



MONA • VIE

## MONAVIE PULSE® FAQs

### 1. What is MonaVie Pulse?

MonaVie Pulse is a heart healthy blend of 19 fruits, resveratrol, and plant sterols,\* which have been clinically shown to help lower cholesterol. Featuring AçaVie™—the purest, most potent form of açai available—this cardioprotective juice supports optimal cell health and healthy cholesterol levels. Do something good for your heart and enjoy MonaVie Pulse today.

### 2. What are the key benefits of MonaVie Pulse?

- Naturally lowers cholesterol
- Boasts healthy levels of plant sterols to protect your heart and cardiovascular system
- Features resveratrol, which helps protect healthy blood vessels
- Fights oxidative damage and aging
- Features a wide array of essential nutrients for optimal health
- Delivers the antioxidant capacity of approximately 13 servings of common fruits and vegetables in just four ounces

### 3. What are the essential facts of MonaVie Pulse?

- Cardiovascular disease is the leading cause of death in the United States.†
- Maintaining healthy cholesterol levels is a primary line of defense against heart disease.‡
- Features an intermediate score of 57 on the Glycemic Index (GI), which measures how the foods you eat impact your blood sugar levels.
- AçaVie is an antioxidant packed ingredient that combines our patented açai and juçara freeze-dried powder and puree with Enlivenox™, a proprietary açai compound boasting 10 times more polyphenols than traditional açai.

† [www.cdc.gov/HeartDisease/facts.html](http://www.cdc.gov/HeartDisease/facts.html)

‡ [www.nlm.nih.gov/medlineplus/heartdiseases.html](http://www.nlm.nih.gov/medlineplus/heartdiseases.html)

### 4. What fruits are found in MonaVie Pulse?

Açai, acerola, apple, aronia, bilberry, blueberry, camu camu, cherry, cranberry, cupuaçu, elderberry, grape, jaboticaba, maqui, pineapple, pomegranate, prickly pear, strawberry, and yumberry.

### 5. What vitamins are added to MonaVie Pulse?

Vitamin A, vitamin C, vitamin E, pantothenic acid (B<sub>5</sub>), niacin (B<sub>3</sub>), vitamin B<sub>6</sub>, and vitamin B<sub>12</sub> are added to MonaVie Pulse.

### 6. How much fiber is in MonaVie Pulse?

MonaVie Pulse contains 2 grams of fiber per 2 ounce serving.

### 7. How much açai is in MonaVie Pulse?

The exact amount of açai, or of the other fruits, contained in our blend is not disclosed. This is considered one of the company's greatest intellectual assets. However, the ingredients appear on the label in order, by amount, from most to least. This means that because açai is the first fruit listed on the label, it is the most abundant fruit in the blend.

### 8. What is the ORAC value of MonaVie Pulse?

Four ounces of MonaVie Pulse has an approximate ORAC value of 4,000 to 5,000 units. Health experts currently recommend consuming 5,000 ORAC units per day for optimal antioxidant protection.

### 9. Can children consume MonaVie Pulse?

MonaVie Pulse is targeted for adults watching their cholesterol and concerned with heart health. Although MonaVie has taken steps to ensure this product is safe for consumption as a food, children should not normally be concerned with heart health or maintaining healthy cholesterol levels. MonaVie Essential or MonaVie (M)mün is a great product for children to consume.

### 10. Can pregnant or nursing women consume MonaVie Pulse?

If you are pregnant or nursing, we recommend you consult with your physician prior to consuming the product.

### 11. Can diabetics consume MonaVie Pulse?

Each diabetic is different, as some are insulin dependent and others are not, so MonaVie will affect each individual differently. MonaVie Pulse contains 7 grams of natural sugar from fruit and 8 grams of total carbohydrate per 2 ounces. We advise those with any medical condition to consult with their physician before consuming MonaVie products.

### 12. Can I take MonaVie Pulse with my cholesterol-lowering medication?

MonaVie is unaware of interactions between the ingredients found in MonaVie Pulse and statin medications. However, prescription medications can often lead to adverse effects on the body regardless of your diet. Therefore, as with any prescription medication use or concern, it is wise to discuss your diet with your physician prior to use.

### 13. What nutrition information is available for MonaVie Pulse?

Nutrition Facts	Amount, %DV*
Serving Size	2 fl. oz. (60 ml)
Calories	45
Calories from Fat	10

Total Fat	1 g, 2%
Sodium	30 mg, 1%
Potassium	110 mg, 3%
Total Carbohydrate	8 g, 3%
Dietary Fiber	2 g, 8%
Sugars	7 g
Protein	<1 g
Vitamin A	10%
Vitamin C	50%
Iron	2%
Vitamin E	50%
Vitamin K	10%
Niacin	20%
Vitamin B <sub>6</sub>	20%
Vitamin B <sub>12</sub>	20%
Pantothenic Acid	20%

Not a significant source of saturated fat, trans fat, cholesterol, or calcium.

\*Percent Daily Value based on a 2,000 calorie diet.

#### 14. What ingredients are found in MonaVie Pulse?

Proprietary açai complex AçaiVie™ (açai and açai freeze-dried powder and puree, Enlivenox™ [açai concentrate]), reconstituted fruit juice blend (grape, pineapple, apple, pomegranate, prickly pear, elderberry, yumberry, bilberry, blueberry, cherry, maqui, cranberry, strawberry, aronia), fruit puree blend (acerola, strawberry, cupuaçu, jabuticaba, camu camu), Fibersol®-2 (soluble dietary fiber), plant sterols (emulsified with corn syrup solids, polyglycerol esters of fatty acids, acacia), natural flavor, omega-3 (cranberry seed oil), malic acid, Apple Phyto-Phenolics® (polyphenol blend), ascorbic acid, benzoic acid (preservative), strawberry freeze-dried powder, dl-alpha tocopheryl acetate, resveratrol, citric acid, niacinamide, calcium pantothenate, pyridoxine.

