

## “Xanthan gum gave me more time with my mother.”

Twenty years ago a co-worker explained to John Holahan, founder of SimplyThick®, that her mother was in hospice care and refused to drink anything made with a starch thickener. But, when presented with beverages thickened with xanthan gum, her mother began to drink again!

John knew he **had** to find a way to bring xanthan gum to patients with dysphagia.

Dysphagia is a difficult disease to live with, since eating and drinking are at the core of much of our lives. We eat and drink all day, every day. Holidays revolve around it. Friendships revolve around it.

The state-of-the-art thickener 20 years ago was corn starch powder. Inconsistent, lumpy, terrible looking and awful tasting.

**John knew he could do better.** And, as he reimagined a better way to thicken food and beverages, he set his standards very high.

**Over 16 years and 750 million servings later, SimplyThick can really say that we have changed the industry.**

We always remember that our goal is to make lives better. We've never been satisfied with ourselves, and we know there has always been room for improvement. Over time, we have reduced preservatives, improved the taste profile and re-invented our packaging.

**But there was always one issue that remained: mixing.** Although it is easy to mix, the number one issue we heard from our customers about SimplyThick gel is that it takes more effort to mix than people would like. Staff has to be trained and re-trained on the proper techniques.

**Finally, we have an answer. After scouring the world for it, we found it in Australia.**

### The new product would:

- Not affect taste
- Not affect appearance
- Not clump
- Mix easily with every day, common utensils
- Be ready to drink immediately after mixing
- Work with as many beverages as possible
- Maintain consistency
- Minimally affect the taste of the beverage that was thickened
- Minimize chances for staff errors

**Tall goals. But goals that were met.**

## Today we are proud to announce the launch of:

# simplythick® | EasyMix™

**Mix it with anything – a spoon, a knife, a straw – it mixes in easily, every time!**

**Questions in Canada? Please contact your CMI representative:**

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