

MONAVIE KOSHER™

PRODUCT INFORMATION PAGE

MonaVie Kosher is a mouthwatering fusion of the Brazilian açai berry—one of nature’s top superfoods—and 18 other beneficial fruits. Incorporating a *Balance-Variety-Moderation* approach to nutrition, this free radical fighting, kosher certified formula nutritionally supports your body’s overall health.

THE PREMIER AÇAI BLEND™

MonaVie’s delicious blend of body-beneficial fruits is designed to nourish your body with powerful antioxidants and nutrients and consists of the following fruits:

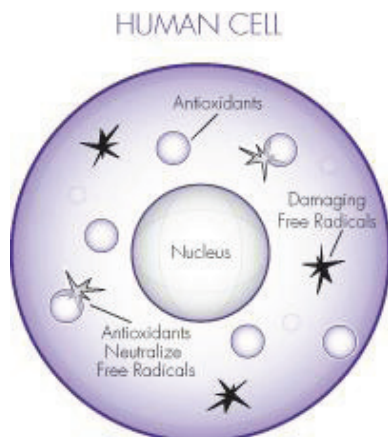
Açai, apple, pear, acerola, grape, plum, pineapple, kiwi, passion fruit, elderberry, blueberry, wolfberry, cherry, pomegranate, lychee, blackberry, pear, cranberry, banana, bilberry.

BENEFITS

- Offers potent antioxidant protection against free radicals.
- Certified by both the Orthodox Union (OU) of North America and the Chief Rabbinate of Israel.
- Adheres to all kosher dietary laws.
- Features a wide variety of nutrients for optimal health.
- Delivers the antioxidant capacity of approximately 13 servings of fruits and vegetables in just four ounces.
- Provides nutritional benefits for people of all ages.

ESSENTIAL FACTS

- In excess, free radicals produce harmful oxidation that can damage cell membranes and accelerate the aging process.
- MonaVie's freeze-dried açai has a higher ORAC score than any other fruit or vegetable tested to date, boasting an antioxidant capacity more than 15 times higher than blueberries and more than 20 times higher than raspberries (J Agric Food Chem. 2006, 54(22):8604-10).
- Health experts agree that a diet rich in a variety of antioxidants helps fight the signs of aging and is essential to maintaining good health.



Powerful antioxidants found in fruits—like those in MonaVie—help prevent cellular damage by neutralizing free radicals.

WHO SHOULD USE MONAVIE KOSHER?

Men and women who want to supplement their daily diets with beneficial antioxidants and a variety of nutritious, pigmented fruits.

NUTRITION FACTS

MONAVIE KOSHER

<u>Nutrition Facts</u>	<u>Amount, %DV*</u>
Serving Size	1 fl. oz. (30 ml)
Calories	30
Calories from fat	5
Total Fat	0.5 g, 1%
Cholesterol	0 mg, 0%
Sodium	5 mg, 0%
Potassium	55 mg, 2%
Total Carbohydrate	6 g, 2%
Dietary Fiber	2 g, 8%
Sugars	4 g
Protein	0 g, 0%
Vitamin C	15 mg, 25%
Iron	<1 mg, 2%

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

MonaVie Kosher Ingredients: Proprietary açai blend (freeze-dried powder, puree), reconstituted fruit juice blend (apple, pear, acerola, grape, plum, pineapple, kiwi, passion fruit, elderberry, blueberry, wolfberry, cherry, pomegranate, lychee, blackberry), fruit puree blend (pear, cranberry, banana, bilberry), natural flavors, citric acid, sodium benzoate (preservative).

RECOMMENDED USE

Drink 1 to 2 ounces twice daily. Shake well before using. Refrigerate after opening.

Go ahead, drink to your health!

[Click here to view the official OU certificate.](#)

[Click here to view the official certificate from the Chief Rabbinate.](#)

Subject: RE: URGENT QUESTION RE Monavie Kosher
From: "Product Questions" <ProductQuestions@Monavie.com>
Date: Tue, 20 Oct 2009 15:10:40 -0600
To: "Thierry Goyer" <tgoyer@eurokids.com>

Thierry,

Thank you for your questions about Kosher. Our product is Kosher certified by the OU (orthodox union), whatever sort of Kosher they certify their product as, is what we use. You can check their website out on www.oukosher.org.

Here is all the information we have for our Kosher blend. I hope this helps!

Israel Kosher Certification Link:

http://media.monavie.com/pdf/israel/kosher_certificate.pdf

US Kosher Certification Link:

http://media.monavie.com/pdf/israel/monavie_kosher_certificate.pdf

What is Kosher?

The word kosher means proper or acceptable. A kosher certified food meets Jewish dietary laws and traditions. According to the Orthodox Union website, most Americans eat some kosher food every day, but chances are they're not aware of it. Take a walk down the aisles of any supermarket and you will see certification appears on over 60% of America's produced foods that are certified kosher, from Oreó's to Coca-Cola.

