

# Vemma® Verve!

## VERVE & VERVE ZERO SUGAR ENERGY DRINK

### PRODUCT OVERVIEW:

What better way to ensure you get the vitamins and minerals you need than with an energy drink you can feel good about drinking? Verve shatters the typical energy drink mold with its insanely healthy ingredients. This innovative product features the clinically studied Vemma® formula plus natural caffeine and energy-enhancing nutrients.\* With the highest antioxidant value of any energy drink, Verve provides sustained energy and complete nutrition without empty calories, jitters or fatigue.\*

Boasting a refreshing, lightly carbonated tropical flavor, Verve delivers insanely healthy energy when you need it most.\* Choose from low natural sugar or zero sugar varieties.

### HEALTHY ENERGY ON DEMAND, VERVE AND VERVE ZERO SUGAR:

**Nourishes** by delivering a complete supply of vitamins and plant-sourced minerals.\*

**Protects** against cellular damage with the antioxidant-rich Vemma formula.\*

**Revitalizes** energy levels with a fast-acting amino-acid blend of natural guarana (yielding 80 mg of caffeine) and energy-enhancing nutrients.\*

**Supports** a healthy lifestyle for those seeking a nutritious, long-lasting energy beverage without the high sugar and excess caffeine.

### CLINICALLY STUDIED:

The Vemma Clinical Trials were conducted by one of the industry's most widely recognized experts in independent clinical testing: Brunswick Laboratories of Norton, Mass. The intention of these studies was to evaluate the efficacy and overall bioavailability of Vemma on immune function and well-being in adults. This was done by subjecting the product to the highest standard of clinical research — independent, double blind, placebo-controlled study. The studies confirmed Vemma showed significant improvements in immune markers, superior antioxidant absorption and a lowering of C-reactive protein (CRP), which points to its beneficial effects on overall health and wellness.\*

References: Kondo M., et al. "Bioavailability and Antioxidant Effects of a Xanthone-Rich Mangosteen (*Garcinia mangostana*) Product in Humans." *Journal of Agricultural and Food Chemistry* 57 (October 14, 2009): 8788-92. Tang Y., et al. "Effect of a Mangosteen Dietary Supplement on Human Immune Function: A Randomized, Double Blind, Placebo-Controlled Trial." *Journal of Medicinal Food* 12 (August 2009): 755-763.

The **Vemma Formula Inside** seal guarantees you've received the clinically studied blend of 12 full-spectrum vitamins, over 65 plant-sourced minerals, mangosteen superfruit and organic aloe in every serving.



### KEY INGREDIENTS:

**12 full-spectrum vitamins** (including antioxidant vitamins) — Vital for health and well-being.\*

**Plant-sourced mineral blend** — Over 65 major, trace and ultra-trace ionic, life-giving nutrients.

**Phytonutrient ingredients** — A blend of powerful plant and natural components that help promote good health.\*

**Mangosteen superfruit** — An abundant supply of wildcrafted, whole fruit mangosteen and beneficial pericarp (rind) extract that provides some of the highest quantities of xanthones found in nature.

**Organic aloe vera** — A powerful phytonutrient known to provide the body with many beneficial effects.\*

**Organic green tea** — For additional antioxidant power and phytonutrient protection.\*

**Guarana seed extract** — A natural caffeine source that nutritionists believe may be supportive of athletic performance, fatigue and weight control, as well as providing antioxidant properties.\*

**Taurine** — An amino acid that is an important component for a wide range of activities, and has been shown to support athletic and cognitive performance when used in conjunction with caffeine.\*

**D-ribose** — A sugar that occurs naturally in all living cells, and enhances energy production in heart and muscle tissue.\*

**Inositol** — A B vitamin that helps with cellular communication as well as the overall support and health of the body.\*

**Choline chloride** — A phospholipid naturally found in the nervous system tissues, that supports a variety of functions in the body.\*



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VEMMA®

## MANGOSTEEN SUPERFRUIT POWER:

Mangosteen is a rare superfruit primarily found in Southeast Asia and scientifically known as *Garcinia mangostana*. No relation to the mango, it has been hailed as the “Queen of All Fruits” and has been used for centuries by Asian health practitioners to treat a variety of health conditions.\*

Of all the known sources for xanthones, the mangosteen supplies some of the highest amounts found in nature. Xanthones are a biologically active phytonutrient with very potent antioxidant properties. Vemma’s source of mangosteen is wildcrafted, which is the practice of harvesting plants and fruits from their natural or “wild” habitats, where pesticides are not typically applied.

