



NATURALBOOM

THE 1ST MENTAL DRINK

#FEEDYOURMIND

NATURALBOOM.IT

Join our world
#FEEDYOURMIND

MISSION

To create the first
Mental Drink, that
feeds the MIND and
promotes a healthy,
natural, and conscious
life

Values

Mental and physical well-
being
Mental focus
Human connections
Balance
Nature

VISION

To make our world a better
place where we are able to
balance nature and
humanity with stability of
mind and spirit

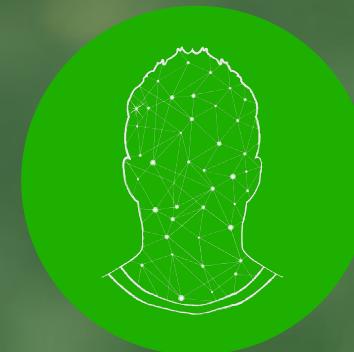
Founder's idea



I conceived NaturalBoom because of the necessity to hydrate and feed me physically and mentally healthily while surfing, snowboarding, and working. I used to be accompanied by a thermos containing infusions of natural ingredients each with unique properties. NaturalBoom, is rich of vitamins and has adaptogenic properties, the drink is able to support mental focus and the ability to adapt to external stimuli. I've studied different blends, botanicals, and natural extracts to find "my ideal drink" I decided to introduce it to friends, athletes, students, and professionals. I am pledged to continue improving NaturalBoom for all those who can benefit from it in their work, study, and sport.



NATURALBOOM: The first MENTAL drink that feeds the mind



MENTAL HEALTH
Based on natural nootropics, it's able to promote mental focus*



NATURAL
Completely natural it is gluten-free and VEGANOK certified



HOT & COLD
You can drink it hot, like a herbal tea, to restore yourself or you can taste it cold to quench your thirst every day when it's hot outside



GREEN REPUTATION
NaturalBoom's philosophy embraces social and enviromental projects

*(FOSAN, 2018)



mental performance



Reduced reaction times



Enhanced attention



Increased brain activity



Better mental focus

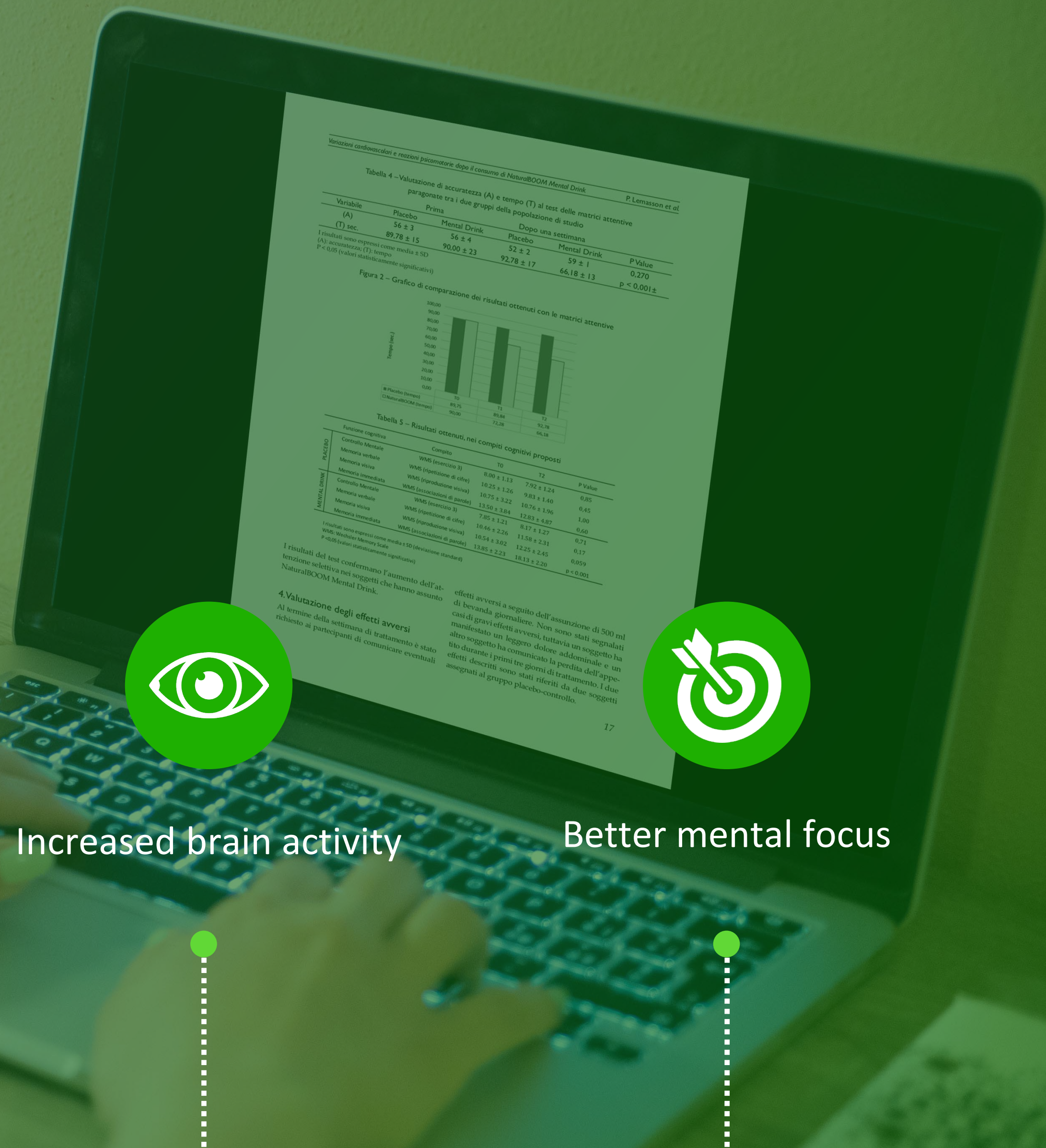


Tabella 4 - Valutazione di accuratezza (A) e tempo (T) al test delle matrici attentive paragonate tra i due gruppi della popolazione di studio