What is the OU?

OU (Orthodox Union) Kosher is the world's largest and most widely recognized kosher certification agency, certifying more than 500,000 products produced in over 6,000 plants located in 80 countries around the world. OU Kosher is unique among all the major kosher certification agencies as it is part of a non-profit communal organization (founded in 1898).

The OU, termed a "coveted seal of approval" by The New York Times, is one of the world's best-known trademarks. Forbes magazine wrote, "If you want to know your food is kosher, you can look for the Orthodox Union's OU symbol." 600 Rabbinic Field Representatives, located across North America and throughout the world are proficient in modern food production techniques and chemical and biological processes, no less than the intricacies of Jewish law. Many of the food industry's most recognized brands, large and small, choose the OU for their kosher certification, including: Best Foods, Coca Cola, General Mills, H.J. Heinz, Hershey's, Kraft/Nabisco, Nestlé, Procter & Gamble, Pillsbury, and thousands more. Kraft/Nabisco, Nestlé, Procter & Gamble, Pillsbury, and thousands more.

Will the new kosher product affect any of the current product formulas?

The current product formulas will remain the same. The kosher product will be a new addition to the MonaVie family of products. The formulation is similar to MonaVie Original, made with a delicious blend of 19 body-beneficial fruits, including the Brazilian açai berry, to provide high-levels of antioxidants and to promote good health.

MonaVie Kosher—US

March 5, 2009

100% JUICE

Nutrition Facts	
Serving Size: 1 fl oz (30 ml)	
Servings Per Container: 25	
Amount Per Serving	
Calories 30	Calories from Fat 5
	% Daily Value*

Total Fat 0.5 g	13%
Cholesterol 0 mg	0%
Sodium 5 mg	0%
Potassium 55 mg	2%
Total Carbohydrate 6 g	2%
Dietary Fiber 2 g	8%
Sugars 4 g	
Protein 0 g	0%
Vitamin C 25%	
Iron 2%	
* Percent Daily Values are based on a 2000 calorie diet. Your daily values may be higher or lower based on your calories needs.	
Not a significant source of saturated fat, trans fat, vitamin A, or calcium	

Ingredients: Proprietary açai blend (freeze dried powder, puree), reconstituted fruit juice blend (acerola, apple, pear, grape, plum, pineapple, kiwi, passion fruit, elderberry, bilberry, wolfberry, cherry, pomegranate, lychee, blackberry) fruit puree blend (pear, banana, cranberry), natural flavors, sodium benzoate (preservative), citric acid.

Recommended Use: Drink 1 to 2 ounces twice daily. Shake well before using. Refrigerate after opening.

Do not use if safety seal is broken.

Gently flash pasteurized. No artificial flavors, colors, or sweeteners, and no added sugar.

Are the ingredients in the new MonaVie Kosher blend different than in MonaVie Original?

Yes. MonaVie Kosher does not have white grape, aronia, cupuacu, or camu camu. MonaVie Kosher also does not contain potassium sorbate.

Does MonaVie Kosher contain freeze-dried açai?

Yes. Freeze-dried açai powder is used in all products including MonaVie Kosher. Freeze-dried açai powder is not listed on MonaVie Kosher label due to regulatory and label laws applicable to Israel. Despite its being unlisted, MonaVie Kosher contains an equal amount of freeze-dried açai when compared to all other MonaVie products. Freeze-dried açai is central to all of the MonaVie product formulas.

Why are some of the fruits in MonaVie Kosher different than MonaVie Original?

Due to Kosher certification requirements, it was necessary to alter some of the ingredients from the MonaVie Original juice blend.

What new fruits have been added to the MonaVie Kosher blend?

Four new fruits have been added to the kosher blend.

Pineapple juice- Native to southern Brazil and Paraguay, this tropical sweet fruit contains antioxidant phenol compounds. The edible juicy flesh ranges from an almost white to yellow color.

Elderberry juice- Native to the subtropical regions of eastern North America and Europe, early settlers used them as a dried and medicinal crop. The flat topped clusters of small, juicy, round elderberries are loaded with blue and red pigmented phytonutrients and antioxidants.

Cherry juice- Cherries are believed to originate from Europe and Asia. Today, cherries are grown all over the world and are known for their beautiful red color. As a perennial tree fruit, it is known for its tart juicy pulp and anthocyanin contribution to the diet.

Blackberry juice- Used for over 2,000 years in Europe for eating and medicinal purposes, blackberries are also native to Asia, North America, and South America. The dark colored aggregate fruit is a dense source of antioxidant polyphenolic compounds.

Why is MonaVie Original the only kosher certified product? Will there be a kosher version of MonaVie Active and MonaVie Pulse?

MonaVie Kosher is very similar to MonaVie Original, but has its own unique blend of fruits. At this time we do not plan on releasing additional kosher blends. However, there is a possibility we may expand the kosher line in the