

Acai expert Jeff Graham speaks on MonaVie and Acai

This review of his December 17, 2005, team training call is not official corporate material; it has been prepared by an independent distributor.

SIDEBAR: It was recently announced that MonaVie's formula, although exceedingly and swiftly effective for a broad range of health concerns, **has now been enhanced by adding even MORE Acai fruit and by changing to 100% freeze-dried Acai powder**--vs. the more conventional type of spray-dried powder. We have also changed to a **superior, flash pasteurization method**. Another note of significance is that our literature and labels will soon begin reflecting the scientific name of the compound we know as Celadrin®, which is merely a trade name. The actual product: **esterified fatty acids or acetylated fatty acids**. The QUANTITY of this compound in our Active formula is not changing, only the manner in which it is identified. Likewise, the quantity of glucosamine in the formula remains unchanged.

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### Who is Jeff Graham?

In 2000-2001, Jeff Graham, Dr. Alexander Schauss and Ken Murdock started **a company called K2A** for the purpose of searching the world for unique natural products and ingredients with a potential for impact the wellness of humanity -- and then bringing those products to the marketplace.

Decades ago, Ken Murdock became the founder of herbal giant **Nature's Way**, which he sold to a large, German pharmaceutical company in 2001. It remains the world's largest herbal company. Ken is highly regarded throughout the industry for his insistence upon quality and science behind every product with which he has worked.

In early 2001, these men became aware of Acai fruit during a trip to Brazil. There ensued a

great deal of **scientific research** by K2A, deemed necessary because very little documented science on Acai existed at that time.

They learned that the natives of northern Brazil had eaten this wild grown fruit for **hundreds of years** as a mainstay of their diets. Interestingly, these natives, despite much poverty in the area, have an intense amount of energy, excellent health and a very low incidence of skin cancer -- in spite of great exposure to the relentless rays of the equatorial sun.

The K2A scientific work is ongoing, and in 2005, the **K2A principals crossed paths with Dallin Larsen and the MonaVie research team**. Although K2A had entertained thoughts of bringing an Acai formula of their own to market, they found a great synergy with MonaVie's administration, integrity, product quality and purpose -- and made a decision to **align themselves** with MonaVie.

With the vast majority of the world's body of science behind the Acai berry having been done by K2A, much of it now in conjunction with the **United States Department of Agriculture**, K2A has recently completed the national filing of two separate patent applications related to Acai -- the exact Acai that is only available through MonaVie!

- 1) a specific CLAIMS patent**
- 2) a PROCESS patent**

In October 2005, the U.S. Patent office granted the ability to affix **"Patent Pending"** to MonaVie literature, which will soon also appear on the labels on our product.

Jeff Graham noted that eventually there will surely be a variety of Acai-based products sold in assorted retail stores (and already by various and sundry MLM companies trying to capitalize on MonaVie's success!) ... but that the **superior quality** Acai that distinguishes MonaVie is **EXCLUSIVELY** available to MonaVie--and **NO** other company!

As their own Acai production plans had earlier evolved, K2A built a **state-of-the-art Acai processing plant** at the edge of the rain forest near Belem, Brazil. Their studies revealed that precious phytonutrients in the Acai berries began **degrading and breaking down** very shortly after harvest, so it was **crucial to begin preserving and processing them** immediately after the berries were harvested. The K2A freeze-drying process (now patent pending) is **exclusively** for MonaVie's products.

**SIDEBAR:** The modern school built by K2A to provide quality education for the many children of the plant workers was recently renamed the MonaVie School.

From the rain forest of northern Brazil, Acai fruit is harvested in "clusters" on stems that grow at the top of three different varieties of palm trees. Only ONE Acai palm (*Euterpe Oleracea*) produces fruit with a level of **nutritional value** that makes it highly commercial.

And only the **ripest and peak quality** Acai berries from each cluster are selected and used for MonaVie. Berries that are less ripe and of lesser quality are sold to **other** companies who use conventional processing methods.

It was MonaVie's **scientifically-formulated blend of 19 powerful and healing fruits of the world** that originally captured the attention of K2A. Other Acai formulas that surfaced in 2005 seemed hastily blended with little more than ACCEPTABLE TASTE guiding them. (Acai alone is bitter and must be blended with other ingredients for palatability.)

