

MonaVie

Possibly the Healthiest Drink on the Planet



GOOD FOR THE BODY

- 1. Helps build a strong body by providing protein**
Proteins are the primary component of some hormones and many body tissues, including muscles and organs. Proteins also make up the outer layers of hair, nails and skin. Acai has more proteins than an average egg.
- 2. Cleanses and detoxifies the body**
Acai has been used for centuries to cleanse the body of contaminants.
- 3. Enhances muscle contractions and muscle regeneration**
Acai's mix of essential amino acids and trace minerals are vital for strength and recovery after strenuous activity.
- 4. Increase energy & stamina**
Acai's nutrients, including a large amount of natural lipids, provide needed energy to tackle competitive sports and daily chores.
- 5. Stress relief**
The acai berry can help to regulate your stress levels and repair your body.
- 6. Improves sexual health**
Acai's anti-inflammatory and antioxidant properties can counter infertility due to stress, pollution and factors related to free radicals.
- 7. Aids body synergy**
Acai's immune-system-strengthening qualities help protect the entire body.
- 8. A potent anti-aging food**
The regenerative nutrients and strong antioxidants in acai keep cells operating optimally and may slow aging.

FOR MEN

- 9. May help prevent prostate enlargement**
The antioxidant punch of acai may be a powerful weapon in the fight against benign prostatic hyperplasia (BPH), commonly known as an enlarged prostate.

FOR WOMEN

- 10. Helps prevent osteoporosis**
Acai has a significant amount of calcium, which helps strengthen the bones, prevent fractures and can help prevent osteoporosis.
- 11. Menstrual cycles**
Women who experience extreme menstrual pain can also benefit from acai juice. Calcium-rich foods help coat the lining of the stomach and uterus, and help reduce the pain from cramps and bloating.

HEART HEALTH & DIABETES

- 12. May help prevent causes of heart disease**
The berry contains the antioxidant polyphenols, a principal source of heart protection. One anthocyanin, cyanidin-3-glucoside, may improve the production of nitric oxide (NO) in endothelial cells. NO allows blood vessel walls to relax and expand, resulting in less stress on the heart, decreased risk of vessel blockage and an increased blood flow.
- 13. Reduces bad cholesterol**
In addition to its high antioxidant content, acai is rich in essential fatty acids (EFAs). A large body of research indicates that EFAs help reduce harmful LDL cholesterol while supporting levels of the beneficial HDL cholesterol, which can lead to better blood circulation.
- 14. Sterols may lower blood pressure (BP)**
Sterols are components of plant cell membranes providing numerous benefits to the human body. Sterols are currently being used to treat symptoms associated with BP.
- 15. Protects blood vessels**
The anthocyanins in acai protect small and large blood vessels, including veins, arteries and capillaries.
- 16. Helps thwart retinopathy**
In diabetes weak capillaries can lead to a condition called retinopathy, which often leads to blindness. Acai helps protect capillaries.
- 17. Improves glucose and lipid levels**
Acai's low glycemic index improves glucose and lipid levels in diabetics.
- 18. Weight control**
Acai's low glycemic index also helps control appetite and delay hunger, which can help individuals trying to lose weight.
- 19. Acai can improve resistance to disease**
By boosting the immune system, acai's rich nutrient profile helps boost the body's natural defenses.

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20. Improved function of immune cells

Recent findings published in the *International Journal of Sports Medicine* indicate that acai's beta-sitosterol prevents immune suppression and modulates the lymphocyte activity.

21. Prevents free-radical damage to the immune system

Free radical damage (or oxidation) is one of the primary causes of immune weakness or dysfunction.

22. Can thwart viruses, bacterial infections and fungi

Acai can reduce the frequency of infectious diseases.

23. Acts as an antimutagenic

Acai's antioxidant properties help prevent damage to DNA, which lowers the risks posed by carcinogens and mutagens.

AID FOR THE DIGESTIVE SYSTEM

24. Improved digestion

Acai's dietary fiber helps promote the health of the digestive tract, including the colon.

25. Overcomes acid-reflux disease (GERD)

The broad array of antioxidants in acai may help protect and repair the lower esophagus damaged by GERD, and its acid-suppression effects reduce the acidity of stomach contents when reflux does occur.

26. Heals ulcers

The antibacterial properties of acai kill bad bacteria, fungi and parasites, including *H. pylori*, the ulcer-causing bacteria.

27. Helps relieve symptoms of Crohn's disease

Acai's anti-inflammatory abilities may prevent the malabsorption of vital nutrients by preventing damage to the wall of the small intestine.

SKIN CARE

28. Improves skin tone

Acai's phytosterols help reduce the erosion of the skin's protective coating.

29. Defends against premature wrinkles

Because it is so high in anthocyanins and phytosterols, acai helps protect connective tissues, including collagen.

30. Acts as an astringent

Astringents are substances that contract, shrink or tighten body tissues, including skin. Astringents can be used to stop bleeding in small cuts or to give the skin a fresh, tingling feeling.

DISEASE FIGHTER

31. May thwart cancer

The antioxidant protection of acai may lower cancer risks for several types, including breast, lung, skin and stomach cancers, by neutralizing free radicals before they can damage cells.

32. Reduces arthritis pain

Anti-inflammatory properties of acai may offer relief for arthritis sufferers.

33. Relieves symptoms of asthma

Acai's vitamin C is a powerful antioxidant with anti-inflammatory properties found to improve symptoms of asthma.

34. May reduce risk for Alzheimer's disease

A 2004 study from the *Archives of Neurology* found a reduced risk for Alzheimer's disease with increased amounts of vitamins C and E, found in acai.

OTHER HEALTH ADVANTAGES OF AÇAI

35. Aids vision

The beta carotene and vitamin C in acai promote eye health, including reducing the complications of macular degeneration in diabetics.

36. Helps maintain healthy teeth and gums

The calcium in acai may mean a whiter smile and stronger teeth, as well as the prevention of gingivitis and other gum diseases.

37. Improves mental clarity

Acai's omega-3 fats are crucial for proper mental function and alertness.

38. Better sleep

The B vitamins and other nutrients in acai reduce stress and help brain cells communicate by assisting with the production of neurotransmitters like dopamine and serotonin.

LAST BUT NOT LEAST!

39. Promotes overall wellness

The acai berry may possess a stellar array of antioxidants, vitamins and minerals. Antioxidants provide one of the best ways to prevent disease, promote overall wellness and slow the effects of aging in an environment that is growing increasingly hostile. The antioxidants in acai feed the body and help it build and replenish itself. Acai has great potential as a super-antioxidant supplement. Research shows it has greater activity and possibly more benefits than most other fruits and vegetables.

Acai Blend Personal Testimonials

NOTE: The following statements have not been evaluated by the Food and Drug Administration. The Acai Blend juice is not intended to diagnose, treat, cure or prevent any disease. Any results mentioned are the personal experience of one individual and might not be the same for others.

Natural products such as the Acai Blend juice merely nourish and empower the body to begin its own repairing processes. No health claims are made. These pages are not corporate materials; they are compiled and edited for brevity by independent distributors.

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The United States Department of Agriculture recommends 5 to 9 servings a day of a variety of fruits and vegetables. Most people eat 3 or fewer.

A University of California study found that the 4 MOST consumed fruits and vegetables in America are:

- 1) French-fried potatoes 2) Ketchup 3) Pizza sauce 4) Iceburg lettuce**

Little wonder our lives are compromised by a maze of “lifestyle” diseases!

Read what some of the Acai Blend customers are experiencing ...

