

# simplythick® | EasyMix™

## Two reasons why you should be using new 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.<sup>1</sup>

#### 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.”*<sup>2</sup>

**We don't think you need any more reasons to buy SimplyThick EasyMix gel. But now that we have your attention, see the many other features and benefits of SimplyThick EasyMix gel at [www.simplythick.com/benefits](http://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 with ANY utensil for 20 seconds.
- Serve and drink.

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

**For a free sample or an inservice demonstration, contact us at 800.205.7115.**

**Email us at: [info@simplythick.com](mailto:info@simplythick.com) • Visit us at: [www.simplythick.com](http://www.simplythick.com)**