

SHARING HEALTH SECRETS FROM BRAZIL

MonaVie's formula combines the açai berry with other fruits and compounds for a health drink that's delicious and makes you feel good.

by Nicole Bywater



M O N A • V

the premier açai blend



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OZ • 750mL



MONA • VIE

the premier açai blend

25.35 FL OZ • 750mL

The secret to MonaVie's health beverage can be found thousands of miles away—deep in the Amazon rain forest of northern Brazil. This lush jungle region is home to most of the world's supply of the açai (pronounced "ah-SIGH-ee") berry, a fruit about the size of a grape which scientists have called one of the most nutritious and powerful foods in the world.

The açai berry is the "crown jewel" of the MonaVie formula. This small, black-purple berry grows in clusters on the açai palm in the lush rain forest and has been revered for centuries by the people of Brazil's northern Amazon region as an antidote for numerous ailments.

Growing Popularity

Now that scientists are discovering health benefits of the açai berry, the fruit's popularity is spreading throughout Brazil and into other parts of the world.

"Eighteen months ago, few people in the United States had heard of the açai berry," says Jeff Graham, MonaVie's Director of Product Development. "Now it's in health food stores, retail stores and superstores." But while there are other açai products out there, MonaVie is credited with bringing the açai berry and its benefits to the masses.

MonaVie was launched in January 2005. "MonaVie is one of the largest users of the açai berry in the United States and, as a company, we have spent a large portion of our research and development budget studying and documenting the many health benefits of this most powerful superfood," Jeff says.

Packed With Nutrition

And, while those living close to the açai berry's natural environment have known for many years that there were health benefits to consuming the berry, it was only recently that scientists unlocked the secrets behind the nutrition.

Scientists such as Dr. Alex Schauss, Director of Natural and Medicinal Products Research with AIBMR Life Sciences Inc. and one of the foremost authorities in the world on the açai, tout the tiny berry's power. He has studied the precious berry from the Amazon rain forest and has found a significant link between the açai's nutrients and the eradication of damaging entities found in the body.