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Painful joints, fingers locking

At age 65 ... **very painful joints** -- knees, hands and fingers ... **fingers would literally lock up** until I massaged my hands for 15-20 minutes ... **pain was intense.** From the **FIRST DAY** using Acai Active Blend ... **totally PAIN FREE.**
~Al Shur, Colorado

Degenerative arthritis

Twenty years ago ... diagnosed with **degenerative arthritis** ... mobility became very limited ... pain so severe ... **could not lift a stapler, my handbag or even a glass of water.** After work, I would **collapse in tears with excruciating hip pain.** I could barely lift myself from a chair ... hip pain made walking extremely difficult, embarrassing. **Before finishing the first bottle of Acai Active Blend, my pain was totally gone in those joints that had been so bad.**
~Patricia Atcheson, Virginia

Frozen shoulder

A past shoulder injury developed into **"frozen shoulder."** My range of motion was extremely limited, the pain at times unbearable. Add this to **severely arthritic knees** ... living life with **constant pain.** **In less than two weeks of drinking Acai Active blend, I gained complete range of motion in my shoulder, and virtually NO pain of any kind, including in my knees** ... energy level has skyrocketed.
~Darrell Utterbach, California, age 45

Plantar fasciitis

Three years ago at age 60 ... **plantar faciitis** in both feet ... **extremely painful,** led to **bone spurs on both heels** ... hurt so badly **I couldn't even stand at the sink and peel 4 potatoes** ... when lying down, it was like **ice picks** piercing my heels. Also was stricken with **sciatic nerve pain** from low back to foot. Then I suffered a **"frozen" right shoulder**--a cortisone shot helped only a little. Then the other shoulder froze also ... lived in **constant pain** ... **hadn't had a good night's sleep in three solid years.** I began the Acai Active Blend, 1 oz, twice daily ... **by the end of the SECOND day, the pain was essentially gone.** EVERYWHERE. This is Day 21 ... I haven't felt this good in many years!
~Lynda King, Texas

Fibromyalgia, bursitis, compressed disks, depression, leaky heart valves

I'm 52 ... **moderate to extremely severe pain** much of my life ... **migraines. Blindingly painful compressed disks** ... **arthritis, bursitis, fibromyalgia.** Depression drugs caused side effects ... **spent fortunes on doctors,** medical tests, physical therapy ... Pain only partially relieved by Lidoderm patches, muscle relaxers, shots in my neck and back, Vioxx, Celebrex, Ibuprofen, Tylenol, Amerge for the migraines and a decade of herbal remedies, juices, etc.

Very limited range of motion ... great difficulty sleeping. Began Acai Active some 3 months ago, stopped ALL the medications. **By the third day** ... was **RUNNING up stairs** ... **within weeks could do ANYTHING** ... lift my arms high ... bend over and touch the floor ... **sleeping well, waken feeling great** ... blood sugar levels now stable. Also had **3 leaky heart valves,** one since age 16 .. 90 days after starting Acai Blend, **angiogram** and a **cardio cath found NO plaque** and **NO indication of ANY leaky valves.**
~Joy McGhan, Alaska

Athletic stamina

I'm 62 years old, in good health ... no aches and pains ... had NO idea how much was happening in my body until 12 days later when I hit the ski slopes at Vail. Typically ... ready to quit for the day by noon ... This year, after less than two weeks on Acai Active ... **best ski day of my entire life!** Before noon, I'd skied FIVE Black Diamond runs for the first time EVER ... Right after lunch ... skied an Extreme run ... next to Lover's Leap at the top of Blue Sky Basin--a five foot cornice onto a Black Diamond run, then down a fast Blue Diamond cruiser. **Never have I skied that fast before** ... joints haven't felt this good in decades--**feel like I'm in my 30's again.**

~Bud Corkin, Colorado
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**Rotator cuff injury**

I'm extremely active--into skydiving, skiing, and other sports ... a work-out and weight-lifting zealot all my life ... Injured a shoulder, damaged a rotator cuff ... **extreme pain** for 5 months, unable to do ANY lifting on any bench. Not being able to work out was leaving a **huge hole in my life.** Within only TWO weeks on Acai Active ... **back to lifting full force, as if nothing had ever happened to my shoulder.** I was totally amazed.

~Michael Moore, Colorado  
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Bad knees, shoulder pain

After 30 years as a runner, at age 57 had two knees in very bad shape and a shoulder with pain and clicking ... had artherosopic surgery in both knees, doctor said I should have them replaced within a few years. I was living on pain medications--Bextra, Percoset, Motrin, etc. I stopped all the pain medications the day I began drinking Acai Active Blend. **Within only a few days, the pain was simply gone.** My shoulder seems completely normal again, full range of motion with no clicking and no pain.

~Jim Ritter, Ohio

Ankle, knee pain, recovery time, energy

I'm 57 years old ... stay fit by playing basketball with younger guys, around 1-2 hours on the court each time. Since beginning the Acai Blend, an ounce twice a day ... **ankles and knees are not bothering** like they used to ... **energy is up ... recovery time is much faster ... seldom need a nap anymore!**

~Jim Connelly, Colorado
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**Cholesterol, sciatic pain**

For 5 years ... **tried in vain to reduce high cholesterol** with diet, exercise. For post-surgery back pain ... several months on 2000 mg. a day of Ibuprofen. Mid December 2005, cholesterol: **295** ... 5 weeks after Acai Blend, it was **233, down by 62 points!** And my **back and sciatic pain, on a scale of 1 to 10, dropped to ZERO** after just two weeks.

~Mick Karshner, California  
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Extreme pain

Extreme pain and health issues had brought me down to depression and thoughts of suicide at 52. Injuries, **severely arthritic wrists, elbows and knees** ... desperate for relief -- In October 2004 ... **struck from behind by a forklift ... severe low back injury.** Doctors, specialists, therapy, drugs did not relieve the excruciating pain. After 18 hours and a total of **3 oz Acai Blend,** I was **almost totally pain-free in my back, knees, wrists and elbows.** I feel well rested, energetic and fully alert ... have not felt this well in **YEARS!**

~Andrea Culp, Iowa
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**Neuropathy, numbness**

I'm 54 years old ... 6 years ago, **worsening numbness in both feet ... progressed frighteningly through my feet** ... could walk barefoot in the snow and **not even feel the cold** ... like carrying two dead wooden paddles. **Within 12 hours and 6 oz. of the Acai Blend, I could feel sensation starting to return to my**

**feet.** That was just 3 weeks ago ... elated with the results. **Can FEEL the texture of my socks again ...** can feel the wrinkle ... can feel the hurt if I step on a pebble ... can lie in bed and feel the sheets instead of feeling as if I didn't HAVE any feet ... **Tremendous relief from the stress of uncertainty.** Also, my **craving for coffee dropped ...** instead of 3-4-POTS a day, am happy with 3-4 CUPS! Have natural energy, no longer need the ongoing "pick-up."

~Don Thomas, Colorado



**Numbness in feet**

I am 27 now, 4 years ago, began **losing the feeling in my feet ...** hard to balance myself while walking ... was diagnosed with Type II diabetes and had probably had it for 5-6 years. Began drinking Acai Active, 3 oz a day ... in less than 60 days ... **had gained back almost all the feeling in my feet.** Walking is natural and easy again ... knees don't pop anymore. Also began giving my 5-yr-old daughter Acai Original, 2 oz. daily ... she became much more calm and relaxed ... seemed to have a new sense of well being and serenity ... was thinking things through before just acting on them as in the past. Even her teacher commented on better concentration, getting **work done on time, less aggression on the playground.**

~Shaun Lawrence, Colorado



**Stiffness, back pain, hip pain**

Arthritis stiffness and pain began in my late 30's ... age 61 now ... past few years, pain has been **constant and worsening in my low back and hips ... learned to live with constant hurting.** Pain wakened me repeatedly at night, made it hard to get moving each morning. **I didn't believe for a moment Acai Blend could possibly help ...** at just 1 oz. twice a day, **low back pain was simply GONE in just 5 days.** After one bottle, the **hip pain gone as well. Far more energy ... wonderful feeling of well being ... sleeping better than in years ...** awake and alert more hours a day... doing many things I couldn't do before.

~Janet Karshner, California

**Phantom pain, back pain**

**Lost a leg to cancer** in 1959 when I was 16 ... have lived with 45 years of "**phantom pain**" often associated with limb loss ... manifested as a **pin pricked, cramped "foot."** In recent years ... **low back pain so intense, unable to tie a shoelace ...**neurosurgeon advised: 1) cortisone injections; 2) cut the nerves; or 3) tough it out. After only 2 weeks on Acai Active ... **back pain was barely noticeable ... power is back** in my skiing, thigh is not sore after a long ski day, my knee no longer aches and clicks ... energy level is superior to my BEST years racing. Even more amazing, the "**phantom pain**" I have lived with for decades has **VANISHED!**

~Forrest Luff, Colorado



**Bad knees, shoulder**

**My left knee has been bone on bone** with almost all the cartilage gone for 25 years. Two years ago, injured the other knee, ended up partially bone on bone in that knee also. **My walking was like a duck waddle ...** physical activity severely limited ... doctor said I should have both knees replaced. Also had a **bad shoulder,** probably arthritis, could lift my arm only about as high as my ear. Even with the anti-inflammatory and prescription pain drugs, often took up to 2,000 mg. a day of Tylenol ... **could barely function ... grew progressively worse ... couldn't walk more than 5-10 minutes at a time ...** felt exhausted. Felt a difference after just ONE day of Acai Active Blend ... **within two weeks ... essentially pain-free and off ALL medications for the first time in 20 years ...** full range of motion in my shoulder with **no pain at all!** After 3 weeks, spent more than 4 hours doing my own yard work, then 3-4 hours more on an outing with my grandchildren. **And no more duck waddle!** After 2 months of Acai Active, was able to go **golfing** for the first time in 2 years, I not only entered a **tournament** but came home with the **FIRST PLACE** trophy ... FAR more energy ... mental alertness is much better.

