

# 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 offers the additional benefits of glucosamine and esterified fatty acids to help maintain healthy joints. Additionally, **MonaVie Active Gel** allows you to enjoy all the benefits of MonaVie Active in a convenient, single-dose 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
- Supports healthy joint function with glucosamine and esterified fatty acids (MonaVie Active and MonaVie Active Gel)

## 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:

- Anthocyanins (powerful antioxidants)
- Phytonutrients
- Essential fatty acids (Omega 3, 6, and 9)
- 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 blend of MonaVie 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,