The entire wildcrafted mangosteen fruit, including the pericarp (rind) and pulp, is utilized during Vemma’s proprietary extraction process. Pioneered by Vemma’s Chief Scientific Officer, Yibing Wang, M.D., Ph.D., this intricate method helps ensure that the highest levels of nutrients are included in the Vemma formula.

### FACT

*An 8.3-oz can of Verve has 80 mg of caffeine and 70 calories while Verve Zero Sugar has 80 mg of caffeine and 5 calories. Most tested energy drinks have more than 8 ounces per can or bottle. Anyone who guzzles the whole container consumes up to 200 mg of caffeine and up to 260 calories.*

*Source: Consumer Reports “Energy Drinks Behind the Buzz” Sept. 2007.*

## THE SCIENCE OF MINERALS:

Your physical well-being can be more directly dependent upon the minerals you take into your body than almost any other factor. Minerals help support the health of organs, bones and the immune system.\* Vemma has a unique mineral blend to help your overall health.\* It contains 100% ionic, life-giving minerals that are reduced to the smallest, most bioavailable form. Vemma’s minerals are sourced from plant vegetation that has been undisturbed for thousands of years. These unprocessed phytonutrients include over 65 major, trace and ultra-trace, plant-sourced minerals.

- The body cannot survive without nature’s fundamental minerals, yet it cannot manufacture minerals. They must be obtained from the diet or through supplementation.
- Modern-day diets may lack the appropriate balance of minerals due to mineral-depleted soils and over-processed foods.
- Minerals are needed for energy production, protection from free-radical damage and other vital functions.\*
- Minerals provide a foundation for your optimal health.\*
- The liquid form is more bioavailable than caplets or tablets — easy to take and easy for the body to use.

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## 3 POWERFUL PRODUCTS INSIDE VERVE:

1. A refreshing, fast-acting energy blend.
2. An ultra-premium vitamin and mineral supplement.
3. A powerful superjuice with mangosteen and aloe phytonutrients.

## PERFECT ENERGY, PERFECT CHOICE:

- 80 mg of natural caffeine
- Vemma formula inside
- Lightly carbonated 8.3-oz. beverage
- Refreshing tropical flavor
- Unique blend of energy-enhancing ingredients
- Low natural sugar or zero sugar varieties

## NO:

Artificial Colors  
Artificial Flavors  
Gluten



## VERVE ENERGY DRINK

Supplement Facts		
Serving Size 1 Can - (245 mL / 8.3 fl oz)		
	Amount / Serving	% DV
Calories	70	
Total Carbohydrate	18 g	6%*
Sugars	18 g	†
Vitamin A (100% as beta carotene)	2500 IU	50%
Vitamin C (as ascorbic acid)	300 mg	500%
Vitamin D3 (as cholecalciferol)	1000 IU	250%
Vitamin E (as d-alpha tocopheryl acetate)	60 IU	200%
Thiamin (as thiamine hydrochloride)	1.5 mg	100%
Riboflavin (as riboflavin U.S.P.)	1.7 mg	100%
Niacin (as niacinamide)	20 mg	100%
Vitamin B6 (as pyridoxine hydrochloride)	5 mg	250%
Folate (as folic acid)	800 mcg	200%
Vitamin B12 (as cyanocobalamin)	15 mcg	250%
Biotin (as d-Biotin)	300 mcg	100%
Pantothenic Acid (as calcium d-pantothenate)	10 mg	100%
Selenium (as selenium amino acid chelate)	140 mcg	200%
Taurine	1 g	†
Guarana Seed Extract (standardized extract yielding 80 mg of caffeine)	200 mg	†
D-Ribose	50 mg	†
Inositol	50 mg	†
Choline Chloride	10 mg	†
Proprietary Wildcrafted Mangosteen, Organic Aloe Vera and Organic Green Tea Blend	25.2 g	†
Reconstituted Mangosteen Juice (Garcinia mangostana L.) (fruit), Aloe Vera Gel (leaf), Green Tea (leaf) (decaffeinated), Mangosteen Extract (pericarp) (standardized 10% xanthenes)		
Proprietary Plant-Sourced Major, Trace and Ultra-Trace Mineral Blend	956 mg	†

\* Percent Daily Values are based on a 2,000 calorie diet.  
† Daily Value (DV) not established.

**Other ingredients:** ultra-purified reverse osmosis carbonated water, natural fructose, natural flavors, citric acid, potassium sorbate (flavor protection), xanthan gum and malic acid.