~Charlie King, Texas

**Energy**

My sister-in-law has been a nurse in New York for 40 years, works in ICU ... **never believes in anything except drugs.** I sent her 2 bottles of Acai Active for her birthday--against the will of my wife (who said she would never drink it). I begged my sister to start ... finally she did, then called to **RAVE about her energy level.** About Ten days later, she **ordered 24 bottles for her fellow nurses, friends and son.**

~Leslie, Florida  
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Myasthinia Gravis

... Diagnosed two years ago with a neurological disorder called **myasthenia gravis** (what Aristotle Onassis had) ... greatly affected **my ability to walk or stand without falling and holding things without dropping them ... had double vision, drooping eyes ...** I had to quit my job--simply no energy to work ... **Even going to the mall became a huge chore to me.**

Neither traditional care nor alternative remedies helped. Stress exacerbated the symptoms. The Immunoglobulin treatments cost **\$3500 per bottle** (a full treatment was nine bottles was \$31,500) ... **it helped little ...** in a wheel chair for a while, then worked into a 4-prong cane, then a single cane, and finally began walking. Six months ago ... **major surgery** (chest cracked open) ... thymus gland removed ... doctors said this would "fix everything" and bring back my energy ... it failed to do so. Then 3 months ago ... began drinking the Acai Active Blend, one ounce, twice a day ... within 3 days, **I felt a miracle had happened ...** began exercising every morning, almost expecting my muscles to give out--but they didn't! Suddenly the limitations on my life were **GONE! No more double vision. No more drooping eyelids. No more stumbling, falling or dropping things ... have full use of the arm that was worst ... I look and feel great, can even RUN again!**

Last month ... wasn't even tired after climbing all the way to the very TOP row of bleachers. My life has been renewed!!

~Dawn Warner, Georgia

Parkinson's disease

I've worked for John Hancock Life Insurance for 30 years ... **golfing and singing were my joys in life.** In 1991... diagnosed with **Parkinson's disease** ... slowly the pain and tremors worsened and **greatly curtailed my golfing.** I needed a walker to get around the house ... grew **depressed** because of disease effects and/or side effects of medications ... **didn't feel like singing anymore ... severe pain** in my back and joints (often resorting to Percoset) ...

I was scheduled for surgery on fragmented disks in my back ... **couldn't sleep without melatonin ... had to take Citrucel daily.** Almost instant relief in my joints and back when I began drinking Acai Active ... now 9 weeks later ... I am **essentially free of pain ... tremors are much reduced ...** no longer need melatonin to sleep. No longer need Citrucel ... **energy level is much improved ... am playing golf as often as I wish, and I am SINGING again--because I FEEL like singing!** My doctor is puzzled at the reversal or reduction of many of my symptoms ... he **reduced by 1/3 the three Parkinson's-control medications** I've been taking--Stalevo, Sinemet and Mirapex.

~Miguel Rodriguez, Puerto Rico
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**Parkinson's disease**

I'm 87 years old ... have had **Parkinson's disease** for a number of years ... **severe soreness in my legs**, so bad that it even hurt to rub them to try to help my circulation. It also **made my head shake at times, and my right hand shook all the time.** Also had **arthritis** in my knees, very painful to get around. Four months ago, began Acai Blend, Active, an ounce and a half a day. Within only a few weeks, **all the pain and soreness simply vanished. So did all the tremors.** I have no shaking at all, my son tells me I look 10 years younger!

~Twila Clark, Oregon  
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Age spots

The **age spots** on the backs of my hands have disappeared ... **knobby knuckles** are slowly becoming **SLENDER** again ... can slip on rings I haven't been able to wear in years ... **skin is softer** than I can remember ... **hair and nails are growing faster**, and I'm **SLEEPING better** than I have in a long time!

~Mary, South Dakota

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**Nail fungus**

Topical drops from the doctor did nothing to curb the **fungal infection** beneath my left thumbnail -- it was 5 years and counting. I just kept scraping away the white residue, twice a week. After 3 weeks of drinking Acai Active Blend, the entire fungus simply fell away. It's been totally gone for almost 6 months now!

~Sandy, South Dakota

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Injury, carpal tunnel, TMJ, acid reflux, arthritis, unbearable pain, rosacea

In 1983 ... a work accident ... **3 herniated disks, sprained back, extreme pain**. Spent my days **lying in bed** with heating pads and multiple medications ... **unbearable pain**. then depression ... **carpal tunnel** in both wrists ... **knees deteriorated to bone-on-bone ... osteoarthritis** in my back and fingers. Then **TMJ**, gritting teeth, an earache for 6 months without relief ... **2 Nexium a day for severe acid reflux** ... a bad fall in 2004 caused **5 more herniated disks**.

Migraines once or twice a month ... then extreme **menopausal night sweats** ... then **rosacea** ... then a **viral infection--small, furiously-itching wart-like eruptions** on my legs. My doctor said nothing could be done. I was on **11 heavy-duty pain pills a day** plus other medications -- \$350-\$475 a month. I was a **zombie** ... yet still in terrible pain.

In early 2005, I began Acai Active, 2 oz a day, stopping all but one pain medication. **Ten days later, I wakened in the morning and excitedly told my husband I felt NO pain at all.** Am

losing weight ... back and knees feel great ... **NO carpal tunnel pain, NO migraines, NO more acid reflux** ... night sweats only infrequent and mild ... **OFF 90%** of the medications ... **rosacea, the wart-like eruptions, depression--all gone!** Didn't catch the flu when everyone else did! I'm walking, standing, cleaning house, shopping with ease ... **I have a LIFE again!**

~Cathy Ritter, Ohio

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**Bursitis**

I'm a woman of 70 ... 3 years ago, extreme pain in my right hip was diagnosed as **bursitis, a bone-on-bone joint--dr. recommended hip replacement**. I toughed it out with pain pills and **lying on the couch** with ice packs ... **slept poorly**. About 11 weeks ago, began drinking Acai Active Blend, 2 oz, twice a day. **In just one month, I was essentially pain free**. Now have **endless energy** and spend almost **NO** time on the couch.

~Harriet Stacey, Ohio

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Scoliosis, disk deterioration

... a hairdresser for 39 years ... **severe back pain for 9 years--scoliosis and disk deterioration**. Refused surgery, ended up on Lexapro plus Ambian. Got only minor relief from 4 bottles of mangosteen juice. **PAIN FREE** in just **2 weeks** of Acai Active Blend ... **mood and attitude 10 times better, skin more youthful, I feel 25 years younger!**

~Carol Finn, Ohio

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**Epstein Barr, chronic fatigue, severe acne**

My granddaughter Hannah is 10, diagnosed with **Epstein Barr** 2 years ago ... had been unwell for a long time ... **often ragingly sick, thin, frail, moody, not growing much and missing school**. She'd developed a painful lump under one arm ... x-rays showed nothing ... doctor put her on two powerful antibiotics, neither helped. The doctor had no idea what to



try next. I put her on 3 oz. a day of Acai Active Blend. **Within 7 days, the lump was gone!** The doctor was floored. Hannah is now **lively, gaining weight, growing, active in sports.** Her whole life has been transformed!

