



MONAVIE E^{MV}™ and MONAVIE E^{MV}™ LITE

PRODUCT INFORMATION PAGE

For use in the United States only.

Recharge your body and mind with a boost of sustained energy. MonaVie E^{MV} and MonaVie E^{MV} Lite feature a proprietary blend of antioxidant rich fruits, including the superfruits açai and maqui, and natural sources of energy. Great tasting and lightly carbonated, these healthy formulas increase performance, endurance, and concentration by kicking up your energy level and keeping it there—without a subsequent crash. Finally, two healthy solutions to your body's everyday energy needs.*

KEY BENEFITS

- Scientifically formulated to provide longer lasting energy without the unhealthy “high” and “low” typically associated with energy drinks.*
- Features healthy, all natural sources of energy to increase vigor, performance, alertness, and endurance.*
- Contains no artificial flavors, colors, sweeteners, or preservatives.

ESSENTIAL FACTS

- In independent taste tests, both MonaVie E^{MV} and MonaVie E^{MV} Lite were ranked No. 1 over leading energy drinks and preferred for color, sweetness, and aftertaste.
- A market analysis of 30 energy drinks in the retail and direct sales channels, including the top five selling

products, showed that 97 percent contain artificial colors, sweeteners, flavors, and/or preservatives.

- Over the next five years, the U.S. energy drink market is expected to nearly double. (*Euromonitor International: Country Sector Briefing, April 2008.*)

LONGER LASTING ENERGY

Go the distance with MonaVie E^{MV} and MonaVie E^{MV} Lite. Fortified with 100 percent natural sources of energy, these advanced formulas feature Palatinose™, a carbohydrate energy source found naturally in honey, sugar cane, and sugar beets. Scientifically shown to promote longer lasting energy, Palatinose metabolizes more slowly than sucrose and high fructose corn syrup—typical ingredients in other energy drinks—promoting a steady stream of energy over a longer period of time.*

ON THE LIGHTER SIDE

MonaVie E^{MV} Lite offers a delicious, reduced calorie alternative to traditional energy drinks. Unlike MonaVie E^{MV}, MonaVie E^{MV} Lite contains 20 percent fruit juice and is naturally sweetened with calorie free stevia (Reb-A 99%)—the purest stevia leaf extract available. It's a healthy, lighter way to meet your body's everyday energy needs.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

FREQUENTLY ASKED QUESTIONS

WHAT IS MONAVIE E^{MV} AND MONAVIE E^{MV} LITE?

MonaVie E^{MV} and MonaVie E^{MV} Lite are healthy energy drinks made with antioxidant rich fruits, including the superfruits açai and maqui. These refreshing beverages deliver a unique blend of ingredients to keep you fully charged. Unlike most energy drinks that are loaded with synthetic stimulants, MonaVie E^{MV} provides a healthy energy alternative that enhances performance, boosts endurance, increases alertness, and reduces fatigue. MonaVie E^{MV} Lite is for the calorie-conscious consumer. With 75 calories per serving and all-natural sources of caffeine, it delivers a powerful blend that fuels the body and mind. Drink MonaVie E^{MV} and MonaVie E^{MV} Lite for a jitter-free, sustained energy boost.

HOW DOES MONAVIE E^{MV} LITE DIFFER FROM MONAVIE E^{MV}?

MonaVie E^{MV} contains 80 percent fruit juice, whereas MonaVie E^{MV} Lite contains 20 percent. In addition, MonaVie E^{MV} Lite is sweetened with stevia (Reb-A 99%), an all natural, zero-calorie sweetener, making it a great option for those who are looking for a boost of energy with fewer calories.

WHAT CLAIMS CAN I MAKE ABOUT MONAVIE E^{MV} AND MONAVIE E^{MV} LITE?

- Natural energy source.
- Enhances performance.
- Supports endurance.
- Increases energy.
- Promotes alertness, mental clarity, and focus.
- Provides longer lasting energy.
- Healthy. Sustained. Energy.™

DOES MONAVIE E^{MV} AND MONAVIE E^{MV} LITE CONTAIN CAFFEINE?

