

**New So Good : 1, 2, 3, reasons to have it in your fridge : 1. actively lowers cholesterol, 2. builds strong bones, 3. maintains a healthy heart : 2 coupons inside / [So Good International Ltd.].**

**Contributors**

So Good International.

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2 Coupons  
INSIDE

3 maintains a healthy heart

2 builds strong bones

1 actively lowers cholesterol

1, 2, 3 reasons to have it in your fridge



...and 1, 2, 3 reasons to keep it in your fridge.

SO GOOD tastes great and is so versatile. It's delicious on your favourite breakfast cereal, or straight from the fridge as a refreshing drink or milk shake. You can also use SO GOOD as an alternative to milk when you are cooking.

You will find new SO GOOD in 750ml cartons, in the chilled section of most major supermarkets.

For more information:

Contact us at the SO GOOD 123 CareLine on 0800 328 0423,  
or visit us on the internet at [www.sogood123.com](http://www.sogood123.com).

- 1 serving of SO GOOD a day and you're well on the way to a healthy lifestyle.
- 2 servings a day helps build strong bones by providing 84% of your RDA of calcium.
- 3 servings a day actively lowers cholesterol and helps maintain a healthy heart.

1 serving = 250ml

™Trademark Registration Pending

15<sup>p</sup>  
OFF



NCH Code 1201 00621

25<sup>p</sup>  
OFF



NCH Code 1201 00614





## Back in the 1960's...

few of us realised how much healthy eating contributed to a healthy lifestyle. Our diets often contained too much sugar, salt, saturated fat and high cholesterol foods, and not enough fresh fruit and vegetables.

## Today we know better...

we try to take more exercise and we know the importance of healthier foods like olive oil, wholegrain cereals and pasta. And we look out for healthy new ideas that are easy to incorporate into your everyday healthy routine - like SO GOOD, the fresh tasting alternative to milk that's rich in soya protein and calcium.

## 1, 2, 3 reasons why it's SO GOOD

SO GOOD is a nutritious alternative to dairy milk, with 1, 2, 3 important health benefits.

- 1 actively lowers cholesterol**  
SO GOOD contains soya protein, shown in research to actively lower bad (LDL) cholesterol.
- 2 builds strong bones**  
SO GOOD is high in calcium - over 1/3 of your required daily intake in each 250ml glass.
- 3 maintains a healthy heart**  
SO GOOD is low in saturated fat, has absolutely no cholesterol and is rich in heart-healthy soya protein so it helps to maintain a healthy heart.

# 25<sup>p</sup> OFF



To the consumer: This coupon can be used as part payment for a 750ml carton of chilled SO GOOD soya, at participating supermarkets. Only one coupon may be used per purchase. Coupon is valid until March 31st, 2001.

To the retailer: SO GOOD will redeem this coupon to the value of 25p, provided it has been accepted in part-payment against a 750ml carton of chilled SO GOOD soya. SO GOOD reserves the right to refuse payment against misredeemed coupons.

Please submit coupons to: Dept 1153 (NCH) Corby, Northants NN17 1NN

# 15<sup>p</sup> OFF



To the consumer: This coupon can be used as part payment for a 750ml carton of chilled SO GOOD soya, at participating supermarkets. Only one coupon may be used per purchase. Coupon is valid until March 31st, 2001.

To the retailer: SO GOOD will redeem this coupon to the value of 15p, provided it has been accepted in part-payment against a 750ml carton of chilled SO GOOD soya. SO GOOD reserves the right to refuse payment against misredeemed coupons.

Please submit coupons to: Dept 1153 (NCH) Corby, Northants NN17 1NN