Hannah's cousin Molly, 17 ... also diagnosed with **Epstein Barr** 2 years ago ... had been **sickly since age 12, extremely tired, constant throat infections ... very bad acne.** After just **one bottle of Acai Active, the acne was almost gone.** She's now on her second bottle ... **no more mood swings ... back in school ... plenty of energy ...** nails are growing, hair lustrous ... **she made the honor roll for the first time in years.**

Hannah's brother Jerod is 14 ... **chronic ear infections** his entire life, **tired all the time, very moody,** easily irritated skin, frequent **tendonitis,** very severe **acne.** The doctors didn't know the cause or how to make Jerod well. He began drinking Acai Active 2 months ago ... he's had **NO ear infections** since then ... the **acne has almost totally disappeared ...** no more tendonitis ... **plenty of energy ... great attitude ... grades are up.**

~Carol Finn, Ohio  
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Pneumonia

I caught a **respiratory infection ...** herbs didn't help ... coughing and mucous got worse. My **doctor prescribed an antibiotic, then a second one ...** I was getting sicker ... doctor said the severe pain in my right lung was **pneumonia** and I'd need 3 weeks to recover. I kept getting worse ... **decided to drink a full bottle of Acai Active Blend tonic** within 24 hours ... Awakened the next morning **as though I'd never been sick at all!**

~Carol Finn, Ohio
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**Joint pain, libido!**

I am 53 ... **extremely physical work in my younger years caused irreparable damage to my elbow joints.** About a year ago, I began using glucosamine, which helped my elbow

pain. In early 2005, I switched to the Acai Active, 2 oz, **twice a day.** My wife began doing the same. The elbow pain was relieved almost immediately ... but what I did NOT expect was all the other side benefits! I have a **new energy, a new vitality ...** the Amazonians are absolutely right when they call the Acai Berry **the Viagra of the Amazon.** After **32 years of marriage, my wife and I are like a pair of honeymooners all over again!**

~Andy Leishman, Australia  
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Congenital knee defect, pain

I'm 33 ... was born with my left kneecap in two pieces, a **congenital defect.** Since early teens ... **knee pain** even when climbing stairs. I elected **not** to have surgery as suggested. Training in the Army at age 24 **aggravated the pain further.** The Army doctor said that except for surgery, **nothing could be done** except take 800 mg. of Ibuprofen as needed. Recently, after two weeks of 2 oz. daily of Acai Active Blend, I took a **six-mile mountain climbing hike, toting my 4-year-old son** in my kid back pack. Next day, I **towed my kiddo** behind my bike in his little chariot for about **15 miles.** Another day later, a **six-mile mountain bike ride ... NO knee pain for the first time in 20 years.** And NO colds or flu since Acai Blend.

~Cris Flederbach, Colorado
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**Phantom pain, tennis elbow, skin resilience**

Culminating 6 years ago, I became a **double above-the-knee amputee ...** After just a few weeks of drinking the Acai Blend ... **phantom pain** disappeared ... and no more **"tennis elbow"** in both elbows from using my arms in place of my legs. My skin, especially my residual limbs and my buttocks, were gray and pasty-looking with no resilience. Within 3 weeks of starting the Acai Blend, **my skin developed great tone, is pink and resilient.**

~Don Holmberg, Texas

**Injury pain, blood sugar**

In March 2004, major surgery to repair a **completely crushed pelvis** from a serious ski accident ... **a plate and 9 pins holding me together** ... 10 months in physical therapy, on morphine for the **extreme pain**. After a year ... relying heavily upon ibuprofen. I **stopped all my medications** when I began the Acai Active Blend, 4 oz, twice a day ... within **3 weeks, all the pain had vanished**. Two years prior, I'd been diagnosed as a **Type II diabetic**, A1C blood test was **7.9**. Even with Metaformin, 850 mg. twice daily, a year later **this test was still at 7** ... didn't refill my prescription when I began the Acai Blend ... 90 days later, my A1C **was 5.9!** Now, some 7 months later, my daily blood sugar readings are consistently below 100.

~Scott Olsen, Utah

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Headaches, shoulder pain, floaters

My right shoulder had been hurting for 3 years, I was waking up daily with a **headache**. Four months ago ... began drinking Acai Blend, one ounce twice a day. **In 3 days, the pain and headaches stopped**. A 10-day vacation without this juice, and the problems returned. Back home, I got back on the juice ... **in 2 days, the issues disappeared again** ... and I just realized I have **no more floaters in my eyes** ... the **liver spots** on the back of my hands are gone!

~Peggy Bellrose, Joplin, Missouri

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**Arthritis, post polio, joint pain, swelling**

I'm 57, at age 2, I had **polio**. Since then ... **several operations on my ankles and feet** ... had my **ankles fused and pins put in my feet** so I could walk. I developed **curvature of the spine**, then **arthritis** in my legs, ankles and spine. Weather changes caused **severe pain in all joints**. My feet swelled double in size. In early April, 2005 ... began 2 ounces Acai Blend, twice a day. By my 3rd week, the **joint pain in my legs, ankles, feet and spine was gone** ... **swelling** in my feet is gone ... I have **more energy** ... **more flexibility** ... can **stand on my feet longer** ... **am walking longer distances**.

~Patricia Ianni, Fairfield Glade, TN

**Multiple sclerosis, energy, mental clarity**

I've had **MS for 31 years** ... still ambulatory with a cane or walker. Shortly after starting Acai Blend, one ounce, twice a day, we went on an 1100 mile road trip, two days on the road each way. Amazingly, I suffered **NO attacks during or after the trip**, which would normally have wiped me out completely. Although I take no medications at all, both my neurologist and my chiropractor have said my **spasticity (jerking in legs) is significantly better** ... I have **a lot more mental clarity** ... **much more energy** ... am getting more work done each day.

~Cindy Connelly, Colorado

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Ankle and knee pain, energy, recovery time

I'm 57 years old, have always pushed the limits athletically ... **stay fit by playing basketball with younger guys**, around 1-2 hours on the court each time. Since beginning the Acai Blend, an ounce twice a day ... **ankles and knees are not bothering** like they used to ... **energy is up** ... **recovery time is much faster** ... **seldom need a nap anymore!**

~Jim Connelly, Colorado

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**Cataract, energy, sleep**

I'm an active, 77-year old, have always taken health and herbal supplements. About a year ago, **my eye doctor said I had a cataract** and should come back in one year to have it checked. Once I began drinking Acai Blend six months ago ... **a lot more energy** ... **sleeping much better**. But the big surprise ... when the next eye exam was done, that doctor said, "What cataract?"

~Norm S, Ohio

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Pregnancy, knee pain, energy

With a family of four and one on the way, I was **in need of an energy boost**. Also had **severe knee pain**, taking Tylenol and getting electrotherapy to break up the inflammation. In January (about 3 mos. pregnant), I began

drinking Acai Original, 2 ozs. twice daily. **Within a week ... no pain at all**, no more therapy or pills needed ... **tremendous difference in my energy level** ... kept working full-time right up to the point of labor.

~Diane Horton, Colorado

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**Broken ankle, swelling, pain, energy, sleep**

Fourteen years ago ... **broke my right ankle** in 3 places ... got a plate and 9 pins ... **swelling and pain never went away** ... grew worse in recent years, reaching up into my lower leg. As a hairdresser, have typically limped out of the salon at the end of the day with **tremendous pain** shooting through my entire leg. Began drinking 2 oz, twice a day of the Acai Blend. Before the end of Day #2, after just **three servings**, I was amazed to find my right ankle the SAME size as my normal, left one--and it wasn't hurting at all! It's been 30 days now ... **NO pain or swelling, greater range of motion**, and NO more trouble sleeping and looking/feeling exhausted!

~Cheryl Shaffer, Billings, Montana

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Joint stiffness, pain, energy, blood pressure

I used to waken to **very stiff ankles and painful joints**. After drinking Acai Active only 3 weeks, 2 oz 2x a day, these issues vanished! I also have **increased energy, better sleep and a great sense of well-being**. Even better, my internal medicine doctor said my **blood pressure was down to normal**. I can discontinue taking a beta blocker.

~Dana Beardsworth, Virginia Beach, VA

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**Bad knees, back pain, sciatica, energy**

Three years ago ... had to give up bowling and weight lifting ... **bad knees and lower back pain** ... often collapsed while bowling, **knees popping and cracking**. At my current job with heavy lifting and physical labor, I also collapsed -- with a popping sensation in my lower back ... ambulance to the hospital ... left side numb, they diagnosed **inflammation of the sciatic nerve**.

Within 3-4 days of Acai Original Blend, 2 ozs., morning and evening ... **improvement in mobility**. By the third week ... greatly lessened pain in my knees and lower back. I switched to Acai Active after one month, 1 oz. twice daily. I have much **additional energy**, no longer take Tylenol for knee pain or Percocet for low back pain. And I'm back to bowling and weight lifting!

~Izzy Rivera, Virginia

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Stress, insomnia, PMS, addiction to Mt. Dew

The **stress** as a middle school teacher was extreme ... also was dealing with 15 years of **severe insomnia** plus HAD to drink Mountain Dew to get through each day. I began Acai Active, 2 oz, twice daily ... had increased energy immediately -- without the Dew! In three weeks ... a wonderful **calmness**. I got OFF the sleeping pills ... severe, **lifelong pre-menstrual cramping** did not recur!

~Andi Warren, Saint Augustine, FL

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**Root canal avoided**

A nagging toothache ... beneath a crown done years ago. My dentist took an X-ray, found an infection, then referred me to a specialist for a ROOT CANAL. During the 2-week wait to see the specialist, I drank Acai Active, one ounce, twice a day. The specialist took a new X-ray, could find NO trace of any infection ... and sent me home! **NO ROOT CANAL NEEDED! \$900 SAVED!** Five months later now, still no problem with that tooth!

