

# MONA·VIE

Drink it. Feel it. Share it.

If “an apple a day keeps the doctor away,” imagine what a blend of 19 power-packed super-fruits will do for your health and energy levels. In a vast wasteland of dull health products, **MonaVie** is a delicious blend of the Brazilian açai berry—one of nature’s top super-foods—and other nutrient-dense fruits. **MonaVie Active** is an advanced formula that contains glucosamine and esterified fatty acids. Additionally, **MonaVie Gel** allows you to enjoy all the benefits of MonaVie Juice in a convenient gel pack. Whichever MonaVie product you treat your taste buds to, you’ll feel great knowing that you are taking charge of your health.

## Benefits

- Delivers powerful antioxidant protection
- Provides the right variety and balance of phytonutrients
- Serves as a delicious alternative to encapsulated nutritional supplements
- Contains glucosamine and esterified fatty acids (MonaVie Active)

## Key Ingredient

The açai berry is the crown jewel of the MonaVie blend. When properly freeze-dried, açai boasts an ORAC score of 1,027 per gram—higher than that of any other fruit or vegetable tested to date. It’s no wonder that for ages the indigenous cultures of the Amazon have revered açai as a source of health and vitality. Recently, modern science has validated the remarkable health benefits of this fruit, and studies have shown açai to contain the following beneficial nutrients:

- Antioxidants
- Phytonutrients
- Essential fatty acids (Omega 3)
- Amino acids
- Vitamins and minerals
- Complex carbohydrates
- Dietary fiber
- Trace minerals

Studies have also shown that freeze-dried açai powder has an ORAC score that is 79 times higher than that of red grapes and an anthocyanin (purple colored antioxidants) level that is 20–30 times that of red wine. The final MonaVie blend incorporates the flavors and benefits of the açai berry and other healthful and delicious fruits.

## What Makes MonaVie Unique?

- **The Key Ingredient:** MonaVie’s açai leverages a patent pending method of preserving the benefits of the açai berry into a freeze-dried powder. Rich in polyphenols (a powerful form of antioxidants), açai is able to neutralize free radicals, thereby



lowering oxidative stress. What’s important to note is that the açai berry’s nutritional properties are volatile and can easily be compromised if not properly harvested and processed. The process used to make MonaVie’s açai freeze-dried powder is the most effective method of ensuring the nutrient content and antioxidant activity of the açai berry.

- **The Blend.** The açai berry is arguably the most important fruit in existence for your health. Experts have referred to açai as the world’s No. 1 super-food. But nature has given us literally thousands of different phytonutrients and antioxidants that are important for our bodies to function optimally. While it may be difficult to get too much of a good thing, it would be unwise to ignore the variety of health benefits that nature’s other fruits have to offer. This is why MonaVie products include a blend of beneficial fruits from around the world. Together, their synergistic effect reaches far beyond what any single fruit could accomplish. MonaVie believes in the philosophy of *Balance–Variety–Moderation*: *balance* is better than relying upon the contribution of a single ingredient; *variety* can produce greater benefits than one particular nutrient; and *moderation* is more powerful than excess.
- **The Process.** MonaVie takes great care at each step in production to ensure the highest quality standards are met.

*(Harvesting)* The process begins with the harvesting of the açai berry deep within the Amazon River basin. Unlike poachers, who illegally chop down an entire tree just to harvest a 12-inch section of the tree known as the palmito (or “heart of the palm”), our conservative harvesting method removes only the açai berries, thereby preserving the life of the tree and promoting the preservation of the rainforest.

*(Processing)* Açai is a powerful yet delicate fruit and much of its vitamin and nutrient content can be lost within 24 hours after harvesting, if not properly cared for. To preserve its full complement of nutrients, our açai is frozen soon after harvesting. This frozen açai is then processed into our patent pending, freeze-dried formula (OptiACAI™), the most effective and nutrient-dense form of açai available.

*(Formulation and bottling)* Most companies use a process known as kettle pasteurization. This process involves heating the formula for several hours and can inadvertently “cook out” many of the nutritional properties. However, MonaVie uses flash pasteurization in which the formula is rapidly heated, bottled,

and cooled, thereby capturing the fresh flavors, vibrant colors, and dense nutrient content of the blend.

- **The Science.** Each step of this advanced and unique process takes place under the watchful eyes of our industry leading product development team and scientific advisors.

## Who Should Use This Product?

- **MonaVie Original**—Men and women who want to supplement their daily diets with beneficial antioxidants and a variety of nutritious, pigmented fruits.
- **MonaVie Active**—Men and women who want to maintain an active lifestyle and supplement their daily diets with beneficial antioxidants and a variety of nutritious, pigmented fruits.
- **MonaVie Gel**—Men and women on-the-go, who want all the benefits of MonaVie Juice in a convenient gel pack.

