

MONAVIE **SLC13**
ELEVATE
FEELING YOUR BEST

Shawn M. Talbott, Ph.D.
FACSM, FACN, FAIS, CNS, LDN
MonaVie Chief Science & Innovation Officer

A MORE MEANINGFUL LIFE™

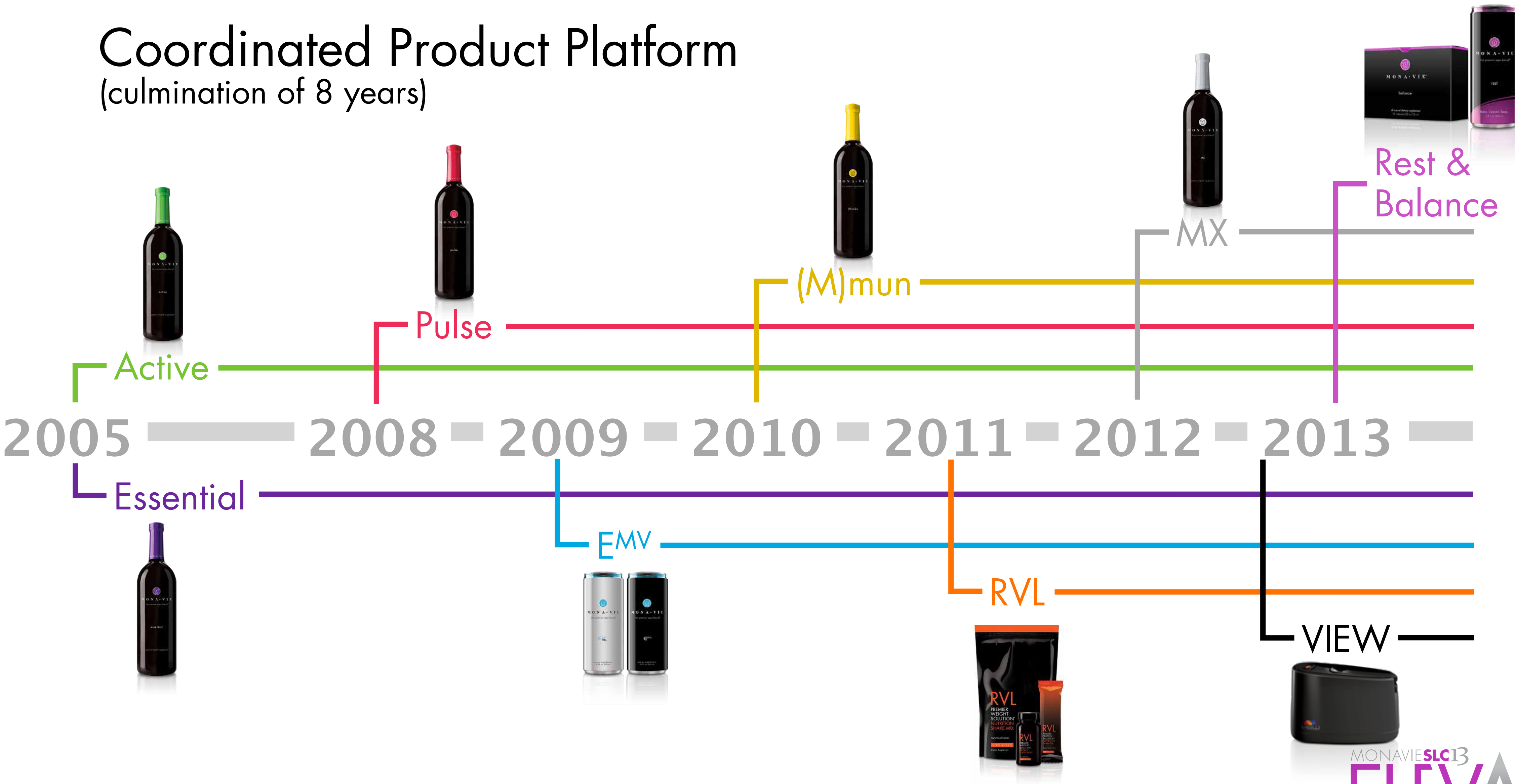
WE FEEL "OFF"

- I'm Feeling Stiff & Sore
- I'm Feeling Tired & Worn Out
- I'm Gaining Weight
- I'm Feeling Stressed Out



"A MORE MEANINGFUL LIFE"

Coordinated Product Platform (culmination of 8 years)



SOLUTION: MONAVIE PRODUCTS

MAXIMIZE NUTRITION

HEALTH JUICES PRODUCTS WITH PURPOSE

From powerful nutritional support to joint, heart, and immune health, MonaVie body-beneficial products provide the nutrition you need for a healthy and active lifestyle.



STABILIZE BLOOD SUGAR

WEIGHT SOLUTIONS REVEAL YOUR BEST SELF®

With the MonaVie RVL Premier Weight Solutions, you can lose weight, balance your blood sugar, and improve your overall nutritional wellbeing.



INCREASE ENERGY

ENERGY BLENDS HEALTHY. SUSTAINED. ENERGY.™

Recharge your body and mind with a boost of sustained energy that will kick up your energy level and keep it there.



CONTROL STRESS

REST AND BALANCE RELAX, UNWIND, AND KEEP YOUR STRESS IN CHECK

Promote a naturally calm, relaxed state and help your body adapt to stress while creating a sense of wellbeing.



* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to cure, prevent, or treat any disease.

SLEEPLESS IN SALT LAKE...

Sources: National Sleep Foundation, National Department of Transportation, Centers for Disease Control (2012)

- 70 million Americans suffer from insomnia
- 40 million Americans have a chronic sleep disorder
- \$18 Billion = Estimated cost to U.S. employers in lost productivity due to sleep loss issues
- 62% of American adults experience a sleep problem a few nights per week
- 30% of all adults have insomnia in the course of any year

Average Hours of Sleep Needed by Age

- Ages 10 – 17 = 9 hours
- Adults = 8 hours
- 29% of adults get an average of 6 hours or less
- Only 31% of high school students get an average of 8 hours

TOP CAUSES OF **STRESS** IN THE U.S.

Sources: American Psychological Association & American Institute of Stress (April 2012)

- 77% regularly experience **physical** symptoms caused by stress
- 76% cited **money & work** as the leading cause of their stress
- 73% regularly experience **psychological** symptoms caused by stress
- 48% feel their stress has **increased** over the past five years
- 48% reported lying **awake** at night due to stress
- 33% feel they are living with **extreme** stress



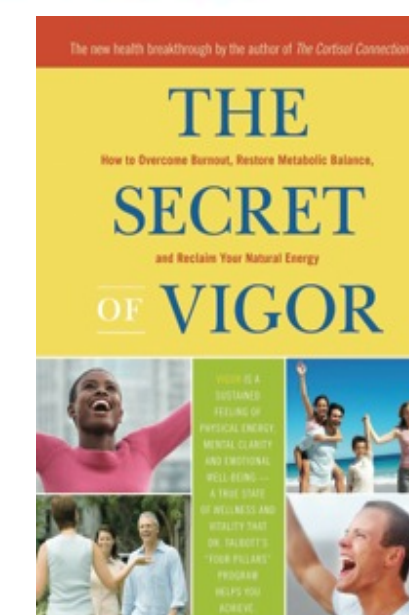
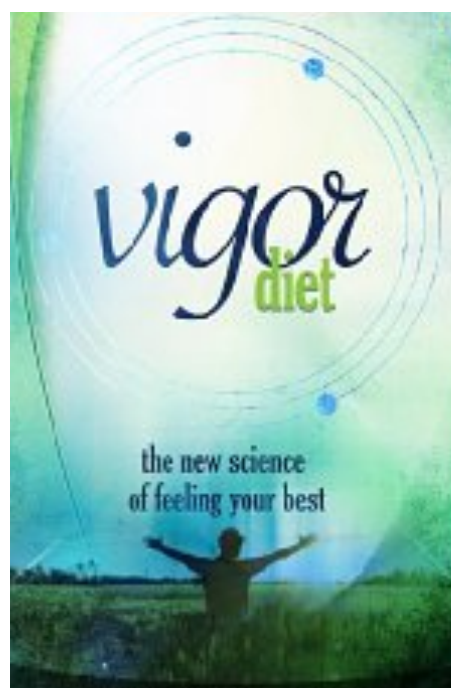