~Skip Peters, South Dakota

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Live blood cell analysis

Before using Acai Active, I took a bottle and two of my adult children with health problems to a **microscopist** to have their blood analyzed and test the effectiveness of this juice.

Daughter, Tonia, 36 - **severe migraines**, weight problem.
Son, Kelly, 28 - **100 pounds overweight**.

Tonia's first test: finger **would not stop bleeding** after the pin prick ... Microscope showed **red blood cells clumped together**, very little movement, **much malnutrition**. She then drank 2 ozs. of Acai Active Blend. One hour later we retested. This time, no excessive bleeding with the **finger prick** ... new test showed **65-70% of the stacking dissipated, cells much more active, better color** ... microscopist was stunned, insisted on a third test ... same results!

Kelly's first slide showed **major free radical damage in his blood** ... between **85 and 90 percent of his cells were damaged** -- the microscopist said he'd never seen such damage. Then Kelly drank 2 ozs. of Acai Active. One hour later, a second test: the microscopist expected it would show little change because of such **extensive cell damage**. Amazingly, this time we **could find only one or two cells showing free radical damage** -- perhaps only about 1%.

~Alan Turner, Utah

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**Childhood arthritis**

My son Michael is **12 years old** ... pain, low energy for years ... never looked well ... 3 years ago, diagnosed with **arthritis**. The best specialists in town put him on Ondanstetron, Methotrexate, (pill and injectable liquid) and Apo-Naproxen ... many **side effects, no improvement in his condition**. He was **pale, unhappy, unable to make a fist, unable to raise his arms, unable to dress himself, unable to climb stairs alone, unable to play with his peers**. After almost three months on Acai Blend, he can do all these things. He has

**more energy, his appetite has improved. Michael can now do the crossbar from one end to the other**--he'd never even tried this before. You have given me hope that now and in the future, Michael will live a normal life and be just like the other boys.

~Margaret Koralewski  
Mother of Michael Koralewski, B. Columbia and  
~Alexandra Olga  
Grandma of Michael Koralewski.

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Childhood arthritis

I was diagnosed with **childhood arthritis** over 45 years ago ... have suffered with **joint pains, had replacement hips ... now have very badly degenerative damage in my feet, ankles and knees** ... **tremendous pain** with any physical activity ... have been able to walk only very little in 20 years and have continually worn trousers to hide the **unsightly swelling and red and black welts** on my lower legs. I began the Acai Active Blend last Wednesday, midday, and **within TWO hours, the swelling in my feet and ankles had disappeared** ... still a little tender, but no swelling. By Friday I had **no pain even when walking!** I am totally amazed. I have taken no pain medication since last Wednesday. Within one week, I have experienced what to me is a **miracle**. I do not **remember** ever feeling so pain-free. **Life begins, at last!**

~Margaret Butler, New Zealand

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**Bad knees, scheduled for replacement**

February 2005 ... **severe knee problems** ... very painful walking ... and standing for more than 15 seconds was almost impossible ... **was scheduled to have both knees replaced** on the 22nd of February ... dreading a three month recuperation time. Had begun drinking Acai Active Blend a couple of weeks before. **Began feeling much better just into the second bottle** ... improving ever since. **The surgery was not necessary**. My business requires working at trade shows, did one the

first part of February and had to SIT nearly all the time. If I got up to talk with a customer, **I could hardly bear the pain.** Then in April, after 7 weeks of drinking Acai Active Blend, I worked another trade show. **I was able to stand for 5 1/2 hours, and then walk the entire show afterward. I couldn't believe it.** Today, I am golfing again, walking up stairs like 15 years ago.

~Tony Coda, Minnesota  
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Graves Disease

I'm a 28-year-old mother of four (ages 9, 5, 3, 1). More than two years ago, I began experiencing **unexplained exhaustion, irritability, severe hormonal changes and mood swings, also heart palpitations and other symptoms that grew progressively worse.** By 10 AM in the morning ... so fatigued I couldn't even get up to care for my children ... bouts of **extreme anger** ... punching walls, beating my pillow ... even swinging at my husband ... **frequent headaches**, sudden and severe **allergic reactions** to dogs, to cold weather and other things. Life became a **living nightmare** for my entire family, and I knew something was radically wrong.

After repeated doctor visits ... finally diagnosed 6 months ago with **Graves Disease**, a form of hyperthyroidism, an "autoimmune" disorder. I was first put on beta blockers, then on a thyroid medication ... these seemed to make things even worse ... began alternately **sweating, freezing and with terrible itching of my skin.**

With my body shaking badly and much pain in my knees and fingers, I had to go on bed rest for two weeks. **I couldn't raise my arm to brush my hair**--which by then was falling out in chunks. My nails were breaking off in pieces. Often I couldn't even walk.

My regular doctor was trying codeine, anti-inflammatory drugs, even steroids, to no avail. A specialist wanted to use radioactive iodine to destroy my thyroid gland. Suspecting the medications were part of the problem, I began getting off them after about 4 weeks.

Then I began drinking Acai Active Blend, one ounce, twice a day. Within two days, I had **enough energy** to no longer need the morning nap. During my first week with Acai Blend and off the medications, I still had a few, mild episodes of irregular heartbeat. Since then, now two months later, NO recurrences.

I have gone through an entire monthly cycle free of the major hormonal changes and mood swings. **I feel no more anger or depression. I have no more exhaustion.** No more punching walls. My body doesn't shake uncontrollably any more. My children have their mother back, and my husband declares he has a new wife! Several days ago ... a follow-up thyroid visit with my doctor -- he seemed bewildered at the dramatic change. When I told him about the Acai Blend, he asked me to share the information with one of his nurses who was suffering with the same condition I'd had.

~Sabrina Spencer, Florida
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## Guillain-Barre Syndrome

Until June of 2001, I'd always enjoyed good health. Then a bothersome chest cold began getting worse. I was **suddenly retaining a LOT of fluid** ... went to a doctor who ordered a blood draw to test for blood gasses. I passed out, suffered a seizure, woke up in the emergency room, was admitted to the hospital without a diagnosis, then quickly deteriorated. I lost feeling in my arms and legs, could not stand on my own, became unable to swallow or breathe. A spinal tap **found proteins in the fluid**. I was diagnosed with a little known disease of unknown cause or cure called **Guillain-Barre Syndrome**. Apparently the chest cold had caused my immune system to mistakenly begin attacking the myelin sheath (outer coating) of my nervous system.

**Within 78 hours ... completely paralyzed and on life support, without a chance of survival.** With the Grace of God and the knowledge of my Neurologist, I managed to live, but was a **brain locked in an unusable prison** ... could not breath on my own or even blink my eyelids. It would take **months of rehabilitation** before I could even eat or feed myself.

After two months in Vanderbilt Stallworth Rehab, I arrived home in a wheelchair and unable to do much alone except speak and cry. **For four and one-half years, I have been struggling to get back to a normal life.** I used a wheel chair often ... **could not stand on my own for more than 10 minutes without severe pain.** I couldn't get out of bed without help, **couldn't bend my knees** to sit down in a chair, so I bent, then dropped myself down.

**My feet and hands had no feeling** ... I couldn't tell if I touched a hot stove or bumped into something, couldn't tell if a room was hot or cold. It took a long time for me to cool off or warm up in any room ... sense of balance was very poor. I was taking approximately 20 pills per day, yet physically I was very little improved since my check-up 4 months after leaving the hospital. My **mental state was worse than in my entire life.** I was on anti-depressants, nerve regeneration/nerve pain medication, anti-

inflammatories, sleep aids, addictive pain medication, and tons of Tylenol ... and I actually thought of driving a car head-on into a tractor trailer rig. I was **totally at a loss** over what to do next. I prayed. Two days later, a dear friend told me about Acai Blend Active. The first two days, I drank 4 ounces a day. Since then, 7 weeks ago, I have been drinking **just one ounce, twice a day.** My doctor had okayed scaling off some of the medications ... **over the next 30 days, I took myself entirely off ALL of them.**

Within just two days of starting this juice, my feet hurt MUCH less, and **I found I could be on them more than an hour at a time** with little problem. My circulation has improved greatly, and **I can now sense room temperatures and warm up or cool down much more quickly.** I have dropped **more than 30 pounds**--fluid that had been grossly accumulating in my body. I am **no longer repeating things** over and over because I didn't recall I'd said them before. My **muscles are stronger.** I'm beginning to exercise and dance again ... even had enough balance to ride my son's bicycle a short way.

**I can now squat all the way to the floor** and play games with my son. I no longer require **help getting out of bed** or have to sit on a shower stool and **ask someone to shampoo my hair.** I can lift my heels off the floor again. Today for the first time, I was able to walk up (and down!) 15 steps at my son's school--until now, I had never been able to climb more than two! **Today also, my son touched my hand, and I could actually FEEL it.** The lost sensation in both my hands and feet appears to be coming back!

