

MonaVie Original: The Science of Fruit

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Why MonaVie Original

The Acai berry is an amazing plant that has remarkable nutritional content that has allowed individuals in Amazonia to survive solely on the berry. Folk lore among the native Brazilians living in the north of Brazil tells stories of how Mother's who had difficulty lactating fed their babies Acai juice and their babies prospered. Every essential and non-essential amino acid is found in the fruit, making Acai a complete protein. Acai is nature's perfect food.

Açai forms such an important part of the Brazilian diet, that up to two liters a day of it is consumed by individuals in the region. When fresh Acai is out of season, the Brazilians in the north of Brazil often lack energy and at times feel weak.

Why? Acai was found to have the following nutrients at appreciable levels:

Vitamin A (as beta carotene)	Calcium
Vitamin C (as ascorbate ion)	Magnesium
Vitamin E (as d-alpha tocopherol)	Copper
Vitamin D (as cholecalciferol)	Chromium
Vitamin B-1 (as thiamin)	Zinc
Vitamin B-2 (as riboflavin)	Iron
Vitamin B-3 (as niacin/niacinamide)	Sodium
Vitamin B-6 (as pyridoxine)	Manganese
Vitamin B-12 (as cyanocobalamin)	Selenium
Pantothenic acid (as free anion)	Boron
Biotin	Potassium
Folic Acid	Molybdenum
Inositol	Iodine

Additionally, Acai is an excellent source of vitamin A which is important to skin health, vision, growth and reproduction.

Perhaps what makes Acai most unique is its extremely high level of antioxidants and phytonutrients. When compare to other fruits, the Acai berry is the most powerful antioxidant known to man. When measuring a fruit for its antioxidant strength, an assay is used called

Oxygen Radical Absorbance Capacity, ORAC for short. It is recommended that a person consume about 4,000 to 5,000 ORAC units per day or the equivalent of consuming approximately 7-10 fruits and vegetables per day. One gram of Acai (in a freeze dried powdered form) has an ORAC score of 1,027 units – making Acai the most powerful super food in the world.

In the U.S, surveys indicate that only 5% of Americans consumes 5 servings of fruits and vegetables per day; ingesting approximately 1,600 ORAC units per day. Four ounces of MonaVie Original has been formulated to provide approximately 4,000 ORAC units. The antioxidants found in MonaVie are a key to fighting and controlling free radicals which can damage healthy cells. An over-production of free radicals which increase when we are stressed, ingest pollution or smoke cigarettes, cause our bodies to be "out-of-balance" and to suffer oxidative stress. Oxidative stress results when FREE RADICAL formation is unbalanced in proportion to the protective ANTIOXIDANTS

A decade ago, researchers were blaming oxidative damage for everything from cancer to heart disease. Now chronic, low-grade inflammation is seizing the spotlight. Inflammation is the evil twin of oxidation. Where you find one you find the other. MonaVie was created to address this health problem of the 21st century. The "19 fruits" are chosen because of their high concentration of phytonutrients, which have been shown to be the best source of antioxidants and anti-inflammatory compounds in nature.

As consumers become savvier to the health benefits of phytonutrients, many of them will become household names much like vitamin C, potassium and folate. Currently, listing all of the phytonutrients on the MonaVie Original label and their concentrations would not serve a purpose. It is encouraging knowing that MonaVie is on the cutting edge of health and not merely replicating the past. The biological activity described as oxidation potential is a way to compare the benefits of one product over another. Hence, if grapes are valuable (which we know from the French Paradox), how much more beneficial is a fruit blend that has 10x the ant oxidation potential of grapes? Sugar laden Cocoa Puffs are fortified with vitamin K, folate and vitamin C; but how many children every day get a contribution from their diet the entire spectrum of pigmented fruits packed with phytonutrients?

Phytonutrients are dietary components that are somewhat new to the public in the field of nutrition. Phytonutrients are generally described as chemical components of plants that favorably alter the structure or

function of the body. They have been shown to have beneficial effects on health and disease prevention. In an era of remarkable nutritional discoveries, it is appropriate to broaden our definition of a nutrient to include substances proven by rigorous scientific methods that are involved in disease prevention.

A short list of some of the better known phytonutrients contained in MonaVie to which specific health functions (specifically anti-oxidant and anti-inflammatory) have been attributed:

Protocatechic acid
Protocatchuric acdi
Catechin
Epi-catechin
Eriodictyol
Eriodictyol-7-glucoside
Luteolin
Luteolin-4-glucoside
Isoquercitin
Quercitin-3-arabinoside
Chyrsoeriol
Eurpatorin
Ferulic acid
Hydroxbenzoic acid
Gallic acid
Kaempferol
Ellagic acid
Vanillic acid
Coumeric acid
Anthocyanin
Proanthocyanin
Anthocyanadin
Cyanidin-3-glucoside courmarate
Cyanidin-3- glucoside
Polyphenols
Flavinoids
Flavanols
Flavonols
Beta-sitosterol
Campesterol
Sigmasterol
Myricetin
Resveratrol
Pterostilbene

Hippuritic acid

Since there are so many phytonutrients in the fruits used in MonaVie, I do not want to burden you with the thousands of research papers on all of them. Therefore I have selected a few from the Acai berry as well as some useful references regarding the fruits used and their contribution to chronic inflammation.

MonaVie Original is the world's greatest functional health beverage. Enjoy yours today!

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