

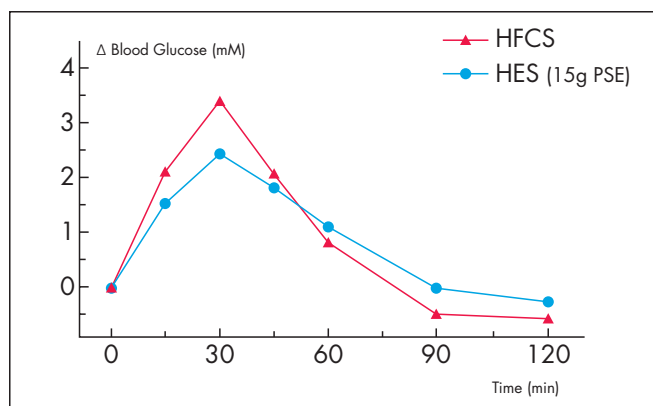


M O N A • V I E

MONAVIE E^{MV}™ GLYCEMIC INDEX RESULTS

A study completed in July 2009 by Glycemic Index Laboratories indicates that MonaVie E^{MV} has a low glycemic index (GI) and a prolonged energy effect. The GI ranks foods on how they affect our blood glucose (sugar) levels. The GI is most useful when deciding which carbohydrate foods to eat. Not all carbohydrates act the same. Some are quickly broken down in the intestine, causing the blood glucose level to rise rapidly. These carbohydrates have a high GI. When you eat foods with a high GI, it causes a large and rapid glycemic (glucose) response. You may feel an initial elevation in energy and mood as your blood sugar rises, but this is generally followed by a cycle of increased lethargy and hunger.

Other carbohydrates similar to those found in MonaVie E^{MV} break down more slowly, releasing glucose gradually into our blood streams and are said to have a lower GI. MonaVie E^{MV} was found to have a GI value of 51.7, which is considered a low GI value because it is less than 55. Compared to a high fructose corn syrup solution, MonaVie E^{MV} caused a smaller and slower rise in blood glucose levels and then maintained increased levels of blood glucose for a longer period of time. The absence of a sharp rise and fall in blood glucose and the maintenance of higher levels for longer periods of time leads to longer lasting energy. The results of this study further validate the benefits of MonaVie E^{MV} as a quick and sustained source of energy.*



MonaVie E^{MV} (HES) compared to High Fructose Corn Syrup (HFCS).

MORE INFORMATION ABOUT GI

The GI measures how much the glucose in your blood increases in the two or three hours after eating using a scale of 0 to 100, with higher values given to foods that cause the most rapid rise in blood sugar. Pure glucose serves as a reference point and is given a Glycemic Index of 100. The Glycemic Index primarily focuses on carbohydrates in foods. Foods high in fat or protein are not broken down as quickly and do not cause your blood glucose level to rise rapidly.

Your blood glucose level tells you how much glucose you have in your bloodstream. The human body uses the glucose in the blood for energy. According to the American Diabetes Association, normal fasting blood glucose levels are between 70 and 100; normal post-meal glucose levels are less than 140. Your body performs best when your blood sugar is kept relatively constant.

* 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.