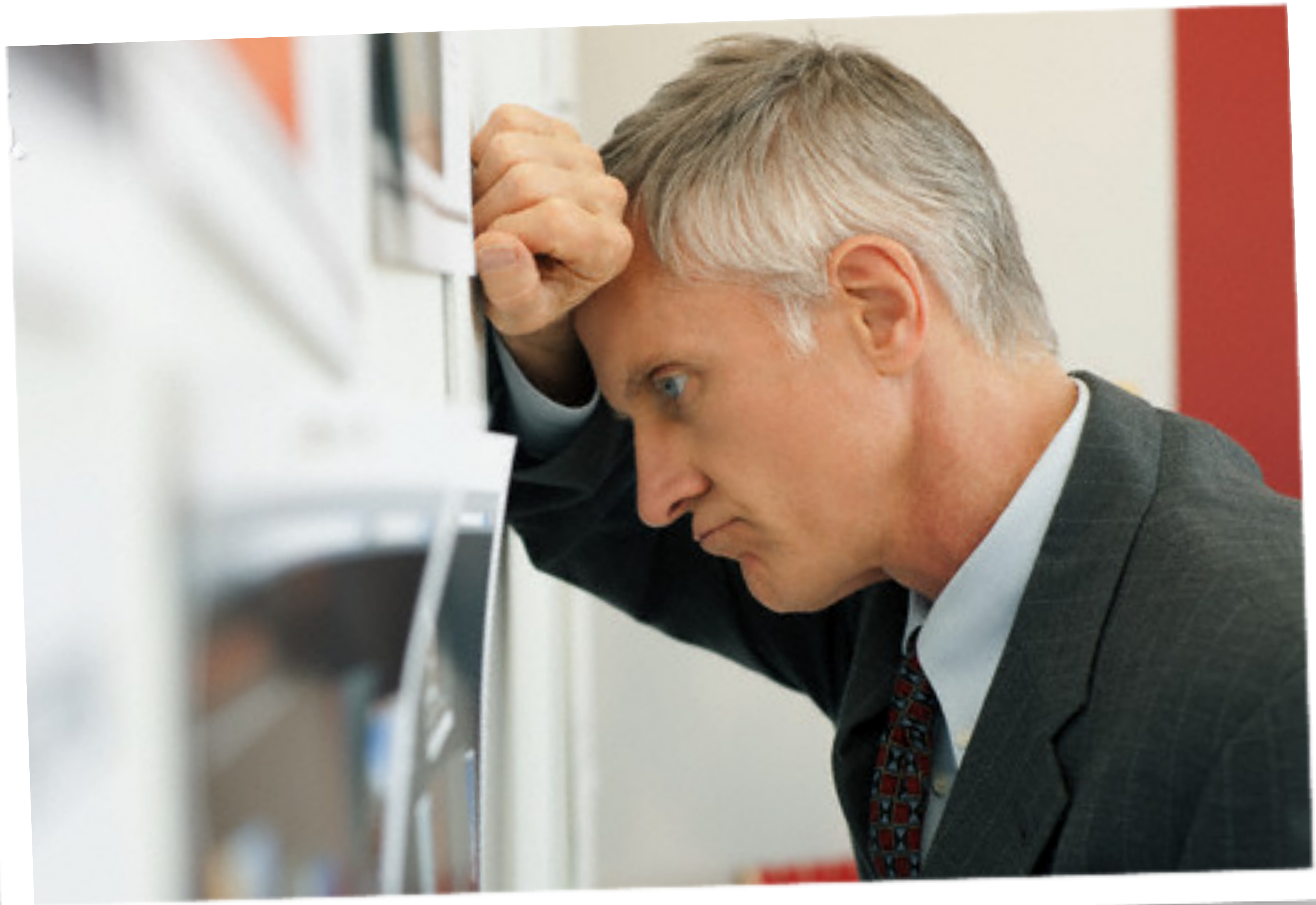
Tired, Stressed, Depressed

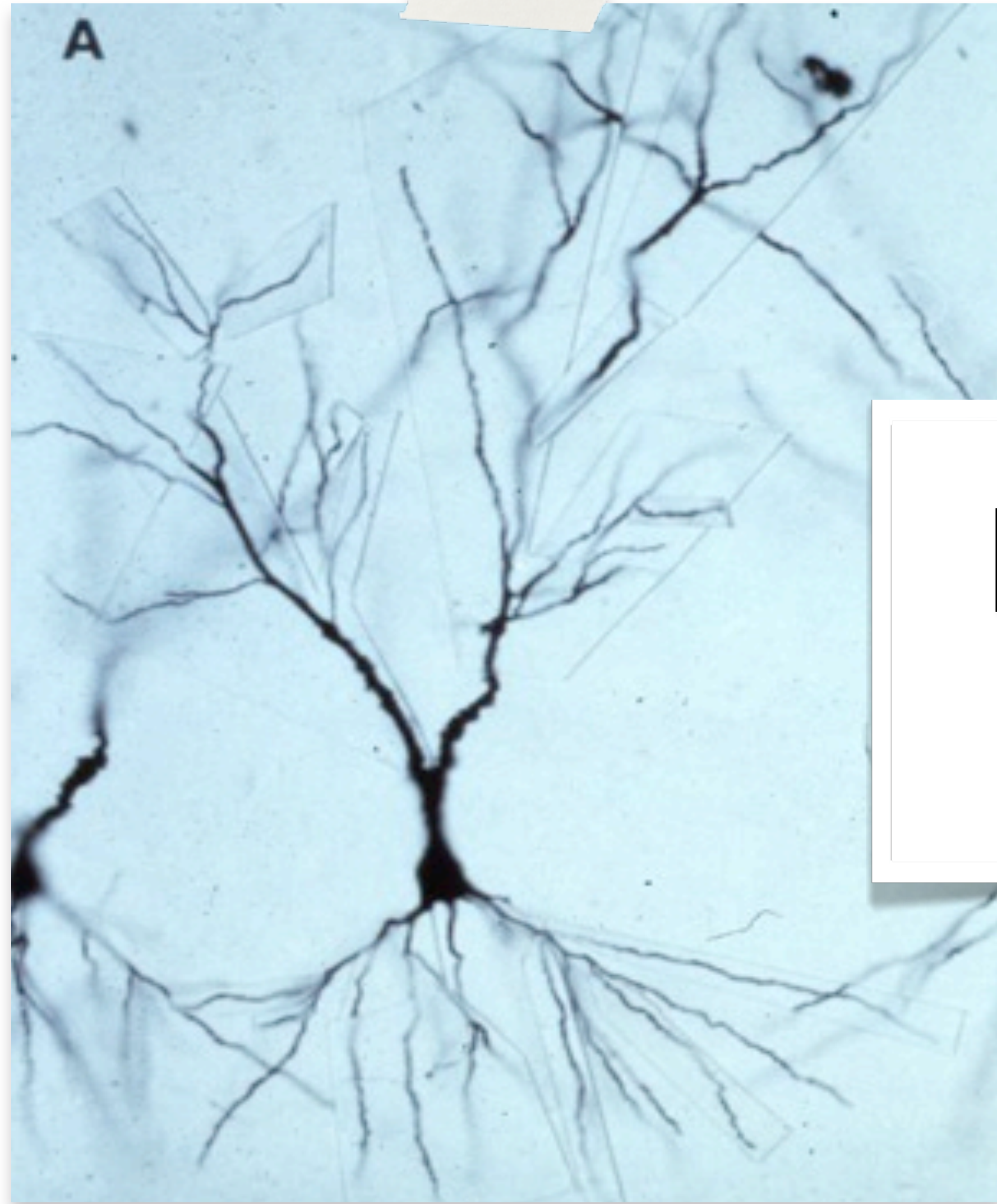


Vigor

3-tiered sustained mood state characterized by physical energy, mental acuity, and emotional well-being



