



M O N A • V I E

## APPROVED CLAIMS LIST UNITED STATES

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### MONAVIE PRODUCT SPECIFIC CLAIMS

1. MonaVie delivers a blend of 19 fruits, including the açai berry.
2. Açai is one of nature's top superfoods.
3. Consuming MonaVie helps you to maintain a healthy and active lifestyle.
4. People who regularly consume MonaVie have reported better health and an overall sense of well being.
5. MonaVie products offer a simple and convenient solution to help meet some of your body's nutritional needs.
6. MonaVie's premier açai blend delivers antioxidants and phytonutrients to help maintain and promote good health.
7. In comparing ORAC scores, four ounces of MonaVie has the equivalent antioxidant capacity of approximately 13 servings of fruits and vegetables.

### AÇAI SPECIFIC CLAIMS

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



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### **MONAVIE ACTIVE CLINICAL STUDY**

1. In a double-blind, placebo controlled, crossover clinical study, subjects taking MonaVie Active—which contains a blend of 19 fruits, including açai—had a significant increase in their antioxidant capacity and inhibition of lipid peroxidation.\*
2. 83.3% of study participants had a statistically significant increase (relative to placebo) in antioxidant activity within their cells.\*
3. This study also suggests that drinking 4 ounces of MonaVie Active daily may help support a healthy cardiovascular system by increasing the antioxidant capacity in the body.\*

\*Note: This study was conducted in a relatively small number of healthy adults. Further studies with larger sample sizes are needed before these results can be generalized to the population at large.

### **MONAVIE CLAIMS SUPPORTED BY AIBMR'S PRE-CLINICAL STUDIES**

1. *In vitro*, pre-clinical testing of açai and MonaVie indicates their potential antioxidant and immune supporting properties in human cells.
2. MonaVie showed signs of inhibiting oxidation in lab tests using live human cells.
3. In cell-based assays, MonaVie showed promising signs of increasing antioxidant levels in human serum.

### **MONAVIE ACTIVE STRUCTURE/FUNCTION CLAIMS (GLUCOSAMINE)**

1. MonaVie Active contains the additional benefits of glucosamine to help maintain healthy joint function.
2. Glucosamine in MonaVie Active is a natural substance found in healthy cartilage.
3. Glucosamine helps build glycoproteins, which are essential in making and maintaining healthy connective tissue and joint cartilage.
4. Glucosamine helps promote joint mobility, health, and function.
5. Glucosamine helps maintain healthy joint flexibility and range of motion.

Peggy & John Irvin      Monavie Dist # 1280389  
1616 Welton Street Denver, CO 80202  
Ph 303 893 2543 BMWS  
Cell 303 668 1663 John's Cell

10855 south river front parkway, suite 100 • south jordan, utah 84095 • usa • telephone 801.748.3100 • facsimile 801.748.3101

[monavie.com](http://monavie.com)