Yes, both MonaVie E^{MV} and MonaVie E^{MV} Lite contain natural sources of caffeine from guarana, green tea, and yerba mate. They are free of synthetically made caffeine.

WHAT FRUITS ARE USED IN MONAVIE E^{MV} AND MONAVIE E^{MV} LITE?

There are eight fruits in MonaVie E^{MV} and MonaVie E^{MV} Lite: açai, maqui, apple, grape, pear, acerola, cupuaçu, and camu camu.

WHAT IS STEVIA?

Stevia is an all natural, zero-calorie sweetener extracted from the leaves of a South American plant, *Stevia rebaudiana*. This plant originates from areas in Paraguay and Brazil, where it has been used for centuries as a maté tea sweetener. Stevia extracts have been widely used in many countries as a sugar substitute, but the Reb-A 99% stevia in MonaVie E^{MV} Lite is the purest form available.

FORMULATION

MONAVIE E^{MV}

Healthy. Sustained. Energy.™
80% Juice. No artificial flavors, colors, sweeteners, or preservatives.

Supplement Facts		
Serving Size: 1 can, 8.4 fl. oz. (250 ml)		
Amount Per Serving	% Daily Value	
Calories	160	
Total Carbohydrate	40 g	13%*
Sugars (from fruit)	22 g	
Palatinose™	15 g	
Vitamin C	60 mg	100%
Niacin	40 mg	200%
Vitamin B ₆	4 mg	200%
Vitamin B ₁₂	12 mcg	200%
Pantothenic Acid	20 mg	200%
Sodium	20 mg	<1%
Proprietary Energy Blend	16,107 mg ¹	
Palatinose, D-ribose, green tea extract (leaf) ² , guarana extract (seed) ³ , cha de burge extract (leaf), maca extract (root), yerba mate extract (leaf) ⁴ , panax ginseng extract (root), L-tyrosine.		
*% Daily Values are based on a 2,000 calorie diet. ¹ Daily Value not established.		
Other Ingredients: Reverse osmosis carbonated water, proprietary fruit blend (açai, maqui), reconstituted fruit juice blend (apple, grape, pear), fruit puree blend (acerola, cupuaçu, camu camu), acerola extract (fruit), natural flavor, citric acid, xanthan gum, pectin, niacinamide, calcium pantothenate, pyridoxine hydrochloride, cyanocobalamin.		

MONAVIE E^{MV} LITE

Healthy. Sustained. Energy.™
20% Juice. No artificial flavors, colors, sweeteners, or preservatives.

Supplement Facts		
Serving Size: 1 can, 8.4 fl. oz. (250 ml)		
Amount Per Serving	% Daily Value	
Calories	75	
Total Carbohydrate	18 g	6%*
Sugars (from fruit)	7 g	
Palatinose™	10 g	
Vitamin C	60 mg	100%
Niacin	40 mg	200%
Vitamin B ₆	4 mg	200%
Vitamin B ₁₂	12 mcg	200%
Pantothenic Acid	20 mg	200%
Sodium	20 mg	<1%
Proprietary Energy Blend	11,165 mg ¹	
Palatinose, guarana extract (seed) ³ , D-ribose, green tea extract (leaf) ² , cha de burge extract (leaf), maca extract (root), yerba mate extract (leaf) ⁴ , panax ginseng extract (root), L-tyrosine.		
*% Daily Values are based on a 2,000 calorie diet. ¹ Daily Value not established.		
Other Ingredients: Reverse osmosis carbonated water, proprietary fruit blend (açai, maqui), reconstituted fruit juice blend (grape, apple, pear), malic acid, fruit puree blend (acerola, cupuaçu, camu camu), citric acid, natural flavor, xanthan gum, acerola extract (fruit), pectin, stevia extract (Reb-A 99%), niacinamide, calcium pantothenate, pyridoxine hydrochloride, cyanocobalamin.		



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