

simplythick® | EasyMix™

Two reasons why you should be using SimplyThick® EasyMix™ gel:

1 SAFETY.

Maintains consistency.

Thickness level does not change over time, temperature and even in the presence of enzymes found in saliva. Starch thickeners may not.¹

Fully hydrated.

Cannot swell and create esophageal blockages. Improperly mixed powders have the potential to do so.

The FDA has said, *"The agency agrees that water-soluble, gum-containing products that are marketed in a fully hydrated form (e.g., in a solution) do not pose any significant risk of esophageal obstruction.... The problem with esophageal blockage associated with the use of water-soluble, gum-containing products has been limited to those products marketed in the unhydrated form."*²

We don't think you need any more reasons to buy Simply Thick EasyMix gel. But now that we have your attention, see the many other features and benefits of Simply Thick EasyMix gel at www.simplythick.com/benefits.

1 Hanson, Ben, Mark T. O'Leary, and Christina H. Smith. "The effect of saliva on the viscosity of thickened drinks." *Dysphagia* 27.1 (2012): 10-19.
2 58 FR 45194 (August 26, 1993). While this rulemaking involved OTC products, the scientific and medical principles involved are generally applicable to any water-soluble gums ingested by humans.

2 QUICK, SIMPLE & EASY.

There is no other thickener that is as easy to prepare as SimplyThick EasyMix gel.



- Add to 4 oz. of liquid.
- Stir briskly with ANY utensil for 30 seconds.
- Serve and drink.

It's that easy, but watch our video to prove it:
www.simplythick.com/Mixing



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