



## MonaVie Original: The Science of Fruit

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### Why MonaVie Original

The Açai berry **is an amazing plant** that has remarkable nutritional content that has allowed individuals **in** Amazonia to survive solely on the berry. **Folk** lore among the native Brazilians living in the north of Brazil tells stories of how mothers who had difficulty lactating fed their babies Açai juice and their babies prospered. Every essential and non-essential amino acid is found in the fruit, making Açai a complete protein. Açai is nature's perfect food.

Açai forms such an Important part of the Brazilian diet, that up to two liters a day of it is consumed by individuals in the region. When fresh Açai is out of season, the Brazilians in the north of Brazil often lack energy and at times feel weak.

Why? Açai was found to have the following nutrients at appreciable levels:

Vitamin A (as beta carotene)	Calcium
Vitamin C (as ascorbate ion)	Magnesium
Vitamin E (as d-alpha tocopherol)	Copper
Vitamin D (as cholecalciferol)	Chromium
Vitamin B-1 (as thiamin)	Zinc
Vitamin B-2 (as riboflavin)	Iron
Vitamin B-3 (as niacin/niacinamide)	Sodium
Vitamin B-6 (as pyridoxine)	Manganese
Vitamin 8-12 (as cyanocobalamin)	Selenium
Pantothenic acid (as free anion)	Boron
Biotin	Potassium
Folic Acid	Molybdenum
Inositol	Iodine

Additionally, Açai is an excellent source of vitamin A which is important to skin



health, vision, growth and reproduction.

Perhaps what makes Açai most unique is its extremely high level of antioxidants and phytonutrients. When compared to other fruits, the Açai berry is the most powerful antioxidant known to man. When measuring a fruit for its antioxidant strength, an assay is used called Oxygen Radical Absorbance Capacity, ORAC for short. It is recommended that a person consume about **4,000 to 5,000** ORAC units per day or the equivalent of consuming approximately 7-10 fruits and vegetables per day. One gram of Açai (in a freeze dried powdered form) has an ORAC score of 1,027 units- **making** Açai the most powerful super food in the world.

In the **U.S**, surveys indicate that only 5% of Americans consumes **5** servings of fruits and vegetables per day; ingesting approximately 1,600 ORAC units **per day. Four** ounces of **MonaVie Original has been** formulated to **provide** approximately **4,000** ORAC units. **The** antioxidants found **In** MonaVie are a **key** to fighting and controlling free radicals which can damage healthy cells. An over-production of free radicals, which increase when we are stressed, ingest pollution or smoke cigarettes, cause our bodies to be “out-of-balance” and to suffer oxidative stress. Oxidative stress results when **FREE RADICAL** formation is unbalanced In proportion to the protective **ANTIOXIDANTS**.

A decade ago, researchers were blaming oxidative damage for everything from cancer to heart disease. Now chronic, low-grade **inflammation is seizing the spotlight. Inflammation is the evil twin** of oxidation. Where you find one you find the other. MonaVie was created to address this health problem of the 21st century. The “19 fruits” are chosen because of their high concentration of phytonutrients, which have been shown to be the best source of antioxidants and anti-inflammatory compounds in nature.

As consumers become savvier to the health benefits of phytonutrients, many of them will become household names much like vitamin C, potassium and folate. Currently, listing all of the phytonutrients on the MonaVie Original label and their concentrations would not serve a purpose. It is encouraging knowing that MonoVie is on the cutting edge of health and not merely replicating the past. The biological activity



described as oxidation potential is a *way* to compare the benefits of one product over another. Hence, if grapes are valuable (which we know from the French Paradox), how much more beneficial is a fruit blend that has 10x the anti-oxidation potential of grapes? Sugar laden Cocoa Puffs are fortified with vitamin K, folate and vitamin C; but how many children every day get a contribution from their diet the entire spectrum of pigmented fruits packed with phytonutrients?

Phytonutrients are dietary components that are somewhat new to the public in the field of nutrition. Phytonutrients are generally described as chemical components of plants that favorably alter the structure or function of the body. They have been shown to have beneficial effects on health and disease prevention. In an *era of* remarkable nutritional discoveries, it is appropriate to broaden our definition of a nutrient to include substances proven by rigorous scientific methods that are involved in disease prevention.

A short list of some of the better known phytonutrients contained in MonaVie to which specific health functions (specifically anti-oxidant and anti-inflammatory) have been attributed:

- Protocatechic acid
- Protocatchuric acid
- Catechin
- Epi-catechin
- Eriodictyol
- Eriodictyol-7-glucoside
- Luteolin
- Luteoiln-4-glucoside
- Isoquercitin
- Quercitln-3-arabinoside
- Chyrsoeriol
- Eurpatorin
- Ferulic acid
- Hydroxbenzoic acid
- Gallic acid
- Kaempferol
- Ellagic acid



Vanillic acid  
Coumeric acid  
Anthocyanin  
Proanthocyanin  
Anthocyanadin  
Cyanidin-3-glucoside coumarate  
Cyanidin-3- glucoside  
Polyphenols  
Flavinoids  
Fiavanols  
Flavonols  
Beta-sitosterol  
Campesterol  
Sigmasterol  
Myricetin  
Resveratrol  
Pterostilbene  
Hippuritic acid

Since there are so many phytonutrients in the fruits used in MonaVie, I do not want to burden you with the thousands of research papers on all of them. Therefore I have selected a few from the Açaí berry as well as some useful references regarding the fruits used and their contribution to chronic inflammation,

MonaVie Original is the world's greatest functional health beverage. Enjoy yours today!

### **References: Anthocyanins**

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