

## MonaVie Organic Certification Issues and the use of Pulp/Skin

**Dr. Blackhurst**  
*Sr. Manager, Technical Services*  
**MonaVie Product Development**

(Special thanks to Susan Bateman)

A sharp debate continues among experts as to whether or not organic foods are safer, more nutritious, and healthier. While many studies have shown no difference in improved nutritional value of organic foods, proponents of organic foods suggest these studies are flawed. Nonetheless, there is a large number of consumers who look for organic products and this number continues to grow, especially of those who are concerned about the potentially harmful effects of pesticides and pesticide residue sometimes found on fresh produce.

It is not my intention to try to sway anyone's thinking one way or the other on the organic issue, but rather I will discuss the organic certification of certain fruits used in the MonaVie blend and what steps are taken to ensure the finished product is extremely safe.

The acai used by MonaVie is certified organic through The Institute for Marketecology (IMO). IMO is one of the first and most renowned international agencies for inspection, certification, and quality assurance of eco-friendly products. IMO's worldwide activities are accredited by the Swiss Accreditation Service (SAS), according to EN 45011 (ISO 65), which is the international standard for organic certification.

In addition to the açai, acerola, camu camu, and bilberry are also certified organic. The blend consists of a total of 19 fruits and unfortunately it is not possible to organically certify all of the fruits in MonaVie and thus the finished product. For example, MonaVie's wolfberry is harvested in China, and the Chinese government does not have a recognized organic certification process.

However, to ensure safety the finished MonaVie products are regularly tested for dozens of pesticides, insecticides, and herbicides by an independent, third-party analytical laboratory. Each test performed has repeatedly found the products to be free of any of these potentially harmful substances. This added step in MonaVie's quality control process ensures our consumers are getting a safe, pure, and high-quality product. The fruit of primary interest in the MonaVie blend is the acai berry. It provides a significant portion of nutrients, which adds to the product's overall nutritional profile and content. The actual amount of acai we use in the MonaVie blend is proprietary, but it is by far the most abundant fruit in the blend.

MonaVie uses a combination of both freeze-dried acai and acai puree. The puree consists of acai skin and pulp. By using all of the edible parts of the acai berry, the MonaVie consumer is able to partake of all of the fruit's benefits as intended by nature. The seed, however, is discarded during processing of the fruit and is never used or found in the finished product. The acai puree is processed and frozen within 24 to 48 hours to ensure it too has a significant portion of its nutritional profile preserved.

Freeze-drying the acai allows the berry to maintain over 90% of its phytonutrient content. When we talk about acai and its benefits we often focus on its extraordinary antioxidant capabilities. By preserving the phytonutrients through freeze-drying and by also freezing the pulp, we are able to maintain an extremely high level of the acai berry's antioxidant properties. Other processing methods NOT used by MonaVie such as spray-drying significantly reduces the antioxidant levels of the acai berry. The antioxidant benefits of the finished product have now been validated by clinical research, which confirms MonaVie's declaration that it is a powerful antioxidant product.

Here are some facts about the acai used in MonaVie and the MonaVie products that make it a high-quality acai product:

**1. The MonaVie products and its acai have been validated through science:**

- The freeze dried acai used in MonaVie has been the subject of three published, peer-reviewed, scientific studies

- MonaVie Active (the finished product) has had its antioxidant capabilities supported by a randomized, placebo controlled clinical study (the gold standard in human research)

- This scientific research confirms that by consuming the MonaVie products, you will see a noticeable benefit to your health

**2. MonaVie uses 100% Pure Acai (freeze dried and pulp)**

**3. Our products contain freeze dried acai and frozen puree (pulp) that are processed within 24 to 48 hours to maintain their nutrient composition**

**4. The freeze dried acai used by MonaVie is patent pending**

**5. None of the acai used in MonaVie is air dried or spray dried—these processes significantly reduce the antioxidant quality of acai**

**6. MonaVie products are made under strict GMPs (Good Manufacturing Practices) established by the Food and Drug Administration**

**7. MonaVie products are tested by independent laboratories to guarantee quality, purity, and freshness**

**8. MonaVie Active and Original have been tested by the World Anti-doping Agency (WADA) to ensure they are free of any banned substances**

**9. MonaVie's acai is processed in an ISO 22000 certified facility to help ensure its superior quality**

**10. MonaVie products are AIB (American Institute of Baking) certified and approved**

**11. They are HACCP (Hazard Analysis Critical Control Point) compliant—another method implemented to ensure safety and quality**

**12. Our juice products are made in a FDA certified bottling facility**