

# MAKING SUSTAINABLE CHOICES IS A MUST FOR OUR FUTURE

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*Balanu*  
CONSCIOUS LIVING

### **Healthy Foods Make Good Health**

What we eat directly affects our body, and it is an undeniable fact that the use of synthetic drugs is increasing uncontrollably due to malnutrition. The content of nu3vita is completely natural. Snacks made from organic superfoods are produced according to the different needs of the body and help solve different problems.

### **Nature Friendly**

All the ingredients in nu3vita are sourced from small organic farmers. From planting to harvest, from processing and packaging to transportation to the consumer, no chemicals or pesticides are used for the sake of leaving the cleanest environment to future generations, and zero waste principle is adopted.

### **Conscious Nutrition**

In order to keep up with the speed of the century we live in, we may not pay enough attention to what we eat and may have to compromise on healthy ingredients. nu3vita products do not contain additives and consist only of organic, gluten-free and herbal ingredients.

### **Optimum Daily Intake**

Content matching of nu3vita, which was created considering the needs of our body, is made by phytotherapy practitioners. While making these pairings, the ideal daily consumption amount that will provide the most benefit is determined.

### **Patented Snack**

nu3vita, which has the title of the only patented snack in Turkey, has emerged as a result of long researches and studies by doctors, food engineers and chefs at Yıldız Technical University Technopark.



# SMART NUTRITION PRODUCTS FOR OUR FAST-PAGED LIVES



**VEGAN**

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# Balanu

CONSCIOUS LIVING



**BALANU PRODUCTS  
ARE MADE WITH  
INGREDIENTS THAT  
ARE ALL CERTIFIED,  
FROM THEIR REGION**



### Local Values

We use certified ingredients grown in their regions and in season for Balanu products. Thus, while supporting the local farmers, we also contribute to the protection of the agricultural areas of the region.

### Environmental Approach

We mind the awareness of respect for nature at every stage, from the production of the materials we use in Balanu products to their processing and transportation to the consumer, and we are doing our best to become a zero-waste brand.

### Sustainable Production

We provide trainings to farmers and encourage organic farming practices so that future generations can benefit from the fertile lands of our country. We obtain the harvest that is the result of our work with small farmers directly from them, and we try to contribute to the continuity of the profession.

### Innovative Recipes

We are redesigning the traditional recipes that everyone loves according to today's sensibilities. Our products' ingredients do not compromise on taste and respect the environment and our body.

### Products with Added-Value

We follow every agricultural and nutrition innovation in order to produce healthy products, as we cooperate with competent and successful people in the field to contribute to the sector in terms of innovation.



A person in a light grey sweater is holding a coffee cup and a plate of croissants. A dog is in the foreground. The background shows a modern interior with a window and a bookshelf.

*Balanu*

CONSCIOUS LIVING

**CONSCIOUS  
CHOICES  
FOR  
SUSTAINABLE  
LIVING**

### Way of Life

Balanu Shop believes that sustainable living practices, our respect for our body, for the environment and for life are not just a seasonal trend, but an understanding that should be applied consciously, and it builds its world in harmony with this awareness.

### Sustainable Approach

Balanu Shop adopts an understanding that respects the rules and the workings of nature. This understanding takes care of ensuring that it is an unchanging principle in every field, from the supply of the materials used in its cafe to its ingredients, to the products sold in its online and physical stores.

