

# FIX8™

## Debunking the health benefits of kombucha: Fermentation + Health

Our mission with Fix8 has always been to put flavour at the forefront of a functional product. No more “holding your nose as you drink a green juice” - finally, a healthy product that tastes delicious.

So, we're going to cover everything from the gut to the brain to even your sleep! And why kombucha is a super tonic for the system (but also *seriously* refreshing!).

Did you know: In Asia where kombucha originates (thousands of years ago), the drink was commonly referred to as the 'tea of immortality' and 'the elixir of life' for its health-giving properties. There are even anecdotal stories of high-class emperors drinking kombucha to keep them young and healthy.

But - one of the biggest issues within the health claims of kombucha, is that not all kombucha is made equal.

This is really worth knowing. The same way Tropicana and freshly squeezed orange juice are both 'OJ' but are vastly different.



There are very different benefits of a £1 kombucha made with a concentrate compared to a Fix8, or even your homebrew!

We're exploring some of the health benefits of authentically brewed kombucha, like Fix8. So, you can know when you drink our bottles of craft Fix8 'booch, all the good stuff you're getting.

So, let's get started:

### #1 DIGESTION + FERMENTATION: Kombucha *is* great for the GUT

Our digestive tract - commonly referred to as the gut - is a hugely important part of your body. In fact - there is a whole 9 meters of it inside you! It's where all the nutrients from your food + drink are assimilated, absorbed, and where over 80% of your serotonin (happy hormones) are produced. It's also crucial to a fully functioning immune system.

We know it's important to have a healthy gut - you can eat all the kale in the world but if you can't digest it, then there's not much point in it. So, if you have a healthy gut, you're more likely to properly digest and absorb every last nutrient to its fullest extent.

So, how do you promote a healthy gut? Studies suggest we need to be feeding it with a variety of fibre, healthy fats and including probiotic food and drink.

Authentically fermented food + drink contain nutrients and living probiotics - this is good bacteria and is often found in yoghurt, [pickles](#), [kimchi](#) and of course, authentically crafted kombucha like [Fix8](#). Common bacteria strains in kombucha can include acetobacter, gluconacetobacter and sometimes lactobacillus.

What's so special about fermentation, is that it breaks down the nutrients in food, to make them easier to digest. Which is why some people struggle to digest white bread, but can happily eat sourdough - because the wheat has been 'pre-digested' during a fermentation stage before it is baked into that delicious sourdough. This makes it not only more bio-available for the body to absorb, but more nutritious. The cucumber, cabbage and tea - when fermented into pickles, sauerkraut and kombucha - are now charged with all their initial vitamins AND ALSO probiotic bacteria #winning

The takeaway:

- Your gut is a hugely important determinant of your overall health.
- Fermented food and drink are more nutritious because the fermentation makes these nutrients more bioavailable for the body to absorb AND charged with a variety of probiotic bacteria