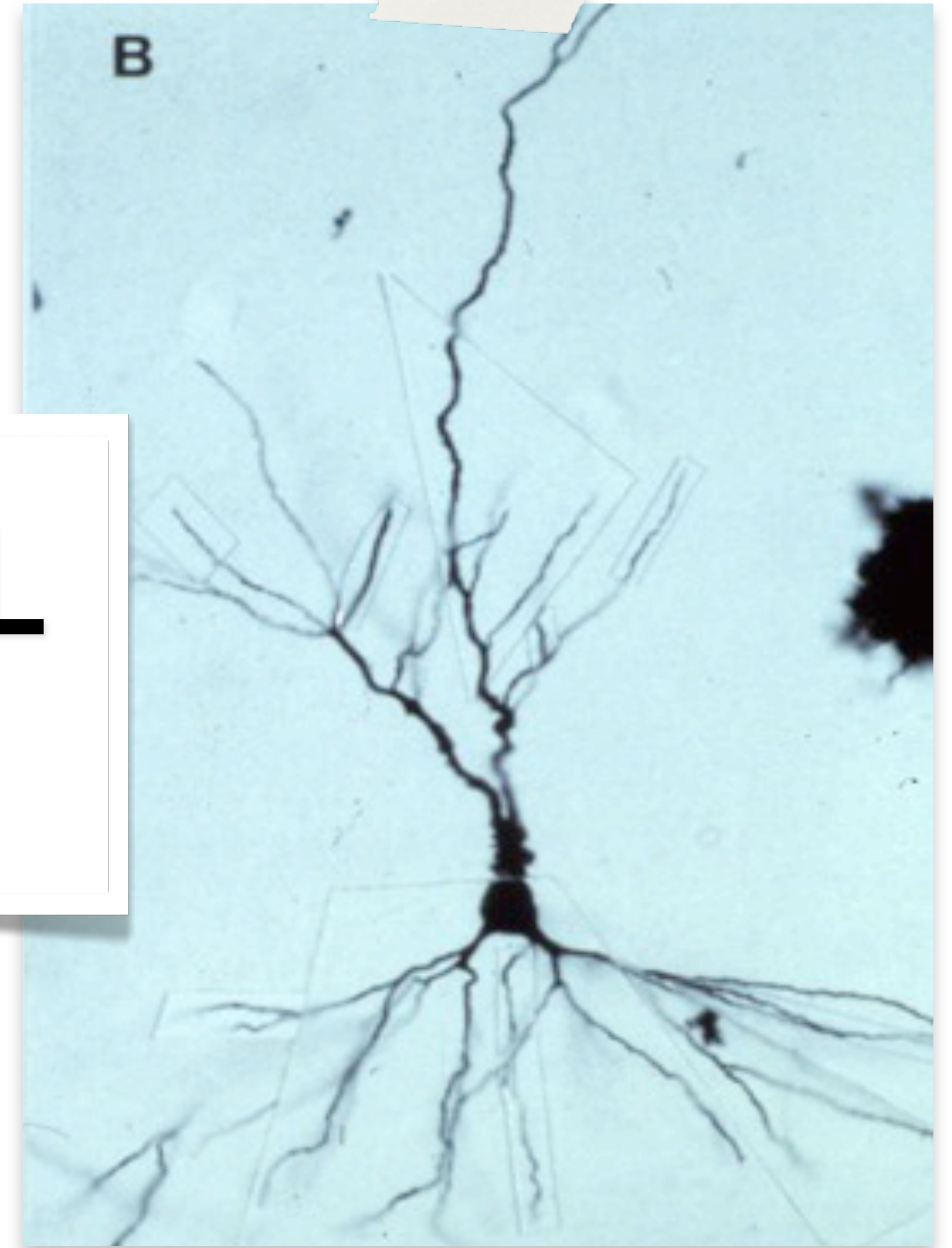




NORMAL STRESS

Healthy, Large, Many Projections, Optimal Function

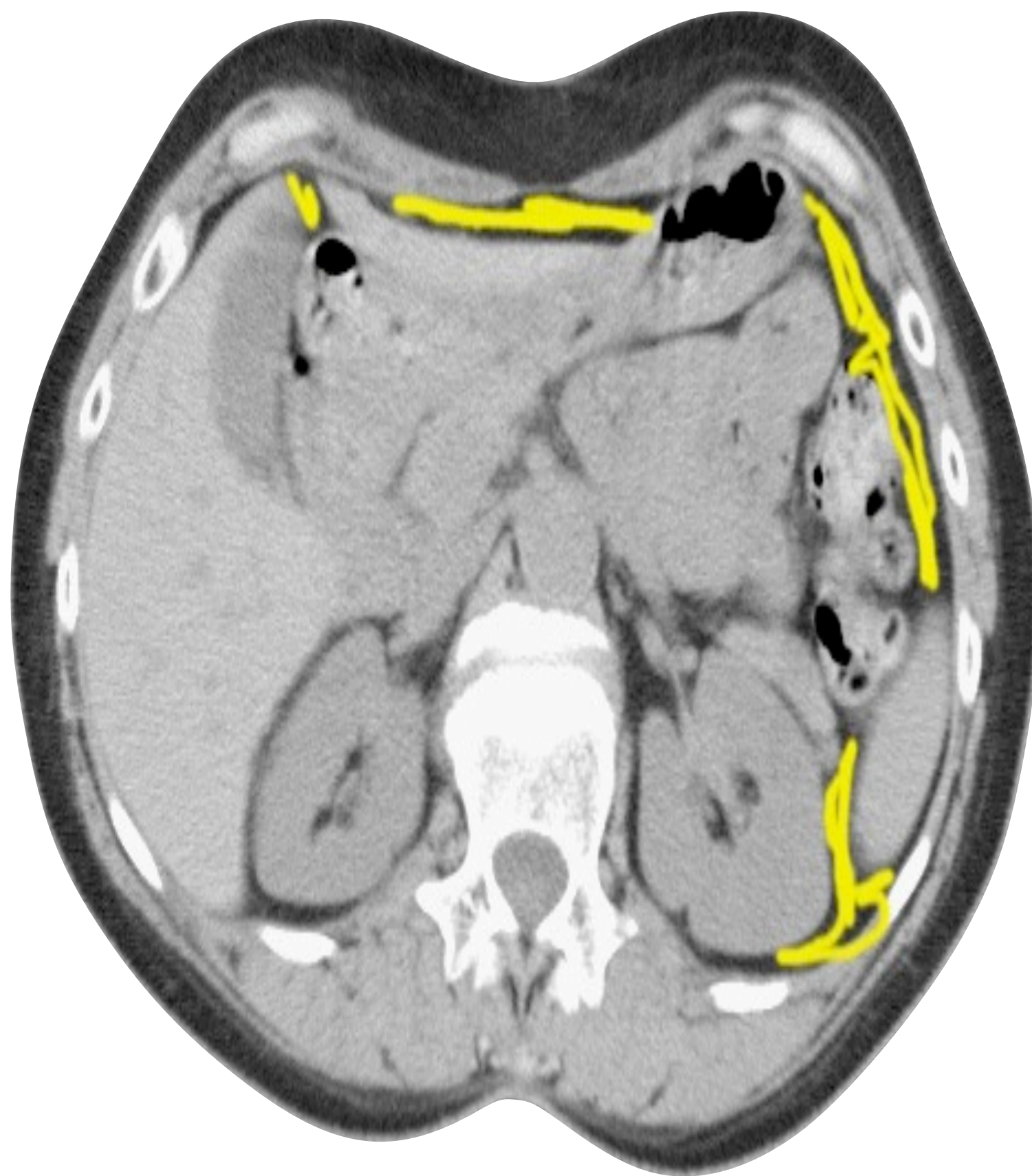
NEURONAL ATROPHY



HIGH STRESS

Small, Thin, Disrupted
Structural Damage, Poor Function

ABDOMINAL FAT ACCUMULATION



NORMAL STRESS

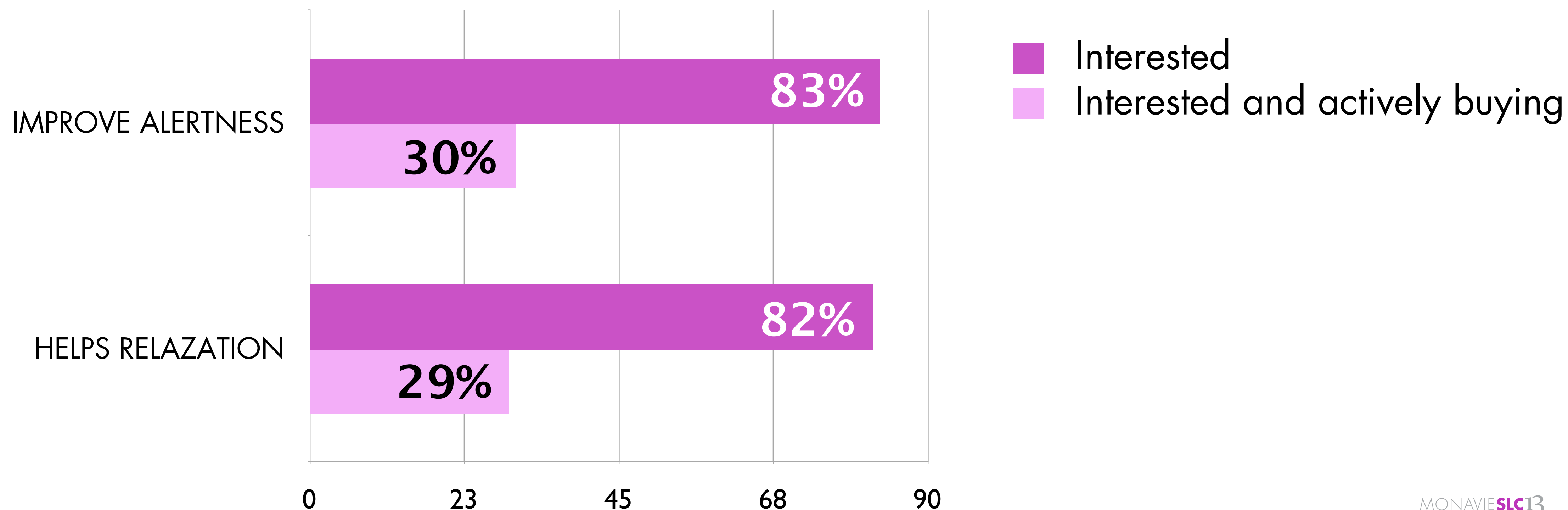


HIGH STRESS

HIGH CONSUMER DEMAND

DATAMONITOR 2013

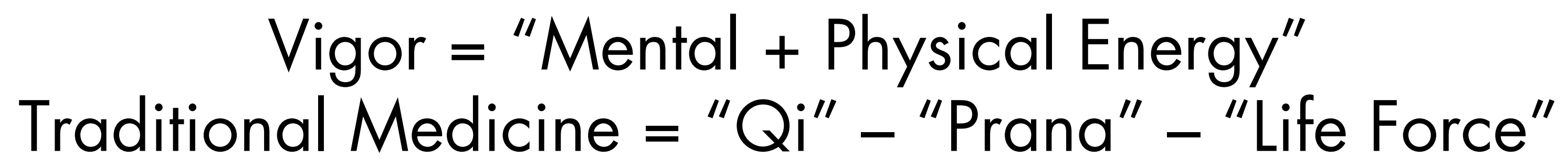
Global consumers who are interested in food and beverages providing the following benefits 1



MONAVIE



MONAVIE^{SLC13}
ELEVATE