The **severe pain is now non-existent!** My mind has become **clear**, and I once again feel the **joy of living!** I finally feel as wonderful as I did before the illness. The Acai Blend is the most amazing product I have ever encountered. I truly feel beautiful again, inside and out.  
~Mary E. Rhode, Tennessee

At just 18 months, our third child Christi was diagnosed with **NF (neurofibromatosis)**, a **genetic disorder of the nervous system**, which causes tumors to randomly form on the nerves anywhere in the body ... unpredictable effects, varying manifestations and severity -- about 50% are affected neurologically.

At age 4, Christi was **unable to listen to a story** or hold a thought ... she interrupted continually with multiple questions. Her handwriting was poor; her **behavior was disruptive** in Pre-K class. In kindergarten, she worsened, tested way below average, was **slower to process** than others. Prior to first grade, Christi was further diagnosed with:

- 1) **ADHD** (Attention Deficit Hyperactivity Disorder)
- 2) **OCD** (Obsessive Compulsive Disorder)
- 3) **CAPD** (Central Auditory Processing Disorder)
- 4) **WLD** (Whole Language Disorder)
- 5) **VPD** (Visual Processing Disorder)
- 6) **SID** (Sensory Integration Disorder)
- 7) **Developmentally delayed**
- 8) **78 I.Q.** (100 I.Q. is average)

Christi was in a **constant state of turmoil**, heightened as she saw her younger brother passing her in every area. She pulled hair out of her head, picked at scabs till they bled, bit her fingernails down to the nub, and irritated everyone. She struggled tremendously with terrible thoughts ... yet couldn't stop the behaviors. Even the doctors didn't know how to make things better ... thus began a cycle of trials with countless medications, starting at age 7. Among them: Metadate CD, Adderall, Straterra, Dexadrine, Concerta, Ritalin, Dextrostat, Luvox and Zoloft.

First grade was **horrendously difficult** for Christi ... 2-3 hours nightly, laboriously struggling with homework. Second grade was even more difficult, the nightly workload 3-4 hours with no real improvement.

Christi simply was not able to do third grade work ... we put her back to repeat second

grade. In grades 3-4 ... **private tutor** twice a week, plus 3-4 hours of evening homework. Fifth grade ... moved to a small, private school ... ongoing tutoring, 3-4 hours nightly homework ... then to sixth grade ... but she could not do the work. Christi had plateaued; she **could not apply** what she had learned ... no signs of abstract thinking--**no analytical, logical skills**. All options exhausted ... we chose home schooling, the biggest challenge ever.

By Christi's **seventh grade** year, I was at my wit's end. The Home School Association provided me with a remediation program on a **third-fourth grade** level ... the plan was to let Christi see some success to boost **her horrible self-esteem**. In August of 2005, Christi would begin her eighth grade year with home school, already two years behind in age. Her meds were changed -- first Luvox with no success, then **Zoloft**, 100 mg daily.

I began drinking Acai Active the summer of 2005. I immediately noticed an **energy boost**, and the **migraines** that had plagued me for years simply stopped. My husband also **gained more energy, clearer thinking** ... his **high blood pressure began to normalize** -- he was able to reduce his medicine by 2/3.

In July 2005, we started Christi on this same, juice. After only **10 days** of 2 ozs. daily, we noticed a significant improvement. Christi was **listening without interrupting**, was making appropriate comments in conversations. Our eldest daughter was truly astonished -- she exclaimed that for the first time ever the two **had had a conversation** and that Christi was very polite and well-behaved.

Christi's pediatrician had no objection to Christi drinking this juice. As she continued to improve, I **cut back on her Zoloft by 25 mgs. every ten days**. By the end of August, she was completely off the medication.

Christi's height had been stalled at 4'10-1/2" since age 12 (two years) ... pediatrician told us

not to expect any further change; **stunted growth** was yet another manifestation of the NF. Yet 90 days after starting Acai Blend, she **had grown a full inch taller!** She continues to improve by drinking 2 ozs. of Acai Active Blend every morning ... no longer needs a sedative on family trips ... she rides quietly and converses normally.

Communicating with kids her own age instead of younger ones as before, Christi gleams with happiness. With the **increased self-esteem**, she has been able to attend a Technological School. She made a **"90" on her first business law test**, with no assistance from me. In a work study twice a week with another student, Christi works at stables, helping younger students.

Also surprising is that she is **horseback riding and competing in horse shows**. At a recent show, Christi placed in every class--2nd, 3rd and 4th places. To be an equestrian requires technical skills, and Christi is able to complete **multiple tasks** with the sport, over and beyond those in her age group.

Before Acai Blend, Christi **struggled with everything** and was a very unhappy child. The family suffered the effects as well. **Now, she is a delightful child with a great sense of humor and keen intuition**. She has made improvements in every aspect of her life and continues to do so. She loves to be hugged and touched and for me to play with her hair, whereas before, the SID was so severe she couldn't stand contact. Christi is constantly striving to better herself and has a strong desire to succeed.

The most amazing of Christi's accomplishments since starting Acai Blend stemmed from her **desire to obtain her driving learner's permit on her fifteenth birthday**, Sept. 26th. Her pediatrician had told me long ago she might never get a driver's license. On her own initiative, Christi asked that I get the driver's license book to study. She devoured it in three days, had me quiz her and said she was ready.

Failing the computerized test the first time did not defeat her. **We went back the next day, and she passed it**. Now driving me all over town, Christi is a good driver and more careful than my other children. Appreciative of all the good fortune that has come her way since Acai Blend, there is no doubt in my mind Christi will carry on through life's journey successfully.

~Joanna Godwin, South Carolina

**Addendum:** I've just spoken with her doctor and told her the WHOLE story. She said she is COMPLETELY convinced that Christi's extreme problems stemmed from some **nutritional deficiency** that Acai Blend has obviously taken care of -- this from a doctor who was **known for downplaying any nutritional remedies**.

Now she acknowledges that there is NO other explanation for Christi's exceptional improvements! She is THRILLED for us and said to keep doing what we are doing. She wants to see Christi, because she says now **all the ADD moms are asking HER about Acai Blend!** I had no idea!!!

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## GI, antioxidants to lead 2006 health trends, says AC Nielsen

1/31/2006- Foods with a low glycemic index and products containing antioxidants will enjoy good growth this year as consumers continue to *"obsess over their health,"* according to a new study by consumer tracker AC Nielsen.

The market researcher this week published its predictions for 2006, using a combination of purchase data and behavior data to forecast the nation's new health trends.

By tracking product label health claims, AC Nielsen revealed that although an increasing number of products carry labels such as 'low fat' and 'low sodium,' it is low glycemic index (GI) foods that will be most popular this year, continuing on from the *"big jump"* they experienced between 2004 and 2005.

The glycaemic index measures how quickly certain foods release carbohydrates into the body, which then raise consumers' blood glucose levels. High GI foods cause blood sugar levels to rise more rapidly.

Scientific evidence has increased to show low GI foods can help control weight and more certainly, help reduce the risk of diabetes and related conditions by raising blood sugar more steadily. Some health professionals and even food retailers have hailed the GI system as a more sensible version of the low-carb Atkins diet.

And according to AC Nielsen, low GI foods are set to be most popular this year with consumers who tend to neglect their health.

The study revealed that 50 percent of Americans are *"health neglectors,"* who care little about their health and tend to be overweight. This group of consumers loves convenience foods, said the study.

*"Any new food trend needs to get at least some traction among this mainstream group to truly break out,"* said the report.

*"Sales of GI products among the neglectors market segment demonstrated an increase of almost 150 percent from December 2004 to December 2005, which is one of the biggest jumps among all health-related claims. While dollar sales of GI products are relatively small, this signifies the potential emergence of a blockbuster trend to keep an eye on."*

Antioxidants are also set to *"hit the mainstream in a big way,"* with 'health neglectors' consuming 52 percent more antioxidant-containing products year-over-year in the period under review.

*"Health activists,"* an educated, affluent health-aware group with money to buy expensive health foods, also showed an increased interest in antioxidants, according to the report. "Spending on antioxidants in health activists' markets was estimated to be among the highest of all health-related categories in terms of year-over-year growth," said the study, which also revealed that the antioxidant segment is led by liquid tea, with sales for the product up 1000 percent year-over-year. Organic products were also popular with the 'healthy' consumer group, with sales increasing 17 percent per year during the review period.