Variable	Prima		Dopo una settimana		P Value
	Placebo	Mental Drink	Placebo	Mental Drink	
(A)	56 ± 3	56 ± 4	52 ± 2	59 ± 1	0,270
(T) sec.	89,78 ± 15	90,00 ± 23	92,78 ± 17	66,18 ± 13	p < 0,001 ±

I risultati sono espressi come media ± SD
 (A) accuratezza; (T) tempo
 P < 0,05 (valori statisticamente significativi)

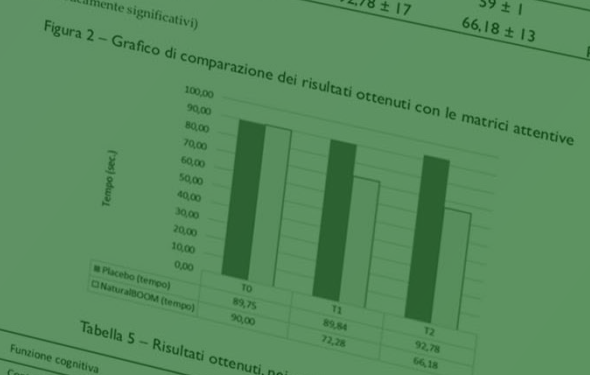


Tabella 5 - Risultati ottenuti nei compiti cognitivi proposti

Funzione cognitiva	Compito	P Value			
		T0	T2		
INTELLETTIVO	Controllo Mentale	WMS (esercizio 3)	5,00 ± 1,13	7,92 ± 1,24	0,85
	Memoria verbale	WMS (ripetizione di cifre)	10,25 ± 1,26	9,87 ± 1,40	0,45
	Memoria visiva	WMS (associazione di parole)	10,75 ± 3,22	10,76 ± 1,96	1,00
MOTRICITÀ FINA	Controllo Motorio	WMS (esercizio 3)	7,85 ± 1,21	8,17 ± 1,27	0,60
	Memoria verbale	WMS (ripetizione di cifre)	10,46 ± 2,25	11,58 ± 2,31	0,71
	Memoria visiva	WMS (associazione di parole)	10,54 ± 3,02	12,25 ± 2,45	0,17

I risultati sono espressi come media ± SD (deviazione standard)
 WMS: Wechsler Memory Scale
 P < 0,05 (valori statisticamente significativi)

I risultati del test confermano l'aumento dell'attenzione selettiva nei soggetti che hanno assunto NaturalBOOM Mental Drink.

4. Valutazione degli effetti avversi

Al termine della settimana di trattamento è stato richiesto ai partecipanti di comunicare eventuali effetti avversi a seguito dell'assunzione di 500 ml di bevanda giornaliera. Non sono stati segnalati casi di gravi effetti avversi, tuttavia un soggetto ha manifestato un leggero dolore addominale e un altro soggetto ha comunicato la perdita dell'appetito durante i primi tre giorni di trattamento. I due effetti descritti sono stati riferiti da due soggetti assegnati al gruppo placebo-controllo.



natural

8 ingredients in one drink



Green tea
antioxidants



Ginger
anti-inflammatory



LEMON
vitamin



Agave Juice
Remineralising



ASHWAGANDHA
Adaptogen



PAPAYA
TONIC



sea buckthorn
phytotherapeutic



MATE
Macronutrient





HOT & COLD



NaturalBoom is a perfect herbal tea

Heat enhances its natural scent

Recommended temperature of 50-55 C° degrees



NaturalBoom is a perfectly refreshing drink

The coldness enhances the thirst quencher effects

Recommended temperature of 4-6 C° degrees



green reputation



NATURALBOOM FOR TREEDOM

NaturalBoom reduces Co2 thanks to it's papaya forest born in collaboration with **Treedom**



PLOGGING

NaturalBoom promotes **plogging events**, an initiative which combines sport and cleaning of the environment, with the purpose of giving a concrete support to our planet



Motorcycle therapy

NaturalBoom supports a project conceived by Vanni Oddera (freestyle rider). Our idea is to donate some carefree moments to less fortunate children

A group of people are shown from the chest up, holding several cans of BOOM The Mental Drink. The cans are white with green accents and feature the BOOM logo and the text 'The Mental Drink'. The background is a soft, out-of-focus green. The overall mood is positive and healthy.

Why enjoy a mental drink?

It is a daily habit that respects your organism, improving your mental focus and reaction times. Natural nootropics in the drink promote psychophysical well-being, activating neurons on a healthy and sustainable frequency.

Beverage mapping

NO GAS

●
SPORT
DRINK

●
FRUITy
DRINKs

●
ICED TEA

●
FUNCTIONAL
WATER

●
FRUIT
JUICE

●
MENTAL
DRINK



Synthesis

●
ENERGY
DRINK

●
SPARKLING
DRINK

●
SPARKLING
HEALTHY
DRINK

MINERAL
WATER

Naturals

GAS

New

unveiling in 2022

8 ingredients in one drink



Sage tea
Digestive



Lemon
Vitamin



elder flowers
Diuretic



Agave Juice
Remineralising



MACA
adaptogen



PAPAYA
Macronutrient



Sea buckthorn
phytotherapeutic



ginseng
Tonic



New

unveiling in 2022

Nature is synonymous of
transparency. The first mental
drink has arrived...

...in A glass
BOTTLE too





NATURALBOOM
THE 1ST MENTAL DRINK

#FEEDYOURMIND