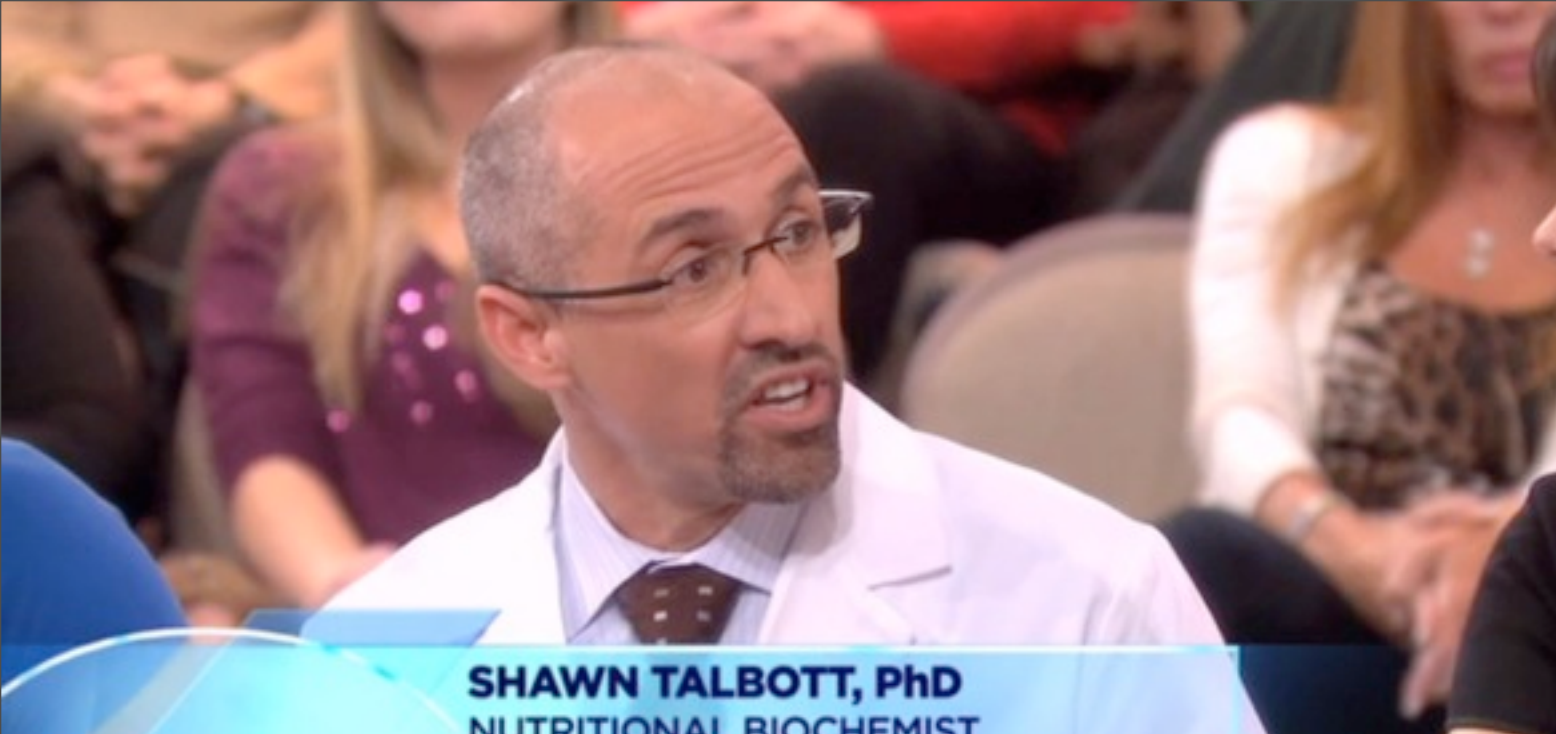


Traditional Medicine = "Qi" – "Prana" – "Life Force"

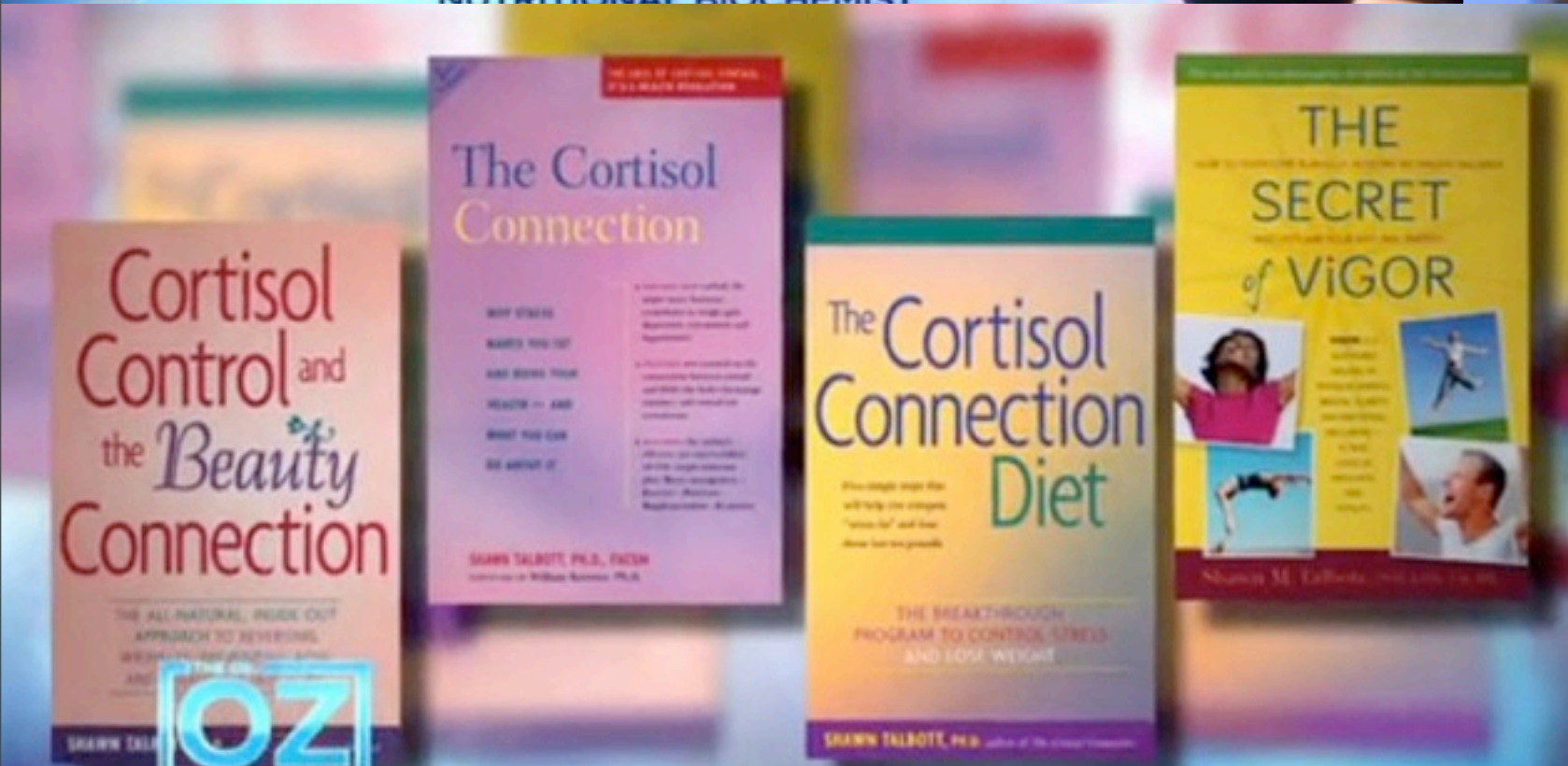
MONAVIE SAB SCIENTIFIC ADVISORY BOARD (2013-2014)

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-
- AIS – American Institute for Stress
 - ISSN – International Society for Sports Nutrition
 - NYBG – The New York Botanical Garden





SHAWN TALBOTT, PhD
NUTRITIONAL BIOCHEMIST



DR. SHAWN TALBOTT

MONAVIE



MONAVIE^{SLC13}
ELEVATE

AM SUPPLEMENT

Recommended Use: Take one AM capsule with your morning meal.

