

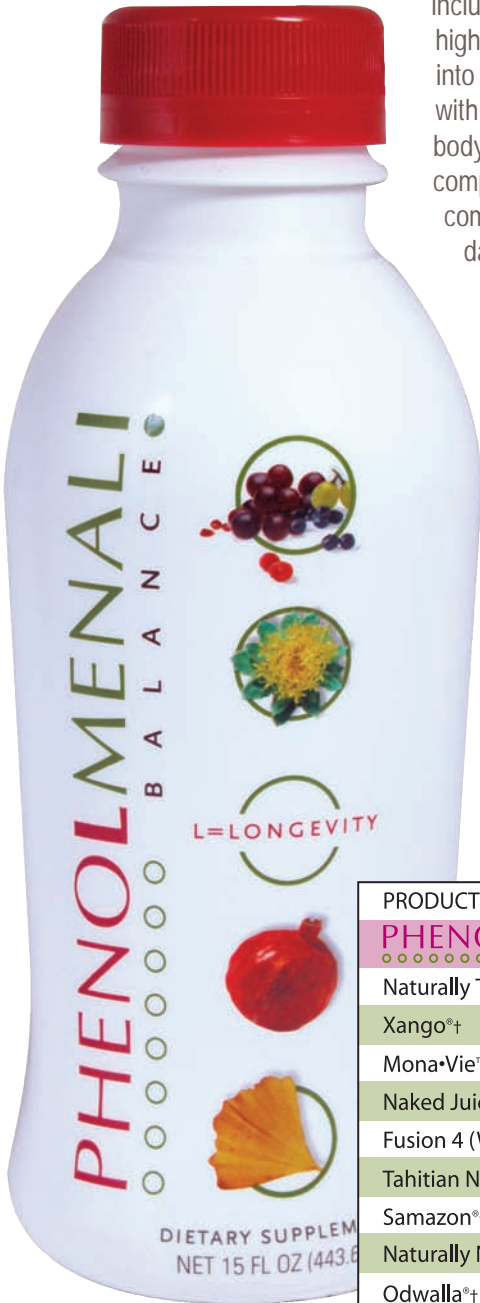
# Have YOU Experienced PHENOLMENAL! BALANCE™

## What are PHENOLS and what are the best sources of them?

Phenols are widely occurring molecules in nature. One of the highest concentrations of phenols can be found in such fruit as berries. The subclasses of phenols in berries are called anthocyanins and proanthocyanins—we believe these classes of phenols deliver the greatest health benefit. Their concentration of phenols dwarf vitamins like C or E—in fact, some doctors call phenols a natural “vitamin P”...they are quite literally the “next generation” of antioxidants!

## We’ve heard about Oxidative Stress, can you explain how PHENOLS fight it?

Oxidative Stress is a precursor to disease and could impact our longevity. It is caused by several factors, including the environment, what we eat, and even our emotional state. All of these “stressors” cause a higher level of oxidation—that is, the body takes in oxygen, cannot properly process it, and then turns it into damaging “free radicals.” Through oxidation, the body rusts away, much like a car rusts over time and with age. From a physiological perspective, the release of free-radicals can cause inflammation in the body and may be a precursor to many diseases. However, we can affect our oxidation rate by consuming compounds that enhance or fortify the body’s ability to combat Oxidative Stress. That’s where phenols come in—before being metabolized, they capture these free radicals and neutralize them, without causing damage to the body.



## Is it true that the PHENOL extract used in PHENOLMENAL! BALANCE™ delivers 150 times the concentration of PHENOLS compared to raw fruit? How is that possible?

Yes indeed! The resulting phenol extract powder contains 150 times the concentration of phenols compared to the raw fruit we start with! A natural liquid base persuades the phenols to come off and “stick” to the resin beads. The removal of sugars also makes more room for phenols and organic acids. This was a huge breakthrough, as this was the first process to create a solvent-free, sulfite-free, sugar-free, phenol powder that is 150 times more concentrated than raw fruit, without the extra natural sugars.

**Total Phenolics Test:** The test we believe is the most accurate measure of a liquid’s antioxidant capacity. Chemicals are added to each liquid sample, and the total polyphenol count within the liquid is measured. The higher the Total Phenolic score, the greater the availability of antioxidants in the liquid.

**ORAC Test:** Refers to the “Oxygen Radical Absorbance Capacity” of a juice-based liquid. Chemicals are added to each product sample and the liquid’s ability to oxidize, or absorb, the chemical agent is observed. The higher the absorption, the higher the ORAC score, and the higher the antioxidant capacity of the liquid.

PRODUCT NAME	ORAC/Liter**	Phenolics/Liter***	ORAC/Ounce	Phenolics/Ounce
<b>PHENOLMENAL! BALANCE™</b>	62,260	4,839	1,842	143
Naturally Thai Mangosteen (Costco)	35,010	2,607	1,036	77
Xango®†	34,138	2,012	1,010	60
Mona•Vie™†	23,384	1,848	692	55
Naked Juice®† – Açai Rainforest	20,089	1,322	594	39
Fusion 4 (Whole Foods)	17,794	1,226	526	36
Tahitian Noni®†	17,730	1,127	525	33
Samazon®† – Açai Juice	14,443	1,284	427	38
Naturally Noni®† (Costco)	13,818	1,078	409	32
Odwalla®† – Mo Beta Antioxidants	11,585	2,010	343	59
POM Wonderful®† – Black Tea	9,851	1,268	291	38
Vitamin Water®† – XXX	4,489	667	133	20

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\*PHENOLMENAL! Balance™ scored highest in independent tests of leading antioxidant products by Brunswick Labs of Norton, MA. All tests were conducted the week of 8/13/07.

\*\*Brunswick Lab’s ORAC hydrophilic test utilized.

\*\*\*Brunswick Lab’s Total Phenolic test utilized.

† Xango® is a registered trademark of DBC, LLC Corporation; Mona Vie™ is a trademark of Mona Vie Inc.; Naked Juice® is a registered trademark of Chiquita Brands Inc.; Tahitian Noni® is a registered trademark of Tahitian Noni International; Sambazon® is a registered trademark of Sambazon, Inc.; Naturally Noni® is a registered trademark of Integrated Biopharma Inc.; Odwalla® is a registered trademark of Odwalla Inc.; POM Wonderful® is a registered trademark of POM Wonderful, LLC; Vitamin Water® is a registered trademark of Energy Brands, Inc.