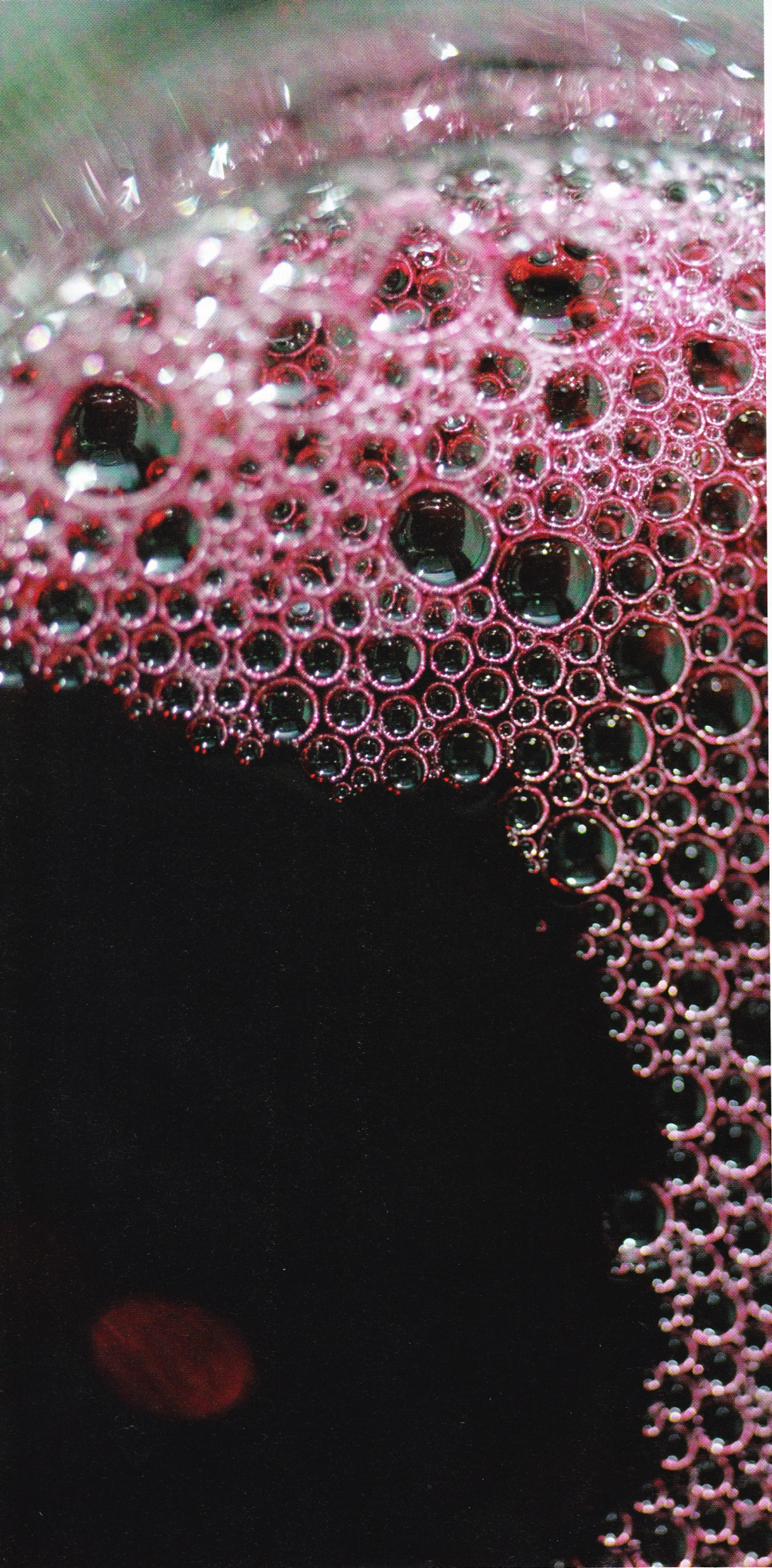
He points to recent studies that show the açai berry has amazing free-radical scavenging activity *in vitro*. What that means in plain terms is that the Brazilian açai berry is able to scavenge free radicals from the body. This powerful antioxidant inhibits harmful free radicals, which can cause damage to cells through the oxidation process.

"Aging and the environment expose us to free radicals," Dr. Schauss says. "The antioxidants found in the açai berry are among the highest levels of antioxidant activity and protection against free radical damage of any food we consume."

The medical profession has discovered that the açai berry is packed with nutritional value, including proteins, healthy fats, fiber, vitamins, minerals and trace minerals, and has a low glycemic index. Most importantly, though, are the levels of phytonutrients found in the açai berry.

Phytonutrients are naturally occurring compounds that contribute to the flavor, color and disease-resistance of plants.

MonaVie is not a drug and does not treat, cure or prevent disease. But the nutrients and compounds in the formula have been shown in some studies to protect from various ailments.



The açai berry is packed with nutritional value and has a low glycemic index. But its phytonutrients are most important.

Overall Better Health

"With MonaVie, users report overall better health," says Dr. Lyle Mason, an orthopedic surgeon and a founding member of MonaVie's medical advisory board. "Some of the improvements are specific, while others are more general." Other less-specific benefits reported by MonaVie users include increased energy, feeling less fatigued and sleeping better at night. In addition, many individuals using the MonaVie Active formula report an improvement in their overall joint health.

Antioxidants are becoming increasingly important due to the increasing levels of environmental damage that our bodies face. While the exact role of antioxidants has yet to be quantified, many people feel that increasing the number of antioxidants in their diets will prevent this cell destruction and limit the harmful effects of free radicals in their bodies.

A Select Combination

While the nutrient-dense açai berry plays a starring role in the MonaVie formula, its total health benefit is reached when the açai berry is combined with 18 other fruits. Some of these fruits are well-known, such as pomegranates, purple and white grapes, pears, cranberries, passion fruit, bananas, apricots, prunes, kiwis and blueberries.