Supplement Facts

Serving Size: 1 capsule

Amount Per Serving	% DV*
Proprietary Blend	125 mg †
Tongkat ali (<i>Eurycoma longifolia</i>) extract	
Indian gooseberry (<i>Emblica officinalis</i>) extract	
New Zealand pine (<i>Pinus radiata</i>) bark extract	

* Percent Daily Values are based on a 2000 calorie diet
† Daily Value not established



- Tongkat ali (from Malaysia) - to help alleviate the exhaustion/fatigue that comes from chronic stress - it works by normalizing testosterone levels, which are typically suppressed by stress.
- Indian Gooseberry (from India) - to help our bodies counteract the oxidizing effects of stress that lead to cellular damage - it works as both an antioxidant and blood flow enhancer.
- Pine bark (from New Zealand) - to help our brains to recover faster from stressful events - it works by improving cranial blood flow and calming brain neuron excitability.



Official portal

Forest Research Institute Malaysia


Conserve, Innovate, Educate




- Tongkat ali (*Eurycoma longifolia*) is described as a “national treasure”
- Sustainably harvested
- Patented extraction to maintain bioactivity

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(54) Title:
BIOACTIVE FRACTION OF EURYCOMA LONGIFOLIA

(57) Abstract:
The invention provides new uses and products for treatment of sexual dysfunction and male infertility. The products include bioactive components of extracts from roots of the plant *Eurycoma longifolia* mixed in preparations for topical application and administration.

Effect of Tongkat Ali on stress hormones and psychological mood state in moderately stressed subjects

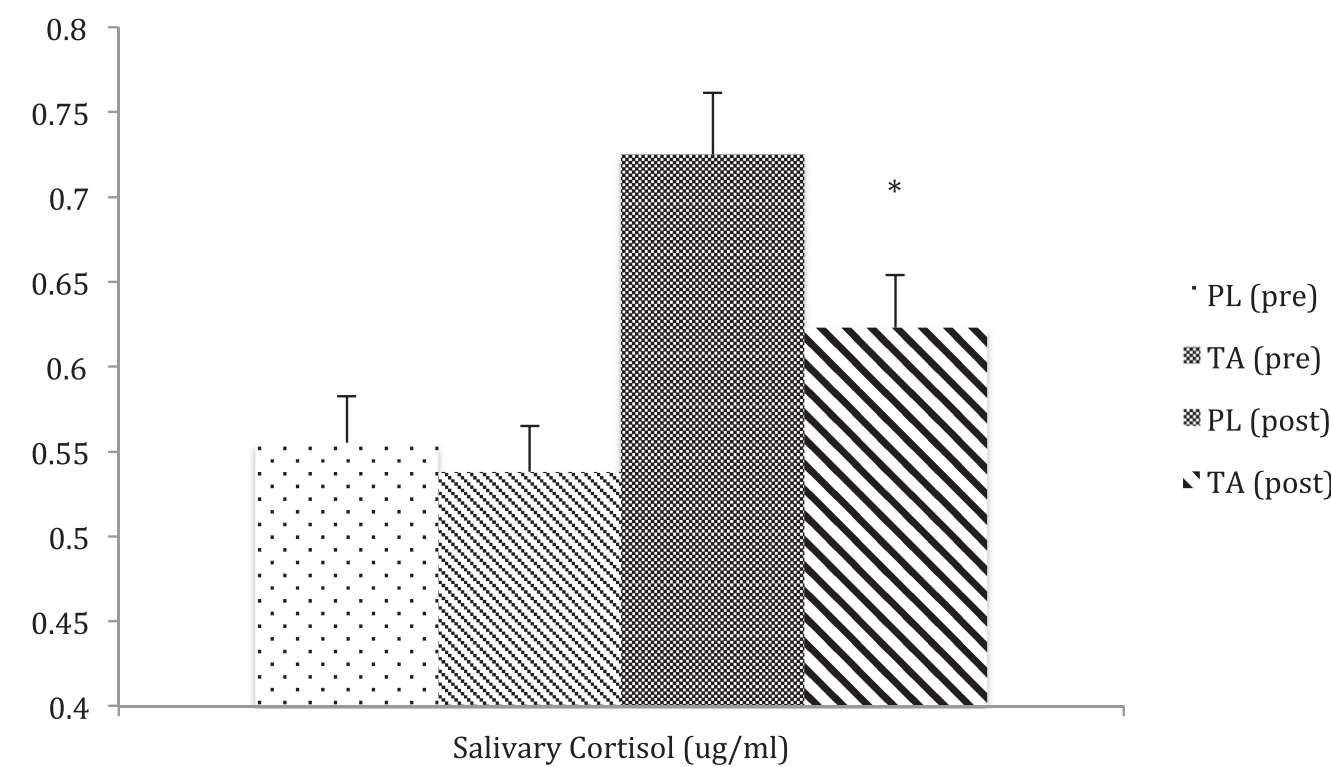


Figure 2 Salivary cortisol. Salivary cortisol levels were significantly lower (−16% compared to placebo, PL) following tongkat ali (TA) supplementation (200 mg/day for 4 weeks). * = $p < 0.05$ by ANOVA.

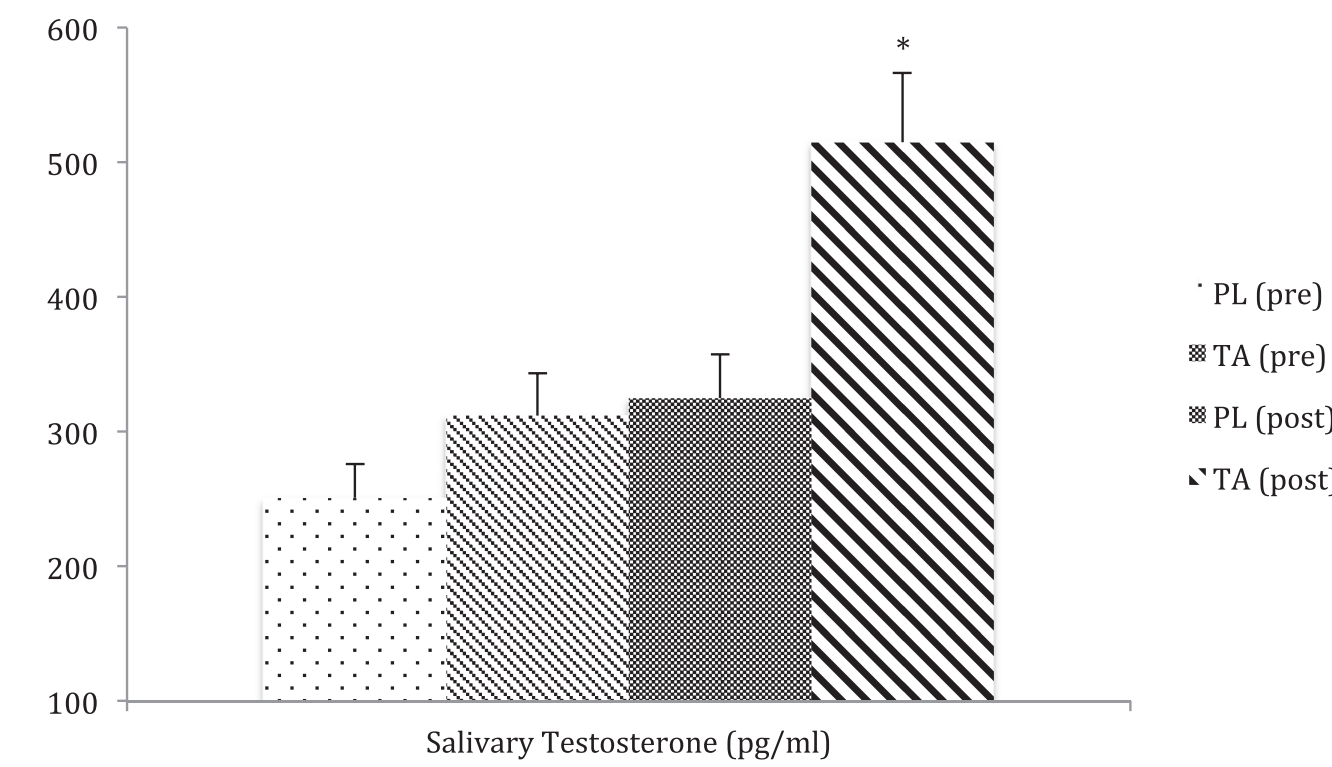


Figure 3 Salivary testosterone. Salivary testosterone levels were significantly higher (+37% compared to placebo, PL) following tongkat ali (TA) supplementation (200 mg/day for 4 weeks). * = $p < 0.05$ by ANOVA.