## VERVE ZERO SUGAR ENERGY DRINK

Supplement Facts		
Serving Size 1 Can - (245 mL / 8.3 fl oz)		
	Amount / Serving	% DV
Calories	5	
Total Carbohydrate	1 g	<1%*
Sugars	0 g	†
Vitamin A (100% as beta carotene)	2500 IU	50%
Vitamin C (as ascorbic acid)	300 mg	500%
Vitamin D3 (as cholecalciferol)	1000 IU	250%
Vitamin E (as d-alpha tocopheryl acetate)	60 IU	200%
Thiamin (as thiamine hydrochloride)	1.5 mg	100%
Riboflavin (as riboflavin U.S.P.)	1.7 mg	100%
Niacin (as niacinamide)	20 mg	100%
Vitamin B6 (as pyridoxine hydrochloride)	5 mg	250%
Folate (as folic acid)	800 mcg	200%
Vitamin B12 (as cyanocobalamin)	15 mcg	250%
Biotin (as d-Biotin)	300 mcg	100%
Pantothenic Acid (as calcium d-pantothenate)	10 mg	100%
Selenium (as selenium amino acid chelate)	140 mcg	200%
Taurine	1 g	†
Guarana Seed Extract (standardized extract yielding 80 mg of caffeine)	200 mg	†
D-Ribose	50 mg	†
Inositol	50 mg	†
Choline Chloride	10 mg	†
Proprietary Wildcrafted Mangosteen, Organic Aloe Vera and Organic Green Tea Blend	25.2 g	†
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Proprietary Plant-Sourced Major, Trace and Ultra-Trace Mineral Blend	956 mg	†

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† Daily Value (DV) not established.

**Other ingredients:** ultra-purified reverse osmosis carbonated water, natural flavors, citric acid, potassium sorbate (flavor protection), xanthan gum, sucralose and malic acid.

CAFFEINE 80 mg

### PRODUCT USAGE:

Tumble gently before serving. Don't drink it if you're pregnant, have a medical condition or get an allergic reaction.

### VERVE TARGET MARKET:

Verve appeals to people who are seeking a nutritious and sustained energy boost without the jittery sensation found in high-caffeine products.\*

### VERVE ZERO SUGAR TARGET MARKET:

For those who are sugar-conscious, choose Verve Zero Sugar for a lighter option while still enjoying 80 mg of natural caffeine and complete nutrition.\*



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## VERVE ENERGY DRINK PRICING:

Item Code	Item Description	Qty	Price (USD)	QV
1001101	Verve 1/2 Pack	12 - 8.3 oz cans	\$38	30
1001102	Verve Zero Sugar 1/2 Pack	12 - 8.3 oz cans	\$38	30
1001104	Verve 1 Pack	24 - 8.3 oz cans	\$68	60
1001105	Verve Zero Sugar 1 Pack	24 - 8.3 oz cans	\$68	60
1001106	Verve 2 Pack	48 - 8.3 oz cans	\$136	120
1001108	Verve Zero Sugar 2 Pack	48 - 8.3 oz cans	\$136	120
1001128	Verve Combo 2 Pack	24 - 8.3 oz cans of Verve 24 - 8.3 oz cans of Verve Zero Sugar	\$136	120

## FREQUENTLY ASKED QUESTIONS:

### Is it necessary to take a multivitamin if I am also drinking Verve?

If you are drinking Verve, there is no need to take a multivitamin supplement. We suggest consulting with your healthcare professional if you have additional questions.

### Is there sugar in Verve and where does the sugar come from?

There are 18 grams of sugar in Verve, a little more than what is found in one large apple, and the primary source is fructose. We use fructose, not to be confused with high fructose corn syrup, because it is an all-natural sweetener known to have the lowest Glycemic Index of any of the simple sugars. The Glycemic Index is a dietary index that's used to rank carbohydrate-based foods. It predicts the rate at which the ingested food will increase blood sugar levels.

Verve Zero Sugar contains NO sugar and has sucralose, which is a sweetener. After much research and consideration, sucralose was chosen as the best non-sugar sweetener for Verve Zero Sugar.

### Where does the caffeine in Verve come from?

It comes from the primary active constituents in natural guarana seed extract.

