



63.5 mm

OUTSIDE

Genesis Today's Maca Blueberry Flavor SUPERFRUIT DRINK MIX



is a delicious and easy way to support healthy energy. Each serving contains 4,000 mg of maca, the ancient superfood from the Andes known as "Peruvian Ginseng," blended with the sweet taste of blueberries and stevia leaf extract.



About Maca

Maca is an ancient root which grows in the Junin region high atop the Andean Mountains of Peru. This cold and barren landscape soars over 13,000 feet above sea level and supports little else besides the hardy maca root and the people who depend on it daily for energy, stamina and to help weather the harsh mountain climate.

Maca is traditionally prepared as a beverage made by cooking the roots and mixing it with bee pollen, cinnamon and milk which is drunk throughout the day.



Maca is planted and harvested by hand using simple hand tools the same way it has been done for centuries with whole families from children to elders taking part in the activity. Maca seeds are planted from September through November and harvested the following year between May and August. The maca harvest is the sole source of income for most Junin villagers.



Maca roots range in color from a reddish-purple to white and black. While the seeds are planted randomly, many traditionally consider the rarest black maca the most effective at supporting energy. Genesis Today uses a blend of maca root containing a higher ratio of black maca mixed with the white and red varieties.

After harvesting, maca roots are laid out to dry beneath the sun for about two weeks. Unfortunately, this process significantly reduces the amount of glucosinolates, organic compounds found in the root and many cruciferous vegetables that help plants resist pests and disease.

Genesis Today uses maca roots harvested straight from the mountain before they are dried and trucks them to a nearby facility where they are washed, cut and gently dried to preserve the glucosinolates in the root.



63.5 mm

INSIDE

Maca Blueberry Flavor Drink Mix Tin INSERT • CHINA

Last Revised: 09.22.2014
 Size: 254 mm X 63.5 mm • double sided
 Material: TBD Gloss Text
 Varnish: Gloss Varnish

Version #2

5 Inks + Gloss Varnish