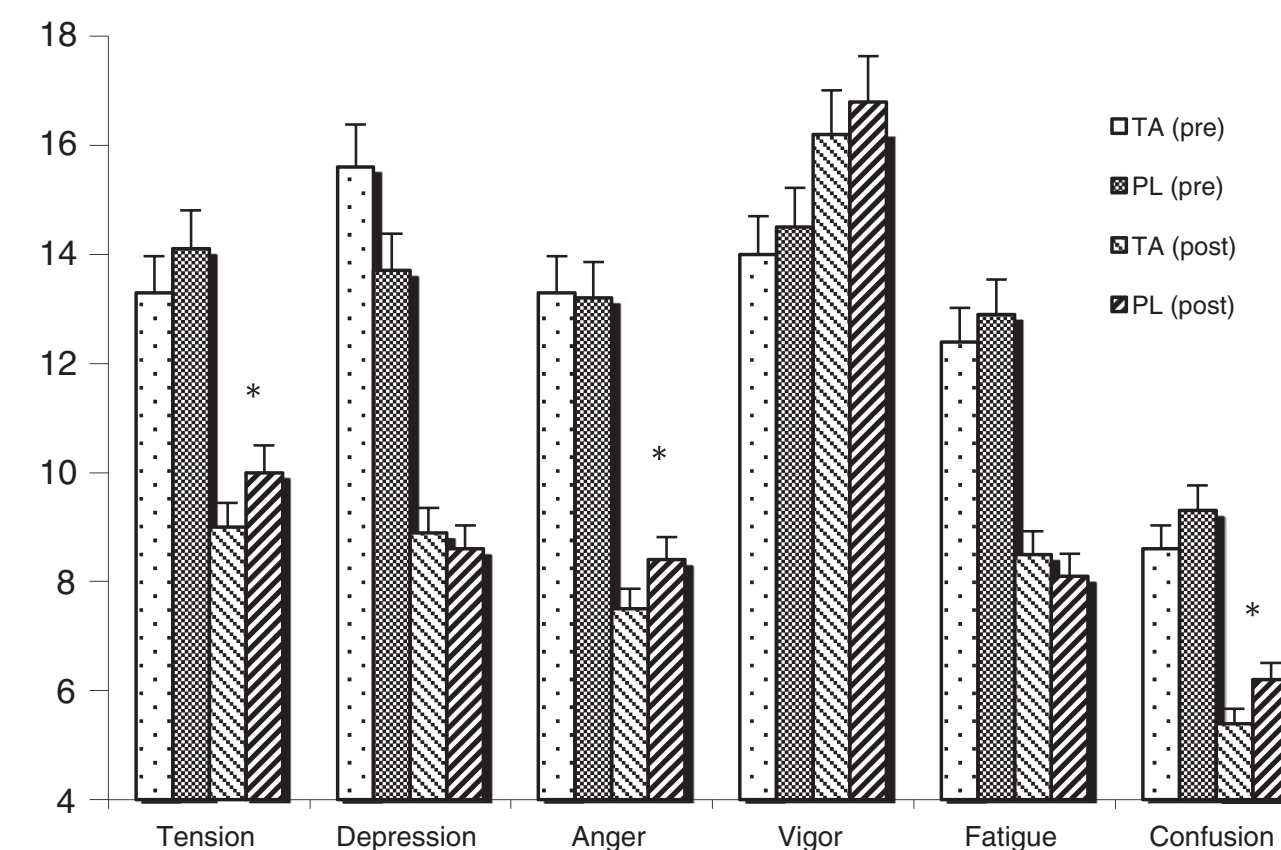
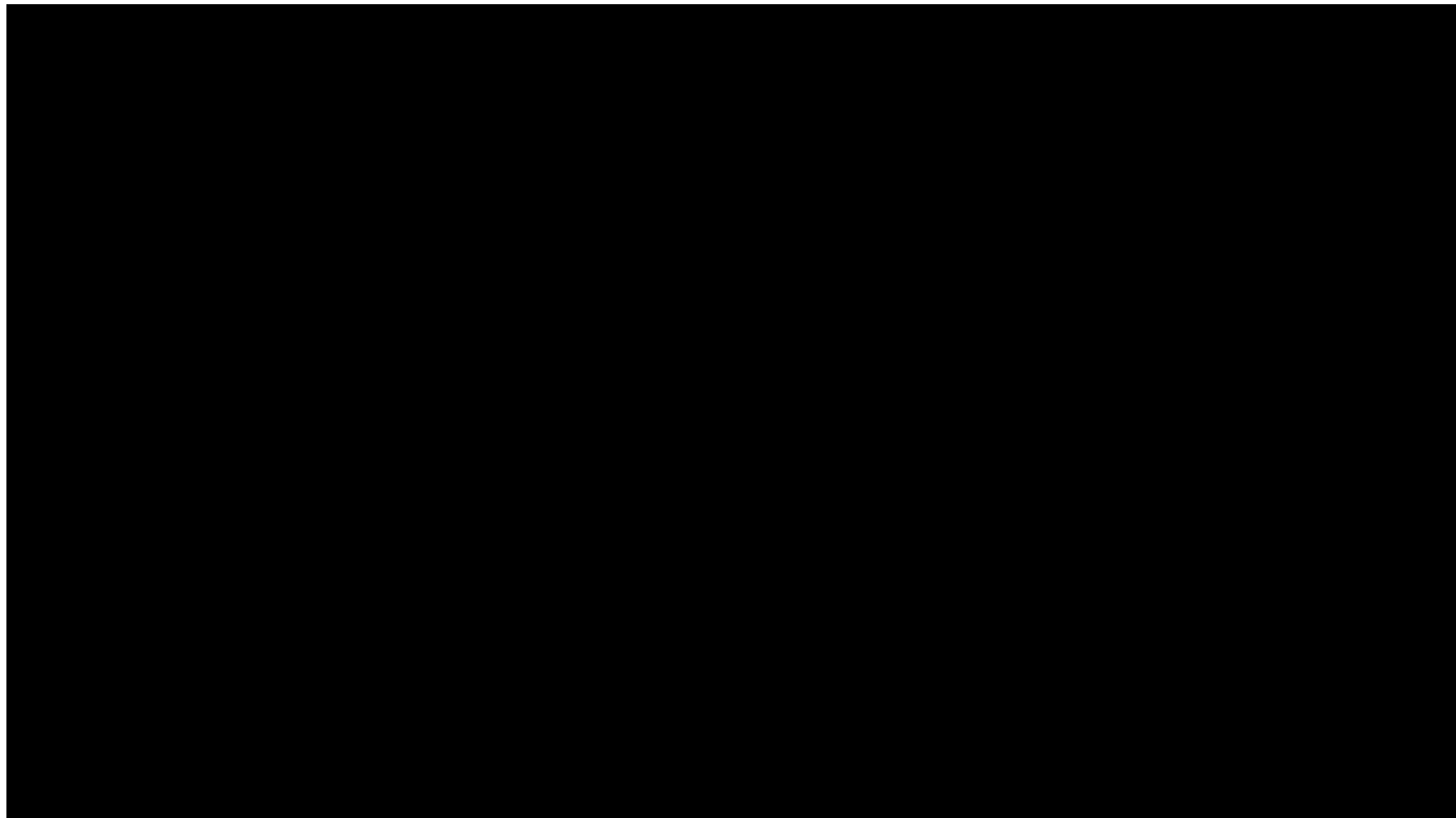


Figure 1 Profile of Mood States (POMS). Daily supplementation (200 mg/day for 4 weeks) with tongkat ali (TA) resulted in significant improvements compared to placebo (PL) for indices of Tension (−11%), Anger (−12%), and Confusion (−15%) in moderately stressed adults (N = 63). * = $p < 0.05$ by ANOVA.

Conclusion: These results indicate that daily supplementation with tongkat ali root extract improves stress hormone profile and certain mood state parameters, suggesting that this “ancient” remedy may be an effective approach to shielding the body from the detrimental effects of “modern” chronic stress, which may include general day-to-day stress, as well as the stress of dieting, sleep deprivation, and exercise training.

