



MONA·VIE

MONAVIE Emv 100% Natural Energy

Product Overview and Ingredient Profile

MonaVie Energy

MonaVie Energy is a natural, healthy, long lasting energy beverage of antioxidant-rich super fruits and energizing botanicals. This delicious and nutritious drink delivers a unique blend of ingredients to keep you going throughout the day. Unlike most energy drinks which are loaded with synthetic caffeine and high fructose corn syrup, MonaVie Energy is a healthy and natural alternative that promotes sustained energy for increased stamina and reduced fatigue.

Carbohydrates and Calories

A serving of MonaVie Energy contains 170 calories per serving. Most of these calories (about 90) come from the fruit juices and palatinose (60), which are healthier carbohydrate energy sources. The majority of mainstream energy drinks contain empty calories from sugars such as high fructose corn syrup. Fruit juices on the other hand provide antioxidants and phytonutrients with calories.

A significant number of energy drinks are also available in sugar free or low carbohydrate versions. These products provide very little if any "real energy," since energy comes from calories. To compensate for a lack of calories, they add a high dose of caffeine and other ingredients that deceive your body and mind. It revs them up, but lacks the fuel to give you power. Your body needs useful calories in order to function. Your brain and muscles are highly active and require a steady flow of fuel. You crave sugar, because you need them to function properly. The key then is to provide your body with the healthiest forms of sugar. MonaVie Energy provides you with healthier carbohydrates and calories to give you the fuel your body and mind needs for longer lasting energy.

Current Product Positioning on Label

Recharge your body and mind with a boost of sustained energy. MonaVie Energy features a proprietary blend of antioxidant rich fruits, including the Brazilian Superfruit açai, and natural sources of energy. Great tasting and lightly carbonated this healthy formula increases performance, endurance, and concentration by kicking up your energy level and keeping it there without the high sugar, stimulant subsequent crash. Finally, a healthy solution to your body's everyday energy needs.

*Enhances performance
Boosts endurance
Increases alertness
Fights fatigue*

Key Features

*Healthy energy drink
80% Fruit juice
Delivers isomaltulose for longer lasting and sustained energy
Contains a superfruit blend-including the Brazilian açai, acerola, camu camu, and cupuaçu
All-natural sources of caffeine (guarana, yerba mate, and green tea extract) for increased alertness and focus
Proprietary energy blend of botanicals including panax ginseng and maca
Added B-complex vitamins for energy metabolism
Deliciously refreshing taste
Lightly carbonated
No preservatives
No artificial flavors
No artificial sweeteners
No artificial colors
100% natural energy source*



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Energy Statements

*Effective energy supply
More balanced energy release
Longer lasting energy release
Naturally energizing
A source of natural energy
Energizing ingredients for a healthy lifestyle
Healthy energy
Promotes longer lasting and improved energy levels
Nutritious energy
Natural energy for the body and mind
Energizing blend
Convenient energy
Promotes:
Clarity
Focus
Vigor
Vitality*

Fruit Blend

Fundamental to MonaVie Energy is the açai berry. This precious berry has long been a staple in the diet of Brazilian natives. Modern science is confirming what Brazilian natives must have already known; that açai has many body beneficial properties. Açai contains phytonutrients, essential fatty acids, complex carbohydrates, and amino acids. The people of Brazil traditionally used the açai berry as a source of energy.

In addition to açai, MonaVie Energy includes other naturally energizing fruits from the Amazon like acerola, cupuaçu, and camu camu. Apple, white grape, pear, and grape are also included.

Açai

Açai is a small, round, dark-purple berry with amazing nutritional properties. Its appearance is similar to that of a grape, but it has a smaller amount of pulp and a single large seed. Experts have referred to the açai berry as the most nutritious and powerful food in the world.

Apple

The traditional apple being added to MonaVie is both delicious and nutritious. Apples are rich in antioxidant polyphenols.

Acerola

A bright red, soft, and juicy fruit, acerola has been eaten for centuries by the natives of the Antilles, Central America, and Northern South America. Also called the Barbados cherry, acerola is known for having high concentrations of ascorbic acid, or vitamin C, acting as an antioxidant.

Camu Camu

A low-growing shrub found throughout the Amazon, camu camu is round and red when young and dark purple when ripe. These fruits are about the size of lemons and contain a significant amount of vitamin C.

Cupuaçu

This fruit originates in the south and southeastern parts of the Brazilian Amazon. It is strong and pleasant smelling, known for its volatile aroma. The endocarp is white and soft, the pulp having a sour and highly- flavored taste.

Grape

Grapes belong to the Vitaceae family and are grown and harvested worldwide. They contain cardio-friendly antioxidants such as anthocyanins, ellagic acid, and resveratrol. Pear Originally from Europe and Asia, pears have a soft, buttery, and somewhat grainy texture. The white to cream-colored flesh of pears was once referred to as the "gift of the gods."