To further distinguish MonaVie from other products, **Dr. Alexander Schauss** (the world's #1 scientific expert on Acai and recipient of the coveted, **2005 Linus Pauling Lecture Award**) has been working tirelessly with the USDA in documenting the efficacy of FREEZE DRIED Acai that is covered under the recent patent applications and used in MonaVie.

Dr. Schauss is the **lead author** (along with 11-12 other authors, including Dr. Wui, one of the USDA's own top specialists on antioxidants) of an extremely significant scientific paper due to be published in the first quarter of 2006 in the prestigious **Journal of Agricultural and Food Chemistry**--the Creme de la Creme of peer reviewed journals in the nutritional science arena.

Although the groundbreaking details that will be in this paper cannot be released prior to the paper's publication, Jeff Graham shared some timely but only indirectly-related information about the Acai studies being done by Dr. Schauss' research company in Tacoma, Washington.

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Especially in winter months when colds and flus are widespread, many people take additional Vitamin C for its protective and immediate, antioxidant effects. These effects are known to **dissipate** quite rapidly, thus people must continue taking more Vitamin C daily or even hourly in some cases to keep replenishing it as it is used up.

(There is much anecdotal data showing that Vitamin C can fight free radicals that cause cellular damage and bring down our immune systems, leaving us more vulnerable to contracting illness.)

Quite unlike Vitamin C, the freeze dried Acai berry's antioxidant effect is **both immediate AND long lasting**, thus providing an ever more powerful impact, a **cumulative** effect as additional quantities are consumed.

Our specific type of Acai has been found to be **biologically active within SECONDS after ingestion, as well as hours and DAYS later.** And ONLY MonaVie now contains the Acai protected by the patent pending, freeze-drying technology!

All "competitors" that list Acai as an ingredient are thus using fruit prepared by other processing methods known to be inferior to our freeze drying.



From the beginning, our MonaVie formula has been backed by **extensive science**. The 19 different fruits were scientifically selected because of their known benefits and spectrum of pigmentation and phytochemicals. It had been frequently demonstrated that MonaVie delivers health benefits like no other product in the marketplace.

Now, with the change to freeze-dried Acai as well as adding an **additional quantity of Acai powder as well as a greater amount of the pulp**, the results are even more dramatic than before!

(The change to our new, GREEN bottle was a decision of our marketing department, and as the clear bottle inventory is used up, the change to green will be complete. The bottle COLOR is not related to the quality of the contents!)

The Significance of Flash Pasteurization and Freeze Drying

Pasteurization of products such as MonaVie is essential -- to assure there will be **no microbes** that could later cause problems. Although standard, "kettle" pasteurization was originally used for MonaVie (a 4-5 hour process), we now use the increasingly popular **"flash" pasteurization**, which takes only 30-45 seconds as the formula moves continuously through the bottling pipelines.

This results in a **more consistent color and flavor** ... a "crisper" product, although there will always be SOME differences because our 19 fruits are harvested during different growing seasons in different locales. (The Acai is harvested 10-11 months of the year from the regions where Acai palm trees thrive.)

Much of Dr. Schauss' research with the USDA has been related to the **antioxidant** potential of **freeze dried** Acai powder vs. the more conventional, **spray-dried** Acai powder.

The USDA has long considered the **cranberry** the world's most powerful antioxidant fruit, boasting a score of **94 ORAC units** per gram of dry weight. (ORAC means the ability to control and destroy one particular type of free radical.)

Astonishingly, the **"Opti Acai"** (A2K's trade name for the exclusive, freeze-dried powder now used in MonaVie) from their Brazilian plant near the rain forest, compared on a gram to gram basis, gives us a **thunderous advantage** in the marketplace. Look at the comparison, dry weight, gram to gram basis ...

PRODUCT ORAC SCORE PER GRAM

Cranberry	94 units
Spray-dried Acai	61-74 units
Freeze-dried Acai	1027 units !!!

Jeff Graham also noted the manipulation of published ORAC scores by many companies who **"spike"** their formulas with Vitamin C or Vitamin E (and are not legally required to disclose such spiking!) in order to artificially inflate their scores.

With the coming publication of the Acai article in the ***Journal of Agricultural and Food Chemistry**, and with the inevitable, increased efficacy of MonaVie because of formula enhancements, **expect 2006 to be a banner year for MonaVie.**

*#1 journal in total citations (27,992) in Applied Chemistry, Multidisciplinary Agriculture and Food Science & Technology.

Company growth has been staggering since our premier MonaVie formula was unveiled on January 9, 2005. Without question, the BEST is yet to come!

