrolytic rebalancing effect
ZINC CITRATE	Alkalising, stimulating the Immune System
COPPER CITRATE	Alkalising, protecting the vessel walls
CALCIUM CARBONATE	Alkalising, anti-allergic
MANGANESE CARBONATE	Alkalising, tonic
SELENIUM METHIONINE	Antioxidant, anti-degenerative
IRON PHOSPHATE	Stimulating the mitochondrion function
MAGNESIUM OXIDE	Alkalising, antispasmodic
MOLYBDENUM (Ammonium molybdenum)	Anti-degenerative

PLANT INGREDIENTS	ACTION
BAMBOO FIBER	Bone mineralization, stimulating connective tissue function
NETTLE (<i>Urtica dioica</i>) Root, dry extract	Anti-inflammatory, anti-allergic
CARROT (<i>Daucus carota</i>) Root, dry extract, standardized to 1,8% Beta-carotene	Vitamin A: protection of epithelium and mucous membranes
LEMON BALM (<i>Melissa officinalis</i>) Leaves, dry extract, standardized to 2% Rosmarinic acid	Soothing, calming, muscle relaxant
SMALL-LEAVED LINDEN (<i>Tilia cordata</i>) dry extract	Soothing, spasmolytic
BIOFLAVONOIDS	Tonic for capillaries
FENNEL (<i>Foeniculum vulgare</i>) fruit, dry extract, standardized to 1% essential oil	Anti-flatulence, antispasmodic, mild laxative
DANDELION (<i>Taraxacum officinale</i>) Root, dry extract	Liver and kidneys drainage

KEY WORDS:

Health and general wellbeing



INGREDIENTS

Ingredients: Maltodextrins, Magnesium citrate, Potassium citrate, Calcium carbonate, Nettle (*Urtica dioica* L.) root d.e., Carrot (*Daucus carota* L.) root d.e. standardized to 1.8% beta-carotene, Lemon balm (*Melissa officinalis* L.) leaf d.e. standardized to 2% rosmarinic acid, Small-leaved Linden (*Tilia cordata* Mill.) flower d.e., Fennel (*Foeniculum vulgare* Mill.) fruit d.e. standardized to 1% essential oil, Dandelion (*Taraxacum officinale* Web.) root d.e., Magnesium oxide, Iron phosphate, Zinc citrate, Silicon dioxide, sweetener: Sucralose; Manganese carbonate, Bamboo fiber, Selenium methionine, Copper citrate, Ammonium molybdate.

INSTRUCTIONS FOR USE

One sachet daily is recommended. Dissolve the content of one sachet in half a glass of water, preferably in the evening at bedtime and between meals.

Excellent solubility

Pleasant flavour

NUTRITION FACTS

	per 100 g	per sachet	%NRV * per sachet
Energy	275 kcal 1157 kJ	19 kcal 81 kJ	
Fat	0.40 g	0.03 g	
of which saturates	-	-	
Carbohydrate	57.18 g	4.00 g	
of which sugars	4.45 g	0.31 g	
Proteins	0.81 g	0.06 g	
Salt	0.19 g	0.01 g	
Potassium	4286 mg	300 mg	15
Calcium	3429 mg	240 mg	30
Magnesium	2143 mg	150 mg	40
Silicon	114 mg	8 mg	-
Zinc	107 mg	7.5 mg	75
Iron	100 mg	7 mg	50
Manganese	71 mg	5 mg	250
Copper	9 mg	0.6 mg	60
Molybdenum	714 mcg	50 mcg	100
Selenium	393 mcg	27.5 mcg	50
Beta-carotene	51 mg	3.6 mg	-
Plant ingredients:			
Nettle d.e.	2.857 g	200 mg	
Carrot d.e.	2.857 g	200 mg	
Lemon balm d.e.	2.857 g	200 mg	
of which rosmarinic acid	0.057 g	4 mg	
Small-leaved linden d.e.	2.857 g	200 mg	
Fennel d.e.	2.857 g	200 mg	
Dandelion d.e.	2.857 g	200 mg	

* NRV: Nutrient Reference Values

WARNINGS

Store the product in a cool and dry place and protect from light. The expiry date refers to a product correctly stored in its original and undamaged packaging. Keep out of the reach of young children. Do not exceed the stated recommended daily dose. Food supplements should not be used as a substitute for a varied diet and a healthy lifestyle.

PACKAGING

15 x 7 g sachets.



GUNA S.p.a.

Via Palmanova, 71 - 20132 MILAN - ITALY
tel. +39 02 280181 - fax +39 02 28018449
www.gunainc.com - e-mail: export@guna.it
www.gunainternational.com