



STAY STRONG - POSITIVE - HEALTHY

# IMMUNITY BOOST JUICES & SMOOTHIES

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# Covid-19 pandemic has changed our everyday life and we have to stay positive, strong and healthy.

Everything is now different and it's very important to create a strong immune system through a properly balanced diet. As we all know, following a wholesome diet has been scientifically proven to provide numerous health benefits, such as staying strong and energetic.

Therefore, I decided to create a variety of juices and smoothies to boost the immune system based on the Mediterranean diet which is rich in Vitamin C, Vitamin D, and Zinc.

Research has shown that a large percentage of people lack vitamin D, even in countries such as Greece that have roughly 250 days of sun annually. Vitamin D has already proven in being a protector against acute respiratory infections.

In order to optimize nonspecific immunity and prevent infection, it is recommended to consume an adequate daily dose.

Many studies have agreed that zinc is helpful in reducing the risk of pneumonia and common cold and the incidence of respiratory tract infection, specifically in the elderly. Zinc deficiency is also known to cause anosmia and taste dysfunction, something very common when we are sick.

Vitamin C (ascorbic acid) which is a water-soluble vitamin, is an antioxidant and free radical scavenger that has anti-inflammatory properties, influences cellular immunity and vascular integrity. Severe vitamin C deficiency is also known to increase the risk of pneumonia and other infections. As Greece is one of the EU's heaviest-smoking countries, it is highly recommended an increase in vitamin C consumption.

Therefore, vitamin D, vitamin C, and zinc play an important role in shortening the duration and/or lessening the severity of symptoms of common colds.

Enjoy and stay healthy.

With love

D.

Brand Personality  
Market and User Research  
Logo Design  
Visual Elements  
Corporate Brand Style

# Vitamin D



- 200ml vitamin D fortified milk or soy milk
- Medium banana
- 2 Brazilian nuts
- 6 almonds
- 1tbsp pumpkin seeds
- 1tsp wholegrain tahini
- 1/4 tsp turmeric





## Zinc

- **Fresh orange juice (3 medium oranges)**
- **Kiwi**
- **1/2 avocado**
- **1 tbsp pumpkin seeds**
- **5 cashews**
- **1 tsp hemp seeds**
- **1 tsp flax seeds**



# Vitamin C



- Fresh orange juice  
(2 medium oranges)
- Fresh grapefruit juice  
(1 medium grapefruit)
- Fresh tangerines juice  
(2 medium tangerines)
- 1/4 tsp grated fresh  
ginger
- 1 tsp grated fresh  
turmeric
- 1 tsp honey



# Zinc with C

- **Fresh orange juice  
(3 medium oranges)**
- **Small banana**
- **Pear**
- **7 hazelnuts**
- **1 tsp honey**
- **Cinnamon**



# Zinc with D



- 150gr vitamin D fortified yogurt or soy yogurt
- 100ml water
- 70gr frozen berries
- 1/2 banana
- 8 cashews
- 1 tsp hemp seeds
- 1/2 tsp flax seeds



# Vitamin C Booster

- Fresh orange juice (2 medium oranges)
- Pomegranate juice (1 pomegranate)
- Red apple
- 1 tbsp black currants
- 1/4 tsp grated fresh ginger
- 1 tsp hemp seeds
- 1tsp chia seeds



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