



M O N A • V I E

## MONAVIE PULSE APPROVED CLAIMS LIST UNITED STATES

### HEART CLAIMS

- Heart friendly.
- Supports heart health.
- Supports the heart and cardiovascular system.
- MonaVie Pulse's unique blend of fruits is noted for its antioxidant polyphenol content.
- MonaVie Pulse is formulated to support heart health.
- MonaVie Pulse is a heart healthy blend with added plant sterols, resveratrol, and omega-3s.
- Contains plant sterols that help maintain heart health.
- MonaVie Pulse was designed with your heart in mind.
- Resveratrol is an antioxidant that supports the cardiovascular system and the body's ability to protect healthy blood vessels.

### HEART DISEASE (CHD-CORONARY HEART DISEASE) HEALTH CLAIM

- Foods containing at least 0.4 g per serving of plant sterols, eaten twice a day with meals for a daily total intake of at least 0.8 g, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Two servings (4 oz) of **MonaVie Pulse** juice supply 0.8 g of plant sterols.
- Foods containing at least 0.4 g per serving of plant sterols, eaten twice a day with meals for a daily total intake of at least 0.8 g, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Two servings (2 packets) of **MonaVie Pulse Gel** supplies 0.8 g of plant sterols.

### CHOLESTEROL CLAIMS

- Watching your cholesterol? MonaVie contains plant sterols, which studies suggest play a key role in lowering cholesterol.
- Helps maintain existing healthy cholesterol levels.
- Helps maintain healthy cholesterol levels already within a normal range.
- Studies suggest that when plant sterols are present, the body absorbs less cholesterol.
- Plant sterols compete with cholesterol for absorption in the body.

### GENERAL CLAIMS

- MonaVie Pulse, like red wine, contains a variety of phenolic (polyphenol) antioxidants including resveratrol, without the alcohol.
- Resveratrol has antioxidant and other body-beneficial properties. Resveratrol is a natural compound produced by some plants to protect it from environmental stresses like sun radiation.

## MONAVIE PRODUCT SPECIFIC CLAIMS

- MonaVie delivers a blend of 19 fruits, including the açai berry.
- Açai is one of nature's top superfoods.
- Consuming *MonaVie* helps you to maintain a healthy and active lifestyle.
- *MonaVie* products offer a simple and convenient solution to help meet some of your body's nutritional needs.
- *MonaVie*'s premier açai blend delivers antioxidants and phytonutrients to help maintain and promote good health.
- In comparing ORAC scores, four ounces of *MonaVie* has the equivalent antioxidant capacity of approximately 13 servings of fruits and vegetables.

## AÇAÍ SPECIFIC CLAIMS

- The açai berry has been prized for centuries as a source of health, energy, and longevity.
- *MonaVie* freeze-dried açai is unparalleled in its antioxidant strength. *MonaVie*'s freeze-dried açai boasts more than 15 times the antioxidant capacity of whole blueberries and more than 20 times the antioxidant capacity of whole raspberries.
- Pre-clinical research on the freeze-dried açai used in *MonaVie* products shows it to have:
  - a high antioxidant capacity (SORAC), especially against superoxide free radicals.
  - a high antioxidant capacity (ORAC), especially against peroxy free radicals.
- Freeze-dried açai in a SOD assay (SORAC) had one of the highest tested antioxidant capacities of any fruit or vegetable to fight superoxide free radicals.
- A nutritional analysis of the freeze-dried açai used in *MonaVie* products found it to have anthocyanins, proanthocyanidins, and other flavonoids.

## IMPORTANT GUIDELINES

- *MonaVie* products (including *Pulse*) are not intended to replace or mimic the activity, effects, or benefits of drugs or medications. Do not substitute or replace your medication(s) with *MonaVie Pulse*.
- The plant sterol activity, effects, and benefits in *MonaVie Pulse* as it relates to heart health and cholesterol are significantly less than that found in drugs.
- If you have a concern of any kind related to *MonaVie Pulse* or its contraindications with medications, consult with your physician before consuming *MonaVie Pulse*.
- Do not use *MonaVie Pulse* as an alternative to physician consultation or advice.
- *MonaVie Pulse* does not cure heart disease.
- *MonaVie Pulse* does not cure, treat, mitigate, or prevent serious cholesterol problems.
- *MonaVie Pulse* is intended for healthy people, not for people with heart or cholesterol diseases.