



VERVE ENERGY DRINK

PRODUCT OVERVIEW:

What better way to ensure you get the vitamins and minerals you need than with an energy drink you can feel good about drinking? Verve shatters the typical energy drink mold with its insanely healthy ingredients. This innovative product features the Vemma® formula plus caffeine and energy-enhancing nutrients. Verve provides sustained energy and ultra-premium nutrition without the empty calories. Boasting a refreshing, lightly carbonated tropical flavor, Verve delivers insanely healthy energy when you need it most.

HEALTHY ENERGY ON DEMAND

Nourishes by delivering 12 essential vitamins and essential plant-sourced minerals.

Protects cellular integrity.

Revitalizes energy levels with a blend of caffeine (yielding 80mg of caffeine) and energy-enhancing nutrients.

Supports a healthy lifestyle for those seeking a long-lasting energy beverage without excess caffeine.

CLINICALLY STUDIED:

Clinical Trials have been conducted on both Vemma and Verve. The intention of these studies was to evaluate the efficacy and overall bioavailability on immune function and well-being in adults. This was done by subjecting the product to the highest standard of clinical research — independent, randomized, double-blind, placebo-controlled studies. The studies confirmed that Vemma and Verve provided significant improvements in immune markers, superior antioxidant absorption and a lowering of C-reactive protein (CRP), which points to its beneficial effects on overall wellness.

The **Vemma Formula Inside** seal guarantees you've received the blend of 12 essential vitamins, plant-sourced minerals, whole-fruit mangosteen, organic glyconutrient-rich aloe vera and organic green tea in every serving.



KEY INGREDIENTS:

12 essential vitamins (including antioxidant vitamins A, C, and E) — Vital for well-being.

Plant-sourced mineral blend — Major, trace and ultra-trace ionic, life-giving nutrients.

Phytonutrient ingredients — A blend of powerful plant and natural components.

Whole-fruit Mangosteen — An abundant supply of whole-fruit mangosteen and beneficial pericarp (rind) extract that provides some of the highest quantities of xanthones found in nature.

Organic glyconutrient-rich aloe vera — A powerful phytonutrient known to provide the body with many beneficial effects.

Organic green tea — For additional phytonutrient protection.

Caffeine — A naturally-derived caffeine source from the coffee bean that is known to support enhanced mood, alertness and athletic performance.

Taurine — An amino acid that is an important component for a wide range of activities.

D-ribose — A sugar that occurs naturally in all living cells, and enhances energy production.

Inositol — A B vitamin that helps with cellular communication.

Choline chloride — A phospholipid naturally found in the nervous system tissues, that supports a variety of functions in the body.



References: Kondo M., et al. "Bioavailability and Antioxidant Effects of a Xanthone-Rich Mangosteen (*Garcinia mangostana*) Product in Humans." *Journal of Agricultural and Food Chemistry* 57 (October 14, 2009): 8788-92. Tang Y., et al. "Effect of a Mangosteen Dietary Supplement on Human Immune Function: A Randomized, Double-Blind, Placebo-Controlled Trial." *Journal of Medicinal Food* 12 (August 2009): 755-763.

MANGOSTEEN POWER:

Mangosteen is a rare superfruit primarily found in Southeast Asia and scientifically known as *Garcinia mangostana*. No relation to the mango, it has been hailed as the “Queen of Fruits” and has been used for centuries by Asian practitioners for a variety of conditions.

Of all the known sources for xanthones, the mangosteen supplies some of the highest amounts found in nature. Xanthones are a biologically active phytonutrient with very potent free radical scavenging properties.

The entire mangosteen fruit, including the pericarp (rind) and pulp, is utilized during Vemma’s proprietary extraction process. This intricate method helps ensure that the highest levels of nutrients are included in the Vemma formula.

FACT

An 8.3-oz can of Verve has 80 mg of caffeine and 70 calories. Most tested energy drinks have more than 8 ounces per can or bottle. Anyone who guzzles the whole container consumes up to 200 mg of caffeine and up to 260 calories.

Source: Consumer Reports “Energy Drinks Behind the Buzz” Sept. 2007.

THE SCIENCE OF MINERALS:

Your physical well-being can be more directly dependent upon the minerals you take into your body than almost any other factor. Minerals help support the organs, bones and the immune system. Vemma has a unique mineral blend to help your overall well-being. It contains 100% ionic, life-giving minerals that are reduced to the smallest, most bioavailable form. Vemma’s minerals are sourced from plant vegetation that has been undisturbed for thousands of years. These unprocessed phytonutrients include major, trace and ultra-trace, plant-sourced minerals.

