**BL480UK**

**Naming Convention**

Nutri Ninja Blender & Smoothie Maker with Auto-iQ 1000W BL480UK – Silver

**Short copy**

At the touch of a single button, you can create super-smooth, great-tasting cold drinks and smoothies containing all the vitamins and nutrients found in your favourite fruits, vegetables, nuts and seeds.

Packed with quick and easy recipes, there’s even an Inspiration Guide included in the box."

**Long Copy**

"With Nutri Ninja it takes just seconds to create cool, smooth, great-tasting drinks and smoothies.

Simply press a single button and let Auto-iQ do the work for you. Created by Ninja, this unique technology is pre-programmed with unique pulse and pause patterns designed to take the guesswork out of blending. With an incredible 1000-watt motor and patented Pro Extractor Blades, no ingredient is left unblended, blitzing whole fruits and vegetables, nuts, seeds, frozen fruit and even crushing ice.

Best of all, there’s no waste. Unlike some juicers which leave nutritious fibre behind, the Nutri Ninja with Auto-iQ extracts 100% of the valuable nutrition and vitamins from the ingredients you put in.

Cleaning is a breeze, just rinse under the tap or place in your dishwasher.

In a hurry? Not a problem. Simply pop on the handy Spout lid to enjoy your delicious drink on-the-go.

It’s easy, it’s quick, it’s delicious. But don’t just take our word for it, read our amazing reviews below.

**Top Line Bullet Points**

• Blender and smoothie maker

• Auto-iQ Technology – unique pre-set pulse, pause and blend programmes do the hard work for you

• Patented Pro Extractor Blades

• 1000-watt motor

• Spout lids

• BPA-free parts

• Dishwasher safe parts

**Tech Features**

1000 watts of Power

1000 watts of power drive Ninja's patented Pro Extractor Blades to rotate at an incredible 20,000RPM, leaving you with deliciously smooth drinks exactly how you like them.

Auto-iQ Technology

Exclusive to Ninja, simply press one button and let Auto-iQ’s pre-set programmes do the work for you. Unique pulse, pause and blend patterns are tailored to deliver the best results, taking all of the guesswork out of drinks and smoothie making.

Quick

It takes just seconds to create great tasting drinks and smoothies.

Delicious

Enjoy delicious drinks and smoothies containing all the vitamins and nutrients from your favourite fruits, vegetables, nuts and seeds. With no waste, you'll get out 100% of the valuable nutrition that you put in.