## **Berries: Beyond the Hype?**

**Karen Collins, MS, RD, CDN**  
**American Institute for Cancer Research**

Berries are often described as “super foods,” but then, so are many other foods. Are berries really such a nutritional powerhouse, or are they just one more fruit option? And is one kind of berry really better than the rest?

Research does show that berries are among the fruits highest in antioxidant content and that they are excellent sources of several phytochemicals that seem to help block cancer development. However, other fruits and vegetables provide different nutrients and phytochemicals with unique health benefits. The best advice, then, is to eat berries often for their great taste and health boost, but stay focused on the main goal of eating a wide variety of produce every day.

Strawberries are known as excellent sources of vitamin C, providing as much or more than a whole day's recommended amount in just one cup. But all berries are good sources of vitamin C, with one cup of raspberries or blackberries giving you close to half of amounts currently recommended for a whole day for adults. One of the ways vitamin C protects our health is its function as an antioxidant. Antioxidants attract and neutralize highly reactive molecules called free radicals that could otherwise damage body cells in ways that initiate cancer development, heart disease and age-related eye damage. Yet laboratory studies show that much of the antioxidant power of fruits and vegetables comes not from the classic antioxidant vitamins such as vitamin C, but from natural protective compounds called phytochemicals.

Anthocyanins are a group of phytochemicals that give many berries their red color. In laboratory studies, anthocyanins inhibit growth of lung, colon and leukemia cancer cells without affecting growth of healthy cells. Decreased cancer development is also seen in animals given anthocyanins.

Ellagic acid is another important phytochemical in virtually all berries. More than a simple antioxidant, ellagic acid also blocks metabolic pathways that can lead to cancer. In animals, it has inhibited development of colon, esophageal, liver, lung and skin cancers stemming from a variety of carcinogens.

Pterostilbene is yet another powerful antioxidant phytochemical that seems to

affect metabolic processes to decrease development of both cancer and heart disease. Blueberries are an excellent source of this relative of the health-promoting resveratrol that is found in grapes and red wine.

Phytochemicals seem to be a vital part of the benefits we get from berries. One study showed that strawberries' power to inhibit cancer cell growth was unrelated to their antioxidant content, suggesting that the direct influences of the phytochemicals on cancer development are very important.

An essential question remains: Do normal portions of berries give us enough phytochemicals to get protective benefits or do we need to eat larger portions than standard 1/2 cup servings? Some research does suggest that concentrations normally found in the blood after eating berries are enough to substantially decrease cancer cells' growth and to stimulate their self-destruction, but more study is needed. Overall, research on phytochemicals shows that looking at the effects of single foods does not show the full picture. Studies show that a wide range of phytochemicals found in fruits, vegetables, whole grains and beans act together in ways far greater than would be expected from looking at them individually. That's why, as fabulously healthy as berries are, the bottom line has to be abundance and variety of many fruits and vegetables.

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The American Institute for Cancer Research (AICR) offers a Nutrition Hotline online at [www.aicr.org](http://www.aicr.org) or via phone 9 a.m. to 5 p.m. ET, Monday-Friday, at 1-800-843-8114. This free service allows you to ask questions about diet, nutrition and cancer. A registered dietitian will respond to your email or call, usually within 3 business days. AICR is the only major cancer charity focusing exclusively on how the risk of cancer is reduced by healthy food and nutrition, physical activity and weight management. The Institute's education programs help millions of Americans lower their cancer risk. AICR also supports innovative research in cancer prevention and treatment at universities, hospitals and research centers across the U.S. Over \$78 million in funding has been provided. AICR is a member of the World Cancer Research Fund International.

[http://www.aicr.org/site/News2?abbr=pr\\_hf\\_&page=NewsArticle&id=10033](http://www.aicr.org/site/News2?abbr=pr_hf_&page=NewsArticle&id=10033)

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## Brazilian berry destroys cancer cells in lab, UF study shows

Filed under Research, Health, Sciences, Agriculture on Thursday, January 12, 2006.

GAINESVILLE, Fla. — A Brazilian berry popular in health food contains antioxidants that destroyed cultured human cancer cells in a recent University of Florida study, one of the first to investigate the fruit's purported benefits.

Published today in the Journal of Agricultural and Food Chemistry, the study showed extracts from acai (ah-SAH'-ee) berries triggered a self-destruct response in up to 86 percent of leukemia cells tested, said Stephen Talcott, an assistant professor with UF's Institute of Food and Agricultural Sciences.

"Acai berries are already considered one of the richest fruit sources of antioxidants," Talcott said. "This study was an important step toward learning what people may gain from using beverages, dietary supplements or other products made with the berries."

He cautioned that the study, funded by UF sources, was not intended to show whether compounds found in acai berries could prevent leukemia in people.

"This was only a cell-culture model and we don't want to give anyone false hope," Talcott said. "We are encouraged by the findings, however. Compounds that show good activity against cancer cells in a model system are most likely to have beneficial effects in our bodies."

Other fruits, including grapes, guavas and mangoes, contain antioxidants shown to kill cancer cells in similar studies, he said. Experts are uncertain how much effect antioxidants have on cancer cells in the human body, because factors such as nutrient absorption, metabolism and the influence of other biochemical processes may influence the antioxidants' chemical activity.

Another UF study, slated to conclude in 2006, will investigate the effects of acai's antioxidants on healthy human subjects, Talcott said. The study will determine how well the compounds are absorbed into the blood, and how they may affect blood pressure, cholesterol levels and related health indicators. So far, only fundamental research has been done on acai berries, which contain at least 50 to 75 as-yet unidentified compounds.

"One reason so little is known about acai berries is that they're perishable and are traditionally used immediately after picking," he said. "Products made with processed acai berries have only been available for about five years, so researchers in many parts of the world have had little or no opportunity to study them."

Talcott said UF is one of the first institutions outside Brazil with personnel studying acai berries. Besides Talcott, UF's acai research team includes Susan Percival, a professor with the food science and human nutrition department, David Del Pozo-Insfran, a

doctoral student with the department and Susanne Mertens-Talcott, a postdoctoral associate with the pharmaceuticals department of UF's College of Pharmacy.

Acai berries are produced by a palm tree known scientifically as *Euterpe oleracea*, common in floodplain areas of the Amazon River, Talcott said. When ripe, the berries are dark purple and about the size of a blueberry. They contain a thin layer of edible pulp surrounding a large seed.

Historically, Brazilians have used acai berries to treat digestive disorders and skin conditions, he said. Current marketing efforts by retail merchants and Internet businesses suggest acai products can help consumers lose weight, lower cholesterol and gain energy.

"A lot of claims are being made, but most of them haven't been tested scientifically," Talcott said. "We are just beginning to understand the complexity of the acai berry and its health-promoting effects."

In the current UF study, six different chemical extracts were made from acai fruit pulp, and each extract was prepared in seven concentrations.

Four of the extracts were shown to kill significant numbers of leukemia cells when applied for 24 hours. Depending on the extract and concentration, anywhere from about 35 percent to 86 percent of the cells died.

The UF study demonstrates that research on foods not commonly consumed in the United States is important, because it may lead to unexpected discoveries, said Joshua Bomser, an assistant professor of molecular nutrition and functional foods at The Ohio State University in Columbus, Ohio.

But familiar produce items have plenty of health-giving qualities, he said.

"Increased consumption of fruits and vegetables is associated with decreased risk for many diseases, including heart disease and cancer," said Bomser, who researches the effects of diet on chronic diseases. "Getting at least five servings a day of these items is still a good recommendation for promoting optimal health."

## **Credits**

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# MONA·VIE

Drink it. Feel it. Share it.

If “an apple a day keeps the doctor away,” imagine what a blend of 19 power-packed super-fruits will do for your health and energy levels. In a vast wasteland of dull health products, **MonaVie** is a delicious blend of the Brazilian açai berry—one of nature’s top super-foods—and other nutrient-dense fruits. **MonaVie Active** is an advanced formula that contains glucosamine and esterified fatty acids. Additionally, **MonaVie Gel** allows you to enjoy all the benefits of MonaVie Juice in a convenient gel pack. Whichever MonaVie product you treat your taste buds to, you’ll feel great knowing that you are taking charge of your health.