- The body cannot survive without nature’s fundamental minerals, yet it cannot manufacture minerals. They must be obtained from the diet or through supplementation.
- Modern-day diets may lack the appropriate balance of minerals due to mineral-depleted soils and over-processed foods.
- Minerals are needed for energy production, protection from free-radical damage and other vital functions.
- Minerals provide a foundation for your optimal health.

3 POWERFUL PRODUCTS INSIDE VERVE:

1. A refreshing, fast-acting energy blend.
2. An ultra-premium vitamin and mineral beverage.
3. A powerful superjuice with mangosteen and aloe phytonutrients.

PERFECT ENERGY, PERFECT CHOICE:

- 80mg of caffeine
- Unique blend of energy-enhancing ingredients
- Vemma formula
- Whole-fruit Mangosteen
- 12 essential vitamins
- Essential plant-sourced minerals
- Lightly carbonated 8.3-oz beverage
- Refreshing tropical flavor

PRODUCT USAGE:

Tumble gently and serve cold. Not recommended for children under 18 years old, pregnant or nursing women, or those who have a medical condition or get an allergic reaction. Keep in a cool, dry place out of direct sunlight for maximum shelf life.

VERVE TARGET MARKET:

Verve appeals to people who are seeking a nutritious and sustained energy boost.

FREQUENTLY ASKED QUESTIONS:

Is it necessary to take a multivitamin if I am also drinking Verve?

If you are drinking Verve®, there is no need to take a multivitamin supplement. We suggest consulting with your healthcare professional if you have additional questions.

Is there sugar in Verve and where does the sugar come from?

There are 20 grams of sugar in Verve, a little more than what is found in one large apple, and the primary source is fructose. We use fructose, not to be confused with high fructose corn syrup, because it is a naturally derived sweetener known to have the lowest Glycemic Index of any of the simple sugars. The Glycemic Index is a dietary index that's used to rank carbohydrate-based foods. It predicts the rate at which the ingested food will increase blood sugar levels.

Where does the caffeine in Verve come from?

It comes from the coffee bean, which is a naturally-derived caffeine source.

Is caffeine bad for me?

Some people are sensitive to caffeine, but in moderate doses it may benefit people interested in enhanced mood, alertness and athletic performance.

What are antioxidants?

Antioxidants are substances found in nature that may protect cells from the damage caused by unstable molecules known as free radicals. Free radicals are a by-product of over-exercise, stress, and being exposed to dirty air and other environmental pollutants. Verve contains Vitamins A, C and E, and selenium: ingredients that possess antioxidant properties and may help to fight free radicals in your body.

What are xanthenes?

Verve contains xanthenes, which are natural phytochemicals found in the exotic mangosteen superfruit that possess very potent free radical scavenging properties. Of all the known sources for xanthenes, the mangosteen supplies some of the highest amounts found in nature.

Which minerals are included in Vemma's proprietary mineral blend?

The proprietary mineral blend contains major, trace and ultra-trace minerals. Because we source our minerals from naturally occurring plant vegetation, the level of individual minerals may vary slightly from batch to batch.

Why are major, trace and ultra-trace, plant-sourced minerals used?

Because plant-sourced minerals come from Mother Nature herself! Here's how it works: Plants assimilate minerals from the soil they are embedded in, and in the process, they become highly nutritious for humans to eat. Minerals can be found in nearly all foods that are grown in soil, but the problem is, modern-day food processing and overused croplands make it nearly impossible to get a wide spectrum of minerals from our diets. Vemma's minerals are not man-made, but are carefully extracted from plant vegetation that has been undisturbed for thousands of years, to help replenish the full spectrum of minerals, at levels that nature intended. Major, trace and ultra-trace indicates a level at which a mineral might be needed within the body; however, it is not indicative of the importance of that mineral — all minerals are vital to life.

What is organic glyconutrient-rich aloe vera and is it important?

Organic aloe vera is a powerful glyconutrient that originated in Africa and has been used for centuries because of its versatility and life-giving minerals, vitamins and polysaccharides.

Why is organic green tea important?

Green tea is well studied and documented for its traditional use. Organic green tea is added to Vemma, the formula found in Verve, because it possesses numerous compounds that provide additional free radical protection.

How is Verve processed?

Verve is manufactured using a special proprietary process and special can lining to protect the delicate balance of vitamins, minerals and phytonutrients right up to the moment of consumption.