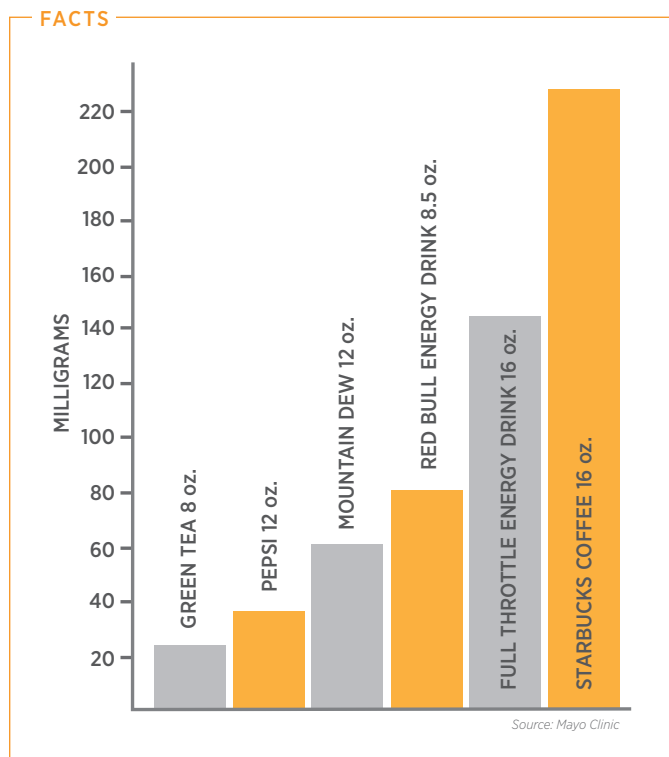
### Is caffeine bad for me?

Some people are sensitive to caffeine, but in moderate doses it may benefit people interested in enhanced vitality, performance and alertness.\*

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### What is the caffeine content in an 8.3-oz can of Verve and how does it compare to other products containing caffeine?

Each can of Verve yields 80 milligrams of caffeine. Below is a caffeine comparison chart:



[FAQs Continued >](#)

### What are antioxidants?

Antioxidants are substances found in nature that may protect cells from the damage caused by unstable molecules known as free radicals.\* Free radicals are a by-product of over-exercise, stress, and being exposed to dirty air and other environmental pollutants. Verve contains ingredients that possess antioxidant properties and may help to fight free radicals in your body.\*

### What are xanthenes?

Verve contains xanthenes, which are natural phytochemicals found in the exotic mangosteen superfruit that possess very potent antioxidant properties and work to protect your body at the cellular level.\* Of all the known sources for xanthenes, the mangosteen supplies some of the highest amounts found in nature.

### Which minerals are included in Vemma's proprietary mineral blend?

The proprietary mineral blend contains over 65 major, trace and ultra-trace minerals. Because we source our minerals from naturally occurring plant vegetation, the level of individual minerals may vary slightly from batch to batch. The proprietary mineral blend in the Vemma formula contains the following minerals:

Carbon (Organic), Calcium, Sodium, Sulfur, Magnesium, Chloride, Bromide, Fluorine, Iodine, Potassium, Niobium, Aluminum, Iron, Phosphorus, Silica, Manganese, Boron, Strontium, Titanium, Tungsten, Copper, Zinc, Tin, Zirconium, Molybdenum, Vanadium, Chromium, Selenium, Nickel, Cobalt, Lithium, Gallium, Barium, Yttrium, Neodymium, Hafnium, Cadmium, Thorium, Antimony, Cerium, Tellurium, Beryllium, Samarium, Dysprosium, Erbium, Bismuth, Gadolinium, Cesium, Lanthanum, Praseodymium, Europium, Lutetium, Terbium, Ytterbium, Holmium, Thallium, Thulium, Tantalum, Germanium, Gold, Platinum, Rhodium, Rubidium, Ruthenium, Scandium, Silver and Indium.

### How is Verve processed?

Verve is manufactured using a special proprietary process and special can lining to protect the delicate balance of vitamins, minerals and phytonutrients right up to the moment of consumption.

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### What is the difference between Verve and Verve Zero Sugar?

Verve Zero Sugar has the same unique formula, providing all the energy, vitamins, minerals and nutrients as Verve. Verve Zero Sugar has only 5 calories, 1 carbohydrate and 0 grams of sugar.

### Why was sucralose chosen for Verve Zero Sugar Energy Drink?

After extensive research and testing during the product development phase, sucralose was chosen as the best alternative non-sugar sweetener for this product. Many of the other non-calorie sweeteners did not meet our criteria for compatibility with the Verve formulation. The use of premium ingredients, formula efficacy and flavor of the Vemma products are our highest priorities. Vemma Research & Development thoroughly reviews scientific data for all potential ingredients. The use of sucralose is well documented in numerous scientific studies conducted over a 20-year period of time. It is approved for use in over 80 countries and deemed appropriate for use by all consumers by such health authorities as the World Health Organization, United States Food and Drug Administration (FDA) and the European Food Safety Authority (EFSA).