Other fruits in the mixture are not so common. These include the nashi pear from eastern Asia; bilberries, which are found throughout temperate and subarctic regions of world; wolfberries and lychee from China; and the acerola fruit, which is native to the West Indies and northern South America and is prized for its high vitamin C content.

Combined into the MonaVie juice, each of these carefully selected ingredients reaches beyond what any single fruit could accomplish. "These fruits weren't picked because they were pretty or because they were easy to get," Jeff says. "They were chosen for their unique health benefits."

The combination of the different types of fruits means that you may consume a small amount of MonaVie and still receive the equivalent of phytonutrients that you would if you consumed large quantities of any fruit.

Easy to Consume

The scientists at MonaVie knew that making a health formula easy to drink as well as tasty is the key to getting people to continue consuming it and experiencing the health benefits it brings. MonaVie has accomplished this task with a product that has strong grape overtones, making it a tasty sipping beverage.

Typically, MonaVie consumers drink between 2 and 4 ounces of the juice daily. There are two formulas available—MonaVie original and MonaVie Active. The Active formula includes all of the benefits of the original juice with the addition of two natural compounds, esterified fatty acids and glucosamine hydrochloride, which help build and maintain healthy joints.

Jeff, who has had several knee surgeries due to sports injuries, drinks the MonaVie Active formula daily, and says he's seen a noticeable benefit to his joints. "Plus, I'm getting lots of phytonutrients and antioxidants," he says. "With 19 fruits overall, I feel I'm providing my body the necessary nutrition to get through the day."

"These are not new compounds. They've been around for some time and have been tried by scores of people, so we have a good idea of their track record."

In addition to the two juice formulas, the company recently began offering a single-serving gel packet of MonaVie. Essentially the same as MonaVie Active juice, but in gel form, the gel is slightly more concentrated, with 1 ounce (one packet) equaling about 2 ounces of the juice formula. It can be eaten directly out of the package, making it very convenient for people on the go—from businessmen to athletes.

Proven Compounds

Dr. Mason, the orthopedic surgeon for the NBA Utah Jazz, says he has seen firsthand the benefits of the esterified fatty acids and glucosamine found in the MonaVie Active formula.

"These are not new compounds," he says. "They've been around for some time and have been tried by scores of people, so we have a good idea of what their track record is." What is unique, he says, is the combination of these compounds with the other nutrients MonaVie incorporates.

The U.S. National Research Council recommends that people consume at least five servings of fruits and vegetables per day to maintain a proper supply of food-derived antioxidants for their bodies. Yet, in the real world, research indicates that only 5 percent of the population reaches that goal.

While MonaVie is certainly not meant to replace eating fruits and vegetables, it is a healthy way to supplement a person's regular diet. **YB**

MonaVie FAQs

Q: Where does açai grow?

A: The açai berry, which contains a single large seed, grows in clusters on the açai palm, a genus of 25–30 species of palms native to tropical Central and South America. These tall, slender, and attractive palms can grow 15–30 meters tall, with leaves up to 3 meters long. The prime commercial source of açai comes from the area where several rivers converge within the Amazon estuary, emptying along the northeastern corner of Brazil into the Atlantic Ocean between the states of Para and Macapa. The people of Brazil refer to açai as the "Milk of the Amazon."

Q: Does MonaVie use flash pasteurization?

A: Yes. With flash pasteurization, the product is heated for approximately 15–30 seconds and then immediately cooled. By only briefly subjecting the product to high temperatures, most—if not all—taste and color changes are avoided. Flash pasteurization is preferred to other methods because it kills microbes without destroying beneficial phytonutrients.

Q: What is the shelf life of the MonaVie Original and Active juices and MonaVie Active Gel?

A: If unopened, both the MonaVie juices and MonaVie Active Gel have a shelf life of one year. If the MonaVie juice has been opened, then the shelf life is approximately 30 days, as long as the opened bottle is refrigerated. The MonaVie Active Gel should be consumed in its entirety as soon as it is opened.