## Benefits

- Delivers powerful antioxidant protection
- Provides the right variety and balance of phytonutrients
- Serves as a delicious alternative to encapsulated nutritional supplements
- Contains glucosamine and esterified fatty acids (MonaVie Active)

## Key Ingredient

The açai berry is the crown jewel of the MonaVie blend. When properly freeze-dried, açai boasts an ORAC score of 1,027 per gram—higher than that of any other fruit or vegetable tested to date. It’s no wonder that for ages the indigenous cultures of the Amazon have revered açai as a source of health and vitality. Recently, modern science has validated the remarkable health benefits of this fruit, and studies have shown açai to contain the following beneficial nutrients:

- Antioxidants
- Phytonutrients
- Essential fatty acids (Omega 3)
- Amino acids
- Vitamins and minerals
- Complex carbohydrates
- Dietary fiber
- Trace minerals

Studies have also shown that freeze-dried açai powder has an ORAC score that is 79 times higher than that of red grapes and an anthocyanin (purple colored antioxidants) level that is 20–30 times that of red wine. The final MonaVie blend incorporates the flavors and benefits of the açai berry and other healthful and delicious fruits.

## What Makes MonaVie Unique?

- **The Key Ingredient:** MonaVie’s açai leverages a patent pending method of preserving the benefits of the açai berry into a freeze-dried powder. Rich in polyphenols (a powerful form of antioxidants), açai is able to neutralize free radicals, thereby



lowering oxidative stress. What’s important to note is that the açai berry’s nutritional properties are volatile and can easily be compromised if not properly harvested and processed. The process used to make MonaVie’s açai freeze-dried powder is the most effective method of ensuring the nutrient content and antioxidant activity of the açai berry.

- **The Blend.** The açai berry is arguably the most important fruit in existence for your health. Experts have referred to açai as the world’s No. 1 super-food. But nature has given us literally thousands of different phytonutrients and antioxidants that are important for our bodies to function optimally. While it may be difficult to get too much of a good thing, it would be unwise to ignore the variety of health benefits that nature’s other fruits have to offer. This is why MonaVie products include a blend of beneficial fruits from around the world. Together, their synergistic effect reaches far beyond what any single fruit could accomplish. MonaVie believes in the philosophy of *Balance–Variety–Moderation*: *balance* is better than relying upon the contribution of a single ingredient; *variety* can produce greater benefits than one particular nutrient; and *moderation* is more powerful than excess.
- **The Process.** MonaVie takes great care at each step in production to ensure the highest quality standards are met.

*(Harvesting)* The process begins with the harvesting of the açai berry deep within the Amazon River basin. Unlike poachers, who illegally chop down an entire tree just to harvest a 12-inch section of the tree known as the palmito (or “heart of the palm”), our conservative harvesting method removes only the açai berries, thereby preserving the life of the tree and promoting the preservation of the rainforest.

*(Processing)* Açai is a powerful yet delicate fruit and much of its vitamin and nutrient content can be lost within 24 hours after harvesting, if not properly cared for. To preserve its full complement of nutrients, our açai is frozen soon after harvesting. This frozen açai is then processed into our patent pending, freeze-dried formula (OptiACAI™), the most effective and nutrient-dense form of açai available.

*(Formulation and bottling)* Most companies use a process known as kettle pasteurization. This process involves heating the formula for several hours and can inadvertently “cook out” many of the nutritional properties. However, MonaVie uses flash pasteurization in which the formula is rapidly heated, bottled,



and cooled, thereby capturing the fresh flavors, vibrant colors, and dense nutrient content of the blend.

- **The Science.** Each step of this advanced and unique process takes place under the watchful eyes of our industry leading product development team and scientific advisors.

## Who Should Use This Product?

- **MonaVie Original**—Men and women who want to supplement their daily diets with beneficial antioxidants and a variety of nutritious, pigmented fruits.
- **MonaVie Active**—Men and women who want to maintain an active lifestyle and supplement their daily diets with beneficial antioxidants and a variety of nutritious, pigmented fruits.
- **MonaVie Gel**—Men and women on-the-go, who want all the benefits of MonaVie Juice in a convenient gel pack.

## Did You Know?

- Dr. Nicholas Perricone (featured on *The Oprah Winfrey Show*), in his best-selling book, *The Perricone Promise*, ranks açai as the world's No. 1 super-food.
- Every batch of each fruit in the MonaVie blend is tested before shipping to and after arriving in the United States to guarantee quality and freshness.

## Frequently Asked Questions

*What is açai?*

Açai is a small, round, dark-purple berry with amazing nutritional properties. Its appearance is similar to that of a grape, but it has a smaller amount of pulp and a single large seed. Scientific experts have referred to the açai berry as the most nutritious and powerful food in the world.

*Does açai have a high ORAC score?*

Yes, MonaVie's OptiACAI™ freeze-dried powder boasts the highest ORAC score (1,027) of any fruit or vegetable tested to date, on a gram-to-gram basis. The açai berry is the star among other well-known antioxidant fruits, such as blueberries, grapes, cranberries, and pomegranates. By comparison, açai has more than 10 times the antioxidant power of cranberries. Obtaining a variety of antioxidants through diet or supplementation is essential to maintaining good health.

*What does ORAC mean?*

ORAC (oxygen radical absorption capacity) is a way to measure the antioxidant capacity of a food. Foods with high ORAC values are desirable for their ability to inhibit free radical activity.

*What are phytonutrients?*

Phytonutrients are powerful antioxidants and naturally occurring compounds that contribute to the flavor, color, and disease-resistance of plants (i.e., fruits, vegetables, whole grains, and legumes). Maximum health benefits are derived from consuming a variety of phytonutrients with a full spectrum of colors and pigments, such as those found in MonaVie products.

*What are polyphenols?*

Polyphenols are a class of powerful antioxidants that are thought

to be responsible for the French Paradox: the French have a diet relatively high in fat, yet have a decreased incidence of heart disease; this is attributed to the amount of polyphenols present in the grapes used to make French wines. MonaVie products contain a powerful variety of polyphenols, including anthocyanins. It is estimated that MonaVie products have 20–30 times the anthocyanins found in red wine.

*What is glucosamine hydrochloride?*

Glucosamine hydrochloride is a natural compound found in the body that is used to help make and form cartilage. Glucosamine has also been shown to help lubricate, cushion, protect, and rebuild joints.

*Are MonaVie products safe?*

Yes. MonaVie contains fruit juices and purees naturally found in the food supply that have been consumed by various cultures for hundreds of years. However, if you have any health concerns, consult a physician before starting any new product or program.

*What is the shelf life of the MonaVie Original and Active Juices and MonaVie Gel?*

If unopened, both the MonaVie Juices and MonaVie Gel have a shelf life of one year. If the MonaVie Juice has been opened, then the shelf life is approximately 30–60 days, as long as the opened bottle is refrigerated. MonaVie Gel should be consumed in its entirety as soon as it is opened.

### MonaVie Original and Active

| Nutrition Facts                                       |      |                |
|-------------------------------------------------------|------|----------------|
| Serving Size: 1 fl. oz.<br>Servings Per Container: 25 |      |                |
| Amount Per Serving                                    |      | % Daily Value* |
| Calories 20<br>Calories from fat 0                    |      |                |
| Total Fat                                             | 0 g  | 0 %            |
| Sodium                                                | 0 mg | 0 %            |
| Total Carbohydrate                                    | 4 g  | 1 %            |
| Sugars                                                | 4 g  |                |
| Protein                                               | 0 g  |                |
| Vitamin C                                             | 2%   |                |
| Iron                                                  | 2%   |                |

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

### MonaVie Gel

| Nutrition Facts                                                       |      |                |
|-----------------------------------------------------------------------|------|----------------|
| Serving Size: one package, 1fl.oz. (30 ml)<br>Servings per Package: 1 |      |                |
| Amount per Serving                                                    |      | %Daily Values* |
| Calories 35<br>Calories from fat 0                                    |      |                |
| Total Fat                                                             | 0.5g | 0%             |
| Sodium                                                                | 15mg | 1%             |
| Total Carbohydrate                                                    | 8g   | 3%             |
| Sugars                                                                | 3g   |                |
| Protein                                                               | 0g   | 0%             |
| Vitamin C                                                             |      | 20%            |

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

**Other Ingredients:** Proprietary blend of açai (freeze-dried powder and whole fruit juice); fruit juice from concentrate (white grape, nashi pear, acerola, aronia, purple grape, cranberry, passion fruit, apricot, prune, kiwi, blueberry, wolfberry, pomegranate, lychee, camu camu); fruit purees (pear, banana, bilberry); citric acid, natural flavor, sodium benzoate.

MonaVie Active also contains: D-Glucosamine Hydrochloride, Potassium, Polysorbate-60, Esterified Fatty Acids.

MonaVie Gel also contains: Stevia Rebaudiana Plant Extract, Maltodextrin, Xanthan Gum, Ascorbic Acid.

## Recommended Use

Shake well before using. Drink 1 to 2 ounces twice daily. Refrigerate after opening. Do not use if safety seal is broken.

Go ahead, drink to your health!

**M O N A • V I E**

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