

Cook healthier. Live better.



iCook™ 7-PLY WOK

Features



Surface of wok

- Matt finish - easy to clean
- 18/8 Stainless steel
- Durable

Handles

- Extended handles
- Heat resistant
- Ergonomic

7-Ply construction

- Retains heat
- Durable

Flat cooking base

- Stability
- Multiple cooking methods

Multi-functional Design

- Angled walls
- VITALOK™
- Accessories included
- Durable without being heavy

Benefits



Health Benefits

- **VITALOK™** cooking

Energy efficient, Cost effective

- Even heat distribution = **faster cooking**
- Low heat = **save energy**

Innovative Design

- Attractive, strong and durable 7-ply construction
- Easy to store and clean
- Space-saving design - invert lid inside base and hang on wall for easy storage



Cooking methods



Low Moisture Cooking - VITALOK™

- Food **retains** its natural **colour**, **flavour**, **texture**, **vitamins** and **nutrients**
- **Reduces kilojoules**, compared to frying with added oil
- VITALOK cooking is **healthy** and **easy***



* In order to achieve VITALOK, the lid must be placed on the iCook 7-ply Wok.

Cooking methods



Multiple Cooking Methods

Stir frying
Par-boiling
Stewing
Steaming
Deep frying
Braising



Shallow frying
Simmering
Pan frying
Roasting
Boiling
Casserole
Poaching

Accessories included

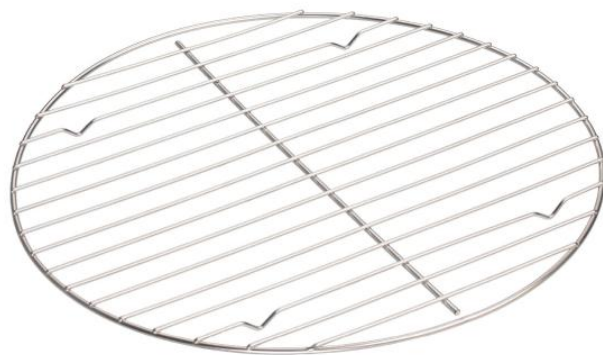


Steamer Rack

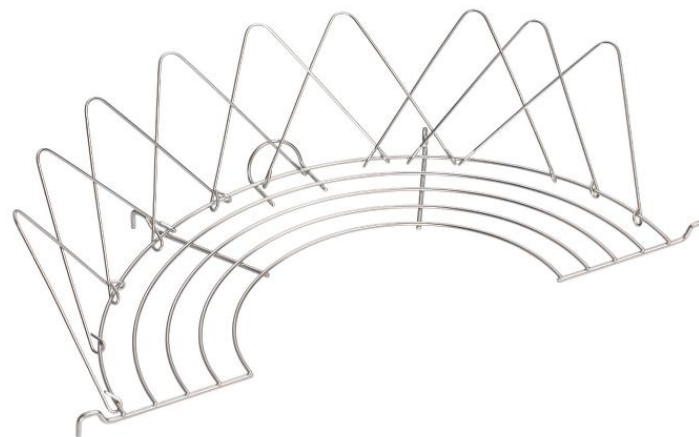
- Easily steam vegetables and/or seafood

Lotus Blossom Rack

- Drain excess fat/oil
- Keeps food warm above wok

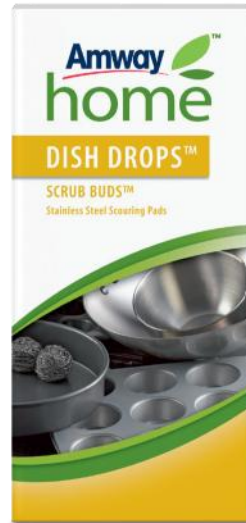


Steamer Rack



Lotus Blossom Rack

Cross-Selling Products



DISH DROPS™
Concentrated
Dishwashing Liquid*
110488 (1L); 250014 (250ml)

L.O.C.™
Soft Cleaner*
110486

DISH DROPS™
SCRUB BUDS™
Stainless Steel Scouring
Pads**
110490

L.O.C.™
Metal Cleaner**
112160

AMWAY da
CARAPELLI
Extra Virgin Olive Oil
3963

* **DISH DROPS™ Liquid & L.O.C.™ Soft Cleaner** are recommended for cleaning our iCook Stainless Steel Cookware including mirror surfaces

****DISH DROPS™ SCRUB BUDS™ and L.O.C.™ Metal Cleaner** should be used for cleaning interior pan surfaces or for cleaning the bottom of pans

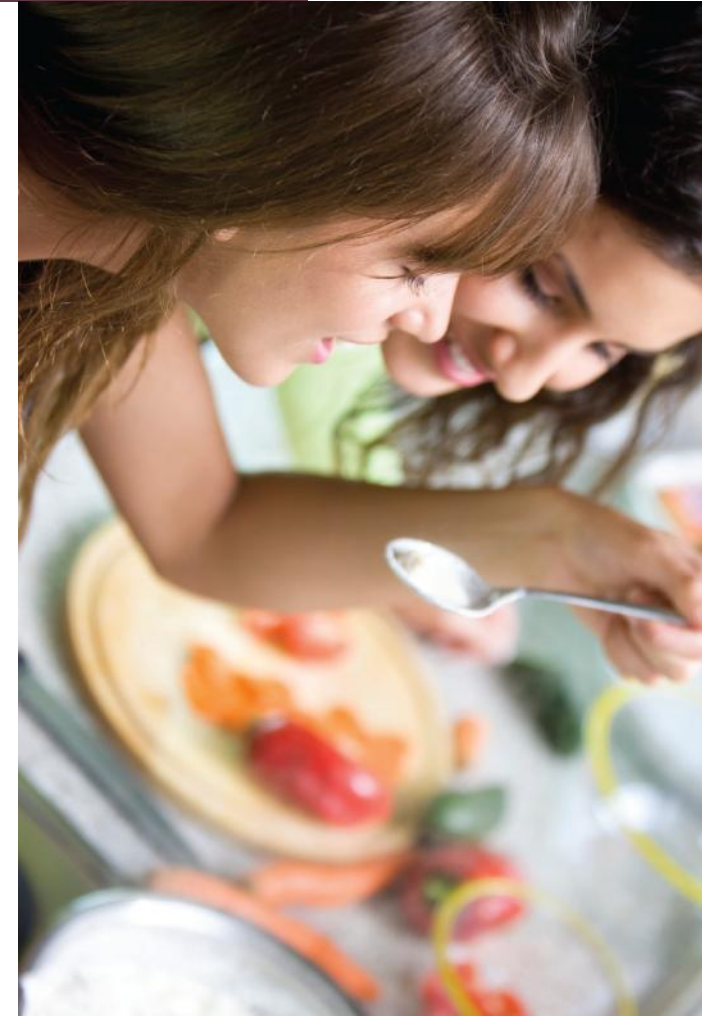
Target customer



- **Healthy families**
- **Young professionals**
- **Vegetarians**
- **Those who value exclusive products**
- **Those who prefer multi-functional products**

Remember that target customers know that iCook™ Cookware delivers on its promise of quality and nutrition. As the brand name implies,

“I care... therefore, I cook.”





SKU 105084

Thank you