

(SLO DRINKS – GP LETTER)

(Headline Option 1)

SLO powdered drinks for Dysphagia patients...

***A reliable route to adequate hydration with
easy-to-make thickened drinks in a choice of
appealing flavours***

(Headline Option 2)

**SLO Drinks have made a breakthrough in providing easy-
to-prepare thickened drinks to help with the adequate
hydration of your Dysphagia patients...**

Dear Dr Brown

(Insert headline option)

You'll know only too well what a distressing condition dysphagia can be. Patients with swallowing difficulties are affected not only by meal-time anxieties and embarrassment. They are also at risk of dehydration.

It's the products that create the problems!

The traditional way to ensure that patients are adequately hydrated has been to provide thickened powdered drinks. Unfortunately, the problems of achieving the required consistency and good old-fashioned 'palatability' have made many of the thickened drinks currently available more of a threat than a benefit to a patient's wellbeing.

Most of these products come as tubs of powder. Mixing this to the required consistency every time a drink is made relies on subjective judgment. Patients will often reject the drink because it's either too thick or too thin – but also because it contains lumps, has an unpleasant 'grittiness', or tastes just plain awful!

SLO Drinks have found the solution!

Extensive research and development by SLO Drinks looked at the dehydration problems associated with dysphagia. Our solution is a new range of pre-prepared thickened drinks created specifically for patients with ANY type of swallowing difficulty.

SLO Drinks combine a guaranteed consistency with ease of preparation. **That's why they are now being used in teaching hospitals such as Manchester Royal Infirmary, Liverpool and Broadgreen Hospitals; across entire NHS Trusts including East Cheshire and Birmingham Heartland Trusts; and why you, as a GP, can prescribe SLO Drinks with total confidence!**

A winning combination for EVERY dysphagia patient

- **Guaranteed Consistency** – SLO Drinks come in individual cups containing a carefully measured amount of thickener and drink flavouring (to which 115ml of cold water is added). A choice of three mixtures (in colour-coded brown, beige or white cups) provides drinks at the preferred consistency. This handy format means there is:
 - NO MEASURING
 - NO NEED TO ADD ANY MORE THICKENER
 - NO ROOM FOR ERROR!

Whoever makes the drink – experienced carer or novice relative – will always produce an end result that has a safe consistency and tastes totally delicious!

- **Easy to mix and drink** – SLO Drinks use a specially agglomerated starch which dissolves rapidly to ensure the drinks are perfectly smooth. It doesn't cling to the palate or affect the fruit-juice flavours – orange, blackcurrant, lemon or peach.

With SLO Drinks, patients can enjoy a refreshing cold drink which looks appealing AND tastes exactly the same as the un-thickened ordinary drinks they used to enjoy!

You'll find more information about SLO Drinks and how to prescribe them on Page 841 of the BNF Guide. Alternatively, please visit the SLO Drinks website at www.slodrinks.com or call me direct on 08452 222 222 if you'd like to discuss specific issues associated with SLO Drinks and dysphagia.

Yours sincerely

Mxxxx Dxxxx
Managing Director

PS. The handy single-cup packaging of SLO Drinks makes them acceptable to patients in a wide range of situations – including short trips, holidays and so on – without attracting unwanted attention!