TONGKAT ALI FOR DAYTIME ALERTNESS

(Alleviates Exhaustion – “Burnout”)



PM SUPPLEMENT

Recommended Use: Take one PM capsule with your evening meal.

Supplement Facts

Serving Size: 1 capsule

Amount Per Serving	% DV*
Proprietary Blend	400 mg †
Magnolia (<i>Magnolia officinalis</i>) bark extract	
Phellodendron (<i>Phellodendron amurense</i>) bark extract	
Ashwagandha (<i>Withania somnifera</i>) extract	
New Zealand pine (<i>Pinus radiata</i>) bark extract	

* Percent Daily Values are based on a 2000 calorie diet
† Daily Value not established



- Magnolia bark (from China) - to help alleviate the tension/irritability that comes with stress - it works by normalizing cortisol levels, which are elevated by stress. Combined with Phellodendron bark = Relora.
- Ashwagandha (from Tibet) - to help our bodies to adapt and better handle stress - it works by normalizing levels of epinephrine/norepinephrine, which become unbalanced by stress.
- Pine bark (from New Zealand) - to help our brains to recover faster from stressful events - it works by improving cranial blood flow and calming brain neuron excitability.

FEATURED PLANTS

ASHWAGANDHA

Withania somnifera

Known for its remarkable stress-fighting ability, ashwagandha is a powerful adaptogen, which means that it helps the body to better handle stresses of all kinds. Called Indian ginseng, ashwagandha is used in the same way as true ginseng: tonics are made of ashwagandha root to combat fatigue, pain, and other conditions that affect the entire body. The plant is principally cultivated for medicinal purposes in India, where it is one of the best-known remedies in the ancient Indian Ayurvedic healing tradition.

The active chemicals in ashwagandha are complex and still being studied. The main group of medicinal chemicals is called withanolides. Laboratory tests have shown that withanolides can reduce inflammation, fight infection, and even combat tumors. Much more research needs to be done to determine if the chemicals in ashwagandha can be used in commercial medicine to treat conditions such as arthritis, diabetes, and cancer.



ORIGIN
Africa, Asia, and
southeastern Europe

USES
Adaptogen

USEFUL PART OF PLANT
Root, Leaf



ORIGINAL RESEARCH

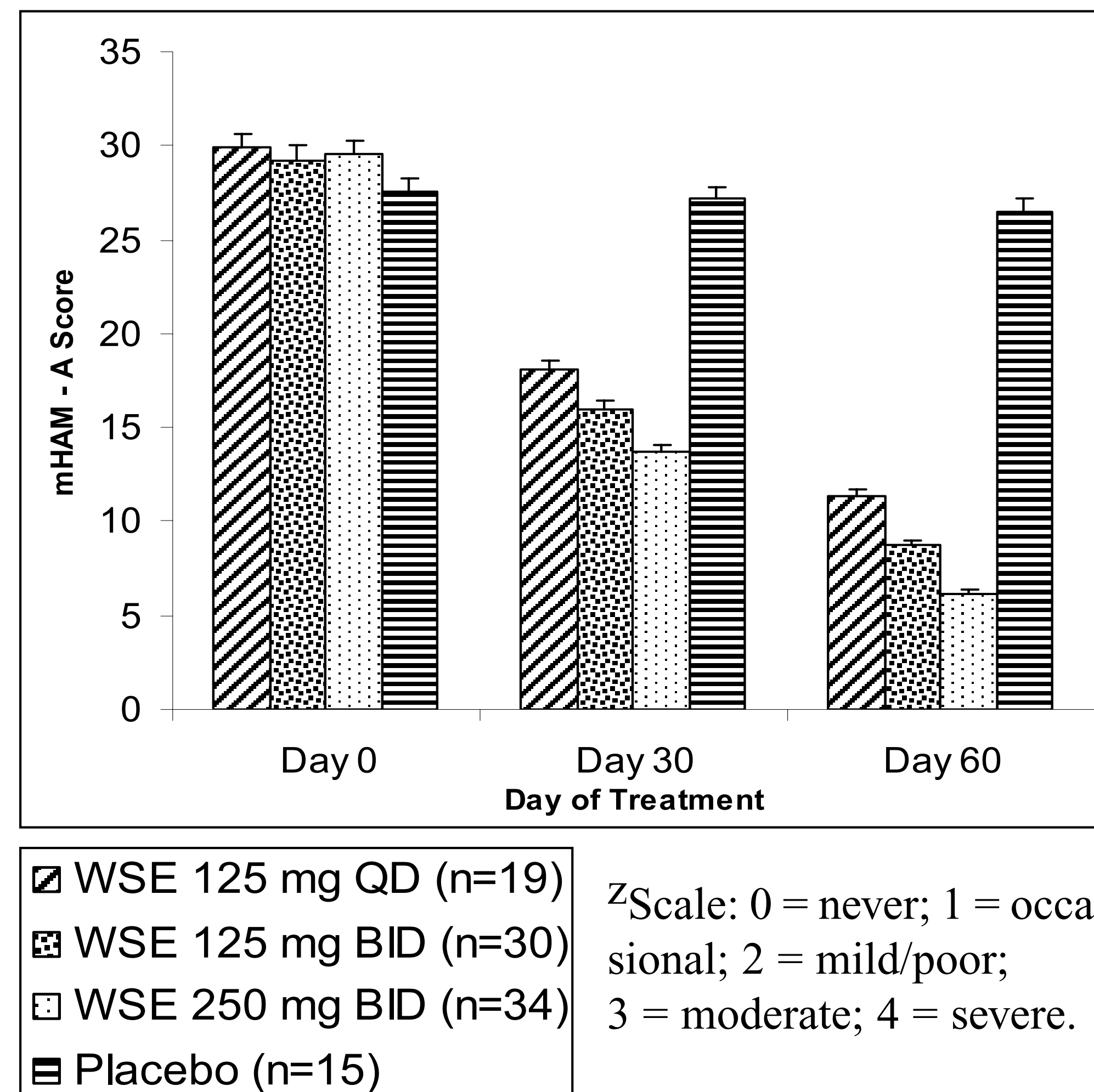
A Standardized *Withania Somnifera* Extract Significantly Reduces Stress-Related Parameters in Chronically Stressed Humans: A Double-Blind, Randomized, Placebo-Controlled Study

Biswajit Auddy, PhD¹; Jayaram Hazra, PhD²; Achintya Mitra, MD²;

Bruce Abedon, PhD³; Shibnath Ghosal, PhD¹

“...this study provides evidence that the consumption of WSE significantly reduces experiential and biochemical indicators of stress without adverse effects.”

Figure 1. Mean sum (SD) total stress and anxiety scores based on a modified Hamilton anxiety (mHAM-A) scale^z by group for Day 0 (baseline), Day 30 and Day 60 of treatment with *Withania somnifera* extract (WSE) or placebo (n = 98).



Effect of *Magnolia officinalis* and *Phellodendron amurense* (Relora®) on cortisol and psychological mood state in moderately stressed subjects