## Did You Know?

- Dr. Nicholas Perricone (featured on *The Oprah Winfrey Show*), in his best-selling book, *The Perricone Promise*, ranks açai as the world's No. 1 super-food.
- Every batch of each fruit in the MonaVie blend is tested before shipping to and after arriving in the United States to guarantee quality and freshness.

## Frequently Asked Questions

*What is 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. Scientific experts have referred to the açai berry as the most nutritious and powerful food in the world.

*Does açai have a high ORAC score?*

Yes, MonaVie's OptiACAI™ freeze-dried powder boasts the highest ORAC score (1,027) of any fruit or vegetable tested to date, on a gram-to-gram basis. The açai berry is the star among other well-known antioxidant fruits, such as blueberries, grapes, cranberries, and pomegranates. By comparison, açai has more than 10 times the antioxidant power of cranberries. Obtaining a variety of antioxidants through diet or supplementation is essential to maintaining good health.

*What does ORAC mean?*

ORAC (oxygen radical absorption capacity) is a way to measure the antioxidant capacity of a food. Foods with high ORAC values are desirable for their ability to inhibit free radical activity.

*What are phytonutrients?*

Phytonutrients are powerful antioxidants and naturally occurring compounds that contribute to the flavor, color, and disease-resistance of plants (i.e., fruits, vegetables, whole grains, and legumes). Maximum health benefits are derived from consuming a variety of phytonutrients with a full spectrum of colors and pigments, such as those found in MonaVie products.

*What are polyphenols?*

Polyphenols are a class of powerful antioxidants that are thought

to be responsible for the French Paradox: the French have a diet relatively high in fat, yet have a decreased incidence of heart disease; this is attributed to the amount of polyphenols present in the grapes used to make French wines. MonaVie products contain a powerful variety of polyphenols, including anthocyanins. It is estimated that MonaVie products have 20–30 times the anthocyanins found in red wine.

*What is glucosamine hydrochloride?*

Glucosamine hydrochloride is a natural compound found in the body that is used to help make and form cartilage. Glucosamine has also been shown to help lubricate, cushion, protect, and rebuild joints.

*Are MonaVie products safe?*

Yes. MonaVie contains fruit juices and purees naturally found in the food supply that have been consumed by various cultures for hundreds of years. However, if you have any health concerns, consult a physician before starting any new product or program.

*What is the shelf life of the MonaVie Original and Active Juices and MonaVie Gel?*

If unopened, both the MonaVie Juices and MonaVie Gel have a shelf life of one year. If the MonaVie Juice has been opened, then the shelf life is approximately 30–60 days, as long as the opened bottle is refrigerated. MonaVie Gel should be consumed in its entirety as soon as it is opened.

### MonaVie Original and Active

Nutrition Facts		
Serving Size: 1 fl. oz. Servings Per Container: 25		
Amount Per Serving		% Daily Value*
Calories 20 Calories from fat 0		
Total Fat	0 g	0 %
Sodium	0 mg	0 %
Total Carbohydrate	4 g	1 %
Sugars	4 g	
Protein	0 g	
Vitamin C	2%	
Iron	2%	

\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.  
† Not a significant source of saturated fat, cholesterol, dietary fiber, vitamin A or calcium.

### MonaVie Gel

Nutrition Facts		
Serving Size: one package, 1fl.oz. (30 ml) Servings per Package: 1		
Amount per Serving		%Daily Values*
Calories 35 Calories from fat 0		
Total Fat	0.5g	0%
Sodium	15mg	1%
Total Carbohydrate	8g	3%
Sugars	3g	
Protein	0g	0%
Vitamin C		20%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.  
† Not a significant source of saturated fat, cholesterol, dietary fiber, vitamin A, and calcium.

**Other Ingredients:** Proprietary blend of açai (freeze-dried powder and whole fruit juice); fruit juice from concentrate (white grape, nashi pear, acerola, aronia, purple grape, cranberry, passion fruit, apricot, prune, kiwi, blueberry, wolfberry, pomegranate, lychee, camu camu); fruit purees (pear, banana, bilberry); citric acid, natural flavor, sodium benzoate.

MonaVie Active also contains: D-Glucosamine Hydrochloride, Potassium, Polysorbate-60, Esterified Fatty Acids.

MonaVie Gel also contains: Stevia Rebaudiana Plant Extract, Maltodextrin, Xanthan Gum, Ascorbic Acid.

## Recommended Use

Shake well before using. Drink 1 to 2 ounces twice daily. Refrigerate after opening. Do not use if safety seal is broken.

Go ahead, drink to your health!

**M O N A • V I E**

© 2006 • MonaVie Product Information Page • [www.monavie.com](http://www.monavie.com)