Proprietary Energy Blend

Palatinose Generic name: *Isomaltulose*

Isomaltulose is a novel and natural carbohydrate energy source. It is found naturally occurring in honey and sugar cane extract. This unique carbohydrate metabolizes more slowly when compared to sucrose, (table sugar) and maltose (malt sugar). Because it is not metabolized as quickly, energy levels are longer and more sustained. Unlike other carbohydrates that are digested slowly, isomaltulose is digested completely, which means no gastric discomfort like those experienced by consuming sugar alcohols and fiber based sweeteners. Isomaltulose is also kinder to teeth than sucrose and is not readily fermented by oral microbes. Recent studies of isomaltulose have shown it can help promote a steady stream of energy over a longer period of time. The consumption of isomaltulose when compared with sucrose and glucose leads to lower blood glucose and lower insulin responses. This means that the body experiences a more gradual rise in the sugar available to provide energy to the cells and a more gradual decline; So the energy provided by isomaltulose is available to tissues that need energy such as muscles and the brain longer than if sucrose was consumed. These benefits may help consumers to avoid the peaks and valleys associated with high sugar energy alternatives. Isomaltulose, is sweet and soluble and tastes like sugar which makes it ideal for the production of the next-generation of energy drinks. Most energy drinks are loaded with high fructose corn syrup and caffeine for a quick jolt, but can often leave you feeling foggy and jittery.

Guarana

Guarana (Paullinia cupana) is a Brazilian herb that is considered "GRAS" - generally recognized as safe. It has become a popular addition to energy drinks due to its natural caffeine content. Traditionally, guarana has been used as a safe and natural physical mental pick-me-up. Today, guarana is mostly used for energy and performance.

Green Tea

Cultivated originally in East Asia as a large shrub tree, green tea now grows throughout Asia and parts of the Middle East and Africa. People have been drinking green tea (Camellia sinensis) around the world for centuries. Studies suggest that green tea has many health benefits due to its antioxidant polyphenol content. Green tea may also help boost metabolism and increase alertness primarily due to its natural caffeine content.

Maca

Maca (Lepidium meyenii) is native to South America that has been used since ancient times as a staple food crop. Maca has been long known in folklore for its aphrodisiac and energizing properties. Also known as Peruvian ginseng, animal and in vitro studies indicate that maca may have considerable promise as an energizing plant. Maca has a long history of use as a medicinal plant used by both men and women to improve a sense of well being.

Yerba mate

Yerba mate (Ilex paraguariensis) is native to subtropical South America in Brazil, Argentina, Paraguay, and Uruguay. From reports of traditional use, its physiological effects are similar to (yet distinct from) more widespread beverages like coffee and tea. Users report a mental state of wakefulness, focus and alertness.

Ginseng

Ginseng (Panax ginseng) has been referred to as the king of all herbs. The root offshoots to make ginseng are harvested after 4 to 6 years of growth. In China, ginseng is widely used medicinally, to promote longevity and is said to improve quality of life.

D-Ribose

Ribose is a carbohydrate that when combined with other components form the energy currency of the cell. Ribose can serve as a precursor to stimulate the production of 20ATP (cell energy) in laboratory studies. The theory behind consuming large amounts of ribose is that it may maximize ATP stores and, therefore, increase cellular energy stores.

L-tyrosine

L-tyrosine, a non-essential amino acid, is a precursor to adrenaline (ephedrine) naturally formed in the body. Because of its role in the body, tyrosine may be involved with helping the body cope with stressful situations.



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Acerola (Vitamin C)

Vitamin C, also known as ascorbic acid, is a water-soluble vitamin needed by the body for hundreds of vital metabolic reactions. Due to relatively new research, intake requirements (RDA) for vitamin C have been increased. Vitamin C's involvement in multiple metabolic pathways and its antioxidant properties, make it an important nutrient to consume daily to help maintain proper cell metabolism and tissue health.

B-complex Vitamins

B-complex consists of essential vitamins important for many physiological and metabolic functions. B vitamins are essential for the metabolism of carbohydrates and fat into energy. The B-complex vitamins included in MonaVie are vitamins B3, B5, B6, and B12.

Energy Drink Market Review

Thirty energy drinks in the retail and direct sales channels were surveyed, including the top 5 selling products available today 97% contain either preservatives, artificial colors, sweeteners, flavors 87% contain preservatives 57% contain artificial sweeteners 50% contain artificial colors 40% contained artificial flavors.

Energy Market Research Data

The energy drinks market grew rapidly between 2002 and 2007. It has grown from \$719.9 million in 2002 to \$4.8 billion in 2007.

The energy drinks market is expected to almost double over the next five years to more than \$8.3 billion in 2012. (Euromonitor international: Country Sector Briefing, April 2008).

Emerging Energy Drink Market Trends

Trends show expansion of the energy market with the introduction of "hybrid" energy drinks. Hybrids are drinks based on healthier ingredients like fruit juice and other all-natural ingredients. These hybrids broaden the market appeal of current energy drink consumers.

Energy drinks sold in a multi-pack format for pre-planned day-to-day consumption similar to that of vitamins and supplements there is a growing opportunity (Euromonitor international: Country Sector Briefing, April 2008).

Independent Taste Test Results

When compared to the leading energy drinks being sold, consumers preferred MonaVie Energy over Monster, XS, Red Bull, and Rockstar. MonaVie Energy was preferred in sweetness, aftertaste and color.