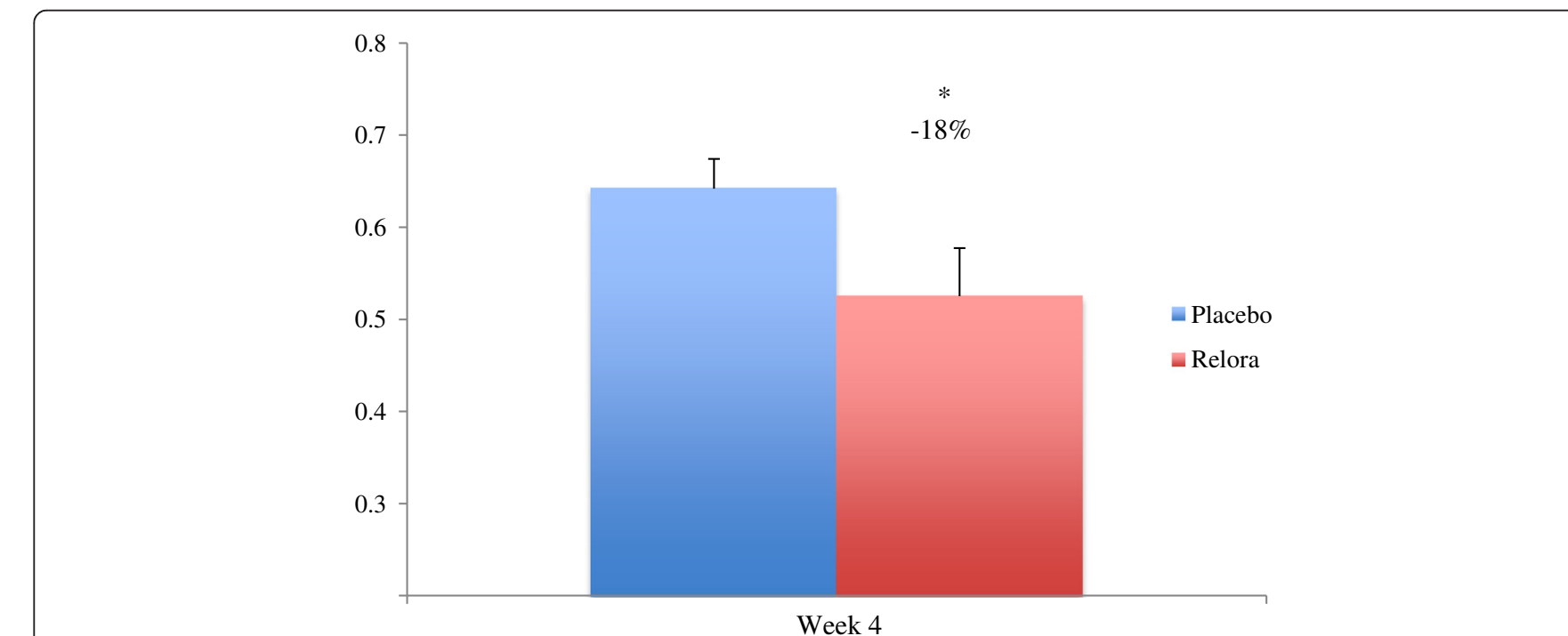


Figure 1 Salivary Cortisol (ug/ml). Salivary cortisol was 18% lower ($p < 0.05$) in the Relora group compared to Placebo at Week 4 (0.525 ± 0.190 to 0.642 ± 0.190).

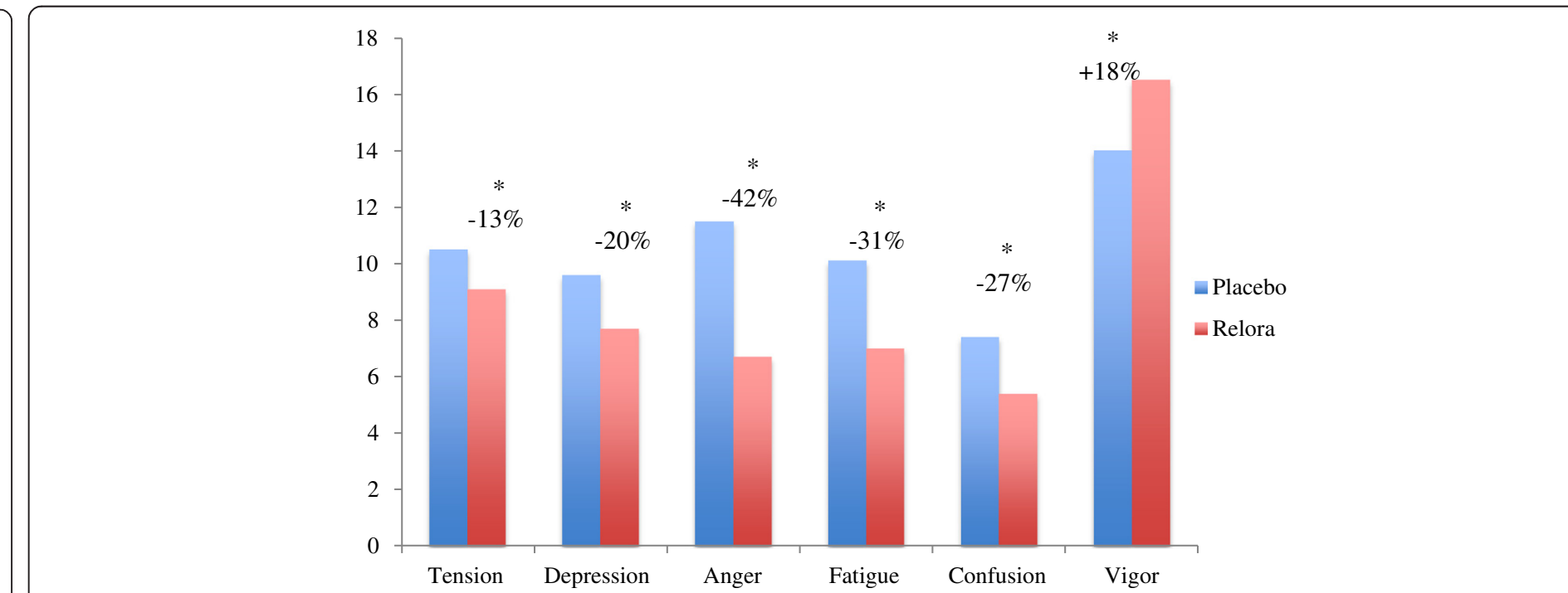


Figure 3 Profile of Mood States (POMS). Numerical scores for each of the 6 subscales of the POMS (McNair et al., [9]). The Relora group showed significantly improved mood state parameters compared to Placebo at Week 4 (* = $p < 0.05$).

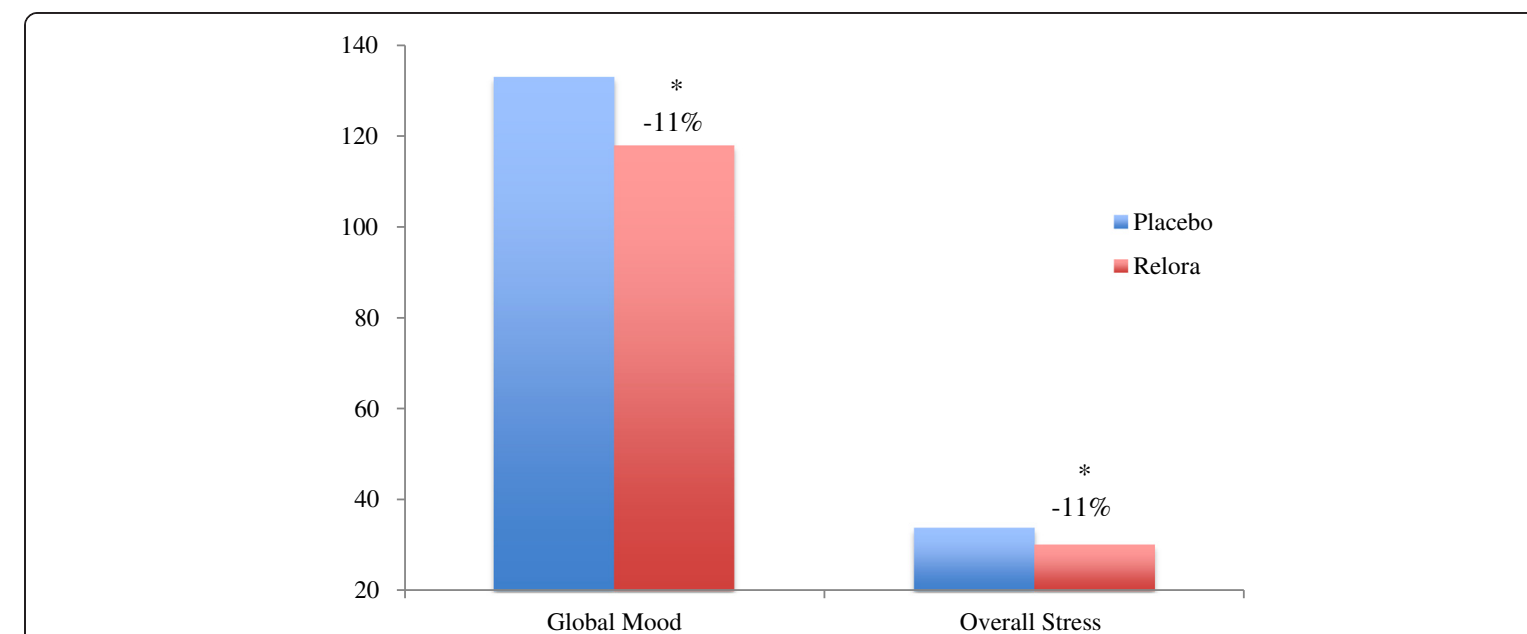


Figure 2 Global Mood State (POMS) and Overall Stress (Yale Stress Survey). Global Mood State was 11% better ($p < 0.05$) in the Relora group compared to Placebo (118 ± 18 to 105 ± 18) – lower score is a “better” Global Mood State (POMS). Overall Stress (Yale Stress Survey) was 11% lower ($p < 0.05$) in the Relora group compared to Placebo (30.2 ± 5.2 to 26.9 ± 7.4). The global mood state was calculated based on scoring (0-4 with 0 = not at all, 2 = moderately and 4 = extremely) answers to 58 of the 65 adjectives of the POMS (a lower number is a “better” global mood state). Global Mood State is the combined score of the 6 subscales of the POMS (McNair et al., [9]).