#### 15. What is the recommended use for MonaVie Pulse?

Drink two ounces of MonaVie Pulse twice daily. One serving (two ounces) provides 0.4 grams of plant sterols. Shake well before using, and refrigerate after opening.

#### 16. Does MonaVie Pulse contain artificial flavors, colors, sweeteners, or added sugar?

No. MonaVie Pulse is free of artificial flavors, colors, sweeteners, and added sugar.

#### 17. What are plant sterols?

Many plants include some substance known as plant sterols, phytochemical compounds found in the fatty tissues of plants. Wheat germ, sesame oil, wheat bran, and Brussels sprouts are rich in plant sterols. When plant sterols are consumed, they compete with cholesterol for absorption in the body. However, it is difficult to consume enough of these foods on a daily basis to derive enough plant sterols to maintain healthy cholesterol levels.

#### 18. How do plant sterols work?

From your body's point of view, plant sterols look a lot like cholesterol. Studies suggest that as you eat a meal with sufficient amounts of plant sterols, the body absorbs less cholesterol because plant sterols actually compete with cholesterol for absorption in the body.

#### 19. How long do I need to consume MonaVie Pulse before changes are seen?

Studies have been conducted on the plant sterols contained in MonaVie Pulse. In these studies, cholesterol-lowering benefits were detected after consuming 0.8 grams of plant sterols daily for 4 weeks or more. MonaVie is currently conducting a study to determine whether Pulse, which contains 0.8 grams of plant sterols in 4 oz. of juice, is able to produce the same benefits over the same amount of time.

#### 20. What is the FDA plant sterol ingredient claim?

Foods containing at least 0.4 g per serving of plant sterols taken twice a day with meals for a total daily intake of 0.8 g, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Two servings (four ounces) of MonaVie Pulse contain 0.8 g of plant sterols.

#### 21. Are plant sterols safe?

Numerous human and toxicological studies conducted with plant sterols have shown no adverse effects in most populations. However, if you have a specific concern, health condition, or question regarding the consumption of plant sterols, we recommend you consult with your physician prior to consuming MonaVie Pulse.

#### 22. Have any clinical trials been done with plant sterols?

Plant sterols (phytosterols) have been clinically evaluated in many different populations under different circumstances over the past 50 years. In a number of studies, plant sterols have demonstrated the ability to improve cholesterol levels in humans.

The health benefits of phytosterols have been well established, and public health authorities, such as the U.S. National Cholesterol Education Program (NCEP), are beginning to include phytosterols as part of their dietary recommendations (NCEP, 2001).

#### 23. Do governments or professional health associations recommend consuming plant sterols?

In the U.S., the National Cholesterol Education Program (NCEP) suggests the use of plant sterols in conjunction with other lifestyle changes produces positive effects on cholesterol levels achieved through dietary means. (The NCEP is a branch of the National Heart, Lung, and Blood Institute of the National Institutes of Health.)

#### 24. Why should I be concerned about my cholesterol?

According to the American Heart Association, elevated blood cholesterol is a major risk factor in cardiovascular health. Nearly 100 million Americans have elevated cholesterol (>200 mg/dL) and, oftentimes, they don't even know it. Taking action now to maintain healthy cholesterol levels will help prevent such problems from arising.

#### 25. Why were plant sterols (phytosterols), omega-3 fatty acids, and resveratrol added to MonaVie Pulse? Aren't these already found in açai?

Plant sterols, often called phytosterols, are naturally occurring fats found in plants. Açai, a source of healthy fats, does contain some phytosterols. By adding more plant sterols to MonaVie Pulse, the product is able to support a healthy heart and lower cholesterol levels.

## 26. Does MonaVie Pulse help lower cholesterol?

A study was conducted to learn whether MonaVie Pulse could help reduce risk markers in individuals with elevated cholesterol. The study included 35 healthy adults of both genders who were confirmed to have elevated cholesterol levels above 200, and who were not taking any cholesterol-lowering prescription medications.

Each subject participated in an eight-week trial in which they drank four ounces of MonaVie Pulse every day. Consumption of MonaVie Pulse resulted in:

1. A significant reduction in LDL-cholesterol.
2. A significant increase in HDL-cholesterol for those subjects beginning the study with low HDL levels.
3. A reduction in clot forming activity and/or clot lysing (fibrinolytic) activity among the half of the participants who had very poor fibrinolytic activity.

We were pleased to see that MonaVie Pulse had an overall positive effect, including a reduction in LDL-cholesterol levels and a favorable increase in HDL-cholesterol particles. New research has found that consumption of several doses of plant sterols a day rather than one single dose can be of greater benefit. This suggests more frequent consumption of MonaVie Pulse might be a wise step to take.

## 27. Can I consume MonaVie Pulse with the other MonaVie products?

Yes. It is best to choose the MonaVie product that best suits your lifestyle needs. MonaVie juices, gels, and EMV can be consumed in any combination. Drink MonaVie Pulse for cardiovascular health, MonaVie Essential for antioxidant protection, MonaVie Active for joint health, MonaVie (M)mūn for immune health, and MonaVie EMV or EMV Lite for sustained energy.

## 28. Who do I contact if I have more product questions?

For more product information, please contact [productquestions@monavie.com](mailto:productquestions@monavie.com).