### Responsible Consumption

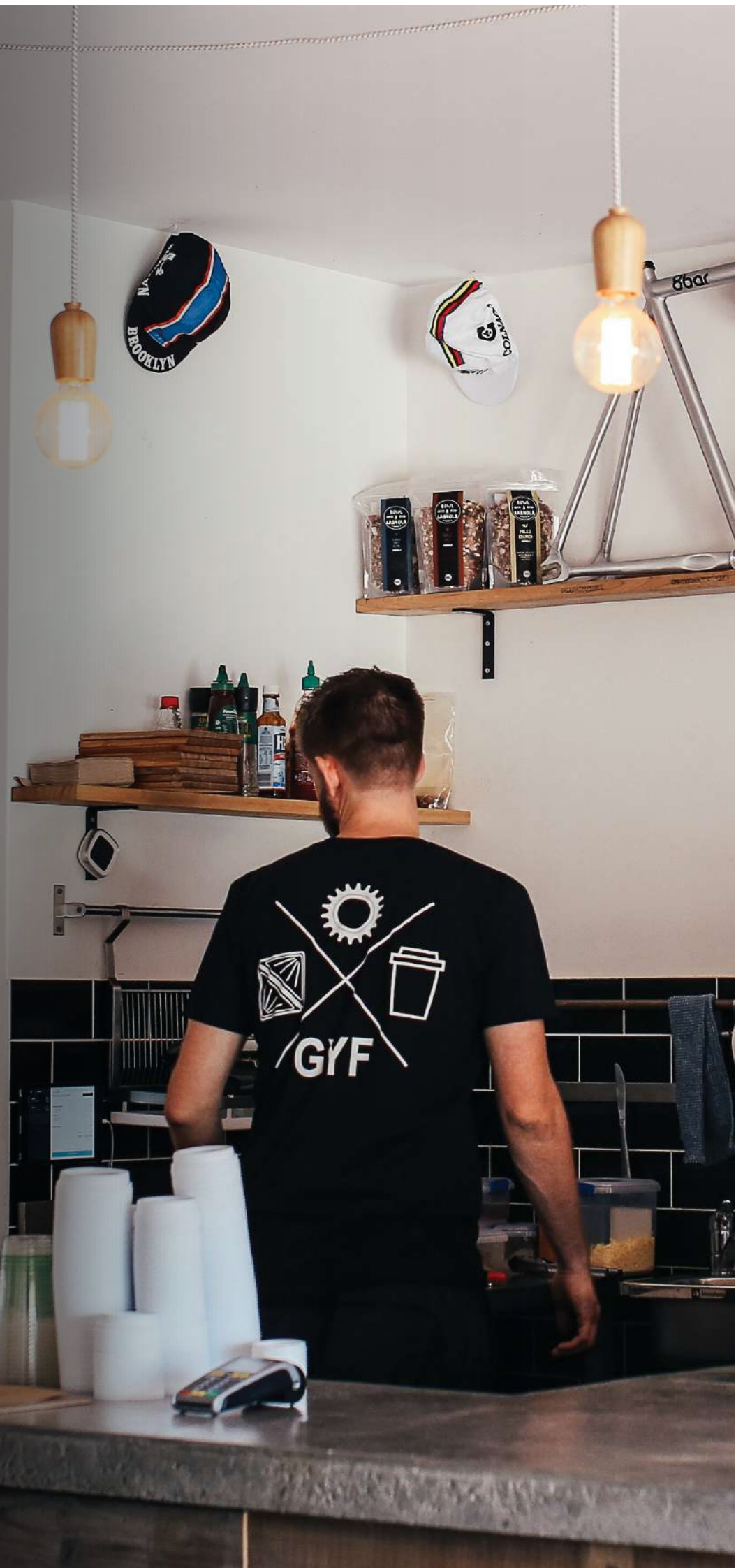
Balanu Shop is an online and physical store and a cafe where you can take a break, encouraging you to consume just enough, eat just enough, and support a healthy and happy life with clean products that do not harm your body and the world.

### Niche Product Selection

Every day a new sustainable living brand emerges. Balanu Shop tracks down small manufacturers who have made a difference among these brands that make a difference, that are friendly to nature, and are at risk of getting lost among big brands in big chain shops, and opens up space for their products.

### A Different Point of View

Balanu Shop cooperates with conscious brands that prove to their consumers that even the smallest change in habits is actually very easy and that it is beneficial for both the world and people.



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# BALANU FUNCTIONAL SNACKS, MUESLIES & SEEDS

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CLOACINA SNACK CUBES GLASS CONTAINER



CLOACINA SNACK CUBES GLASS CONTAINER



CLOACINA SNACK CUBES GLASS CONTAINER



CLOACINA SNACK CUBES DOYPACK



CLOACINA SNACK CUBES DOYPACK



CLOACINA SNACK CUBES DOYPACK



CLOACINA MUESLI GLASS CONTAINER



CLOACINA MUESLI GLASS CONTAINER



CLOACINA MUESLI GLASS CONTAINER



CLOACINA MUESLI DOYPACK



CLOACINA MUESLI DOYPACK



CLOACINA MUESLI DOYPACK



# BALANU FUNCTIONAL SNACKS, MUESLIES & SEEDS

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HERCULES MUESLI DOYPACK



HERCULES MUESLI DOYPACK



HERCULES MUESLI DOYPACK



FLAX SEEDS GLASS CONTAINER



FLAX SEEDS GLASS CONTAINER



FLAX SEEDS GLASS CONTAINER



POPPY SEEDS GLASS CONTAINER



POPPY SEEDS GLASS CONTAINER



POPPY SEEDS GLASS CONTAINER



SESAME SEEDS GLASS CONTAINER



SESAME SEEDS GLASS CONTAINER



SESAME SEEDS GLASS CONTAINER



# BALANU TRADITIONAL COOKIES & TURKISH DELIGHTS

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CINNAMON LOUKOUM TIN BOX



CINNAMON LOUKOUM TIN BOX



CINNAMON LOUKOUM TIN BOX



CINNAMON LOUKOUM DOYPACK



CINNAMON LOUKOUM DOYPACK



# BALANU TRADITIONAL COOKIES & TURKISH DELIGHTS

FUDGE CRUNCH TIN BOX



FUDGE CRUNCH TIN BOX



FUDGE CRUNCH TIN BOX



GREEK KAVALA COOKIES DOYPACK



GREEK KAVALA COOKIES DOYPACK



FUDGE CRUNCH TIN BOX



FUDGE CRUNCH TIN BOX



FUDGE CRUNCH TIN BOX



FUDGE CRUNCH DOYPACK



FUDGE CRUNCH DOYPACK

