

## **Why MonaVie**

### **There is Cheaper Brands of Fruit Juice with Acai**

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Our January 30th MonaVie Showcase call featured acai expert Jeff Graham, business partner of Dr. Alex Schauss and now full time with MonaVie as our new head of Product Development.

Jeff assures us of other, exciting breakthrough products in the future! He also stated that in the near future, he will have a much expanded FAQ section in our back office.

Jeff said he had just returned from another trip to Brazil where he'd worked on arrangements for securing a plentiful supply of premium quality acai berries to accommodate the tremendous growth we are enjoying.

In commenting about other acai products on the market, Jeff said that the maximum concentration of SOLIDS (skin and pulp) that can be made is 14% but that most acai blends being sold today contain only 3-5% solids -- with the rest of the content being primarily water.

Our MonaVie formulas use not only the highest possible percentage of solids, but ALSO include a substantial amount of powerful, freeze dried acai powder (Opti Acai).

This powder is exclusively available to MonaVie and NO other company. It comes from the Brazilian processing plant owned by Dr. Schauss and his partners, the entire freeze drying process being patent protected.

Aside from the exclusivity significance of this, one of the core reasons why MonaVie is delivering such sensational results is that a maximum amount of the tremendously beneficial phytonutrients in Acai fruit are captured and preserved by our proprietary methods of processing.

This is the SAME Opti Acai that has been the subject of an extensive study by the United States Department of Agriculture in recent years, in conjunction with Dr. Schauss.

Jeff Graham mentioned that he had just read the draft copy of a major scientific paper related to this research, soon to be published in the prestigious Journal of Agricultural and Food Chemistry. The comparison of ORAC values of freeze dried Opti Acai powder and the fruit the USDA has long heralded as the most powerful of antioxidants (cranberry) is certain to send shock waves through the world's marketplace.

When compared on the basis of ONE gram of powder, the "past champion" cranberry's ORAC value stands at 94. ONE gram of our Opti Acai delivers a thunderous ORAC value of 1027!!

Although numerous scientists have participated, including the USDA's two top antioxidant researchers, the LEAD author of this landmark article is Dr. Alexander Schauss!

Jeff Graham concluded his presentation by mentioning that the addition of glucosamine hydrochloride and esterified fatty acids (Celadrin) to our Active formula has been found to help greatly in repairing cartilage and joints. He also said that two of MonaVie's other fruits, acerola and camu camu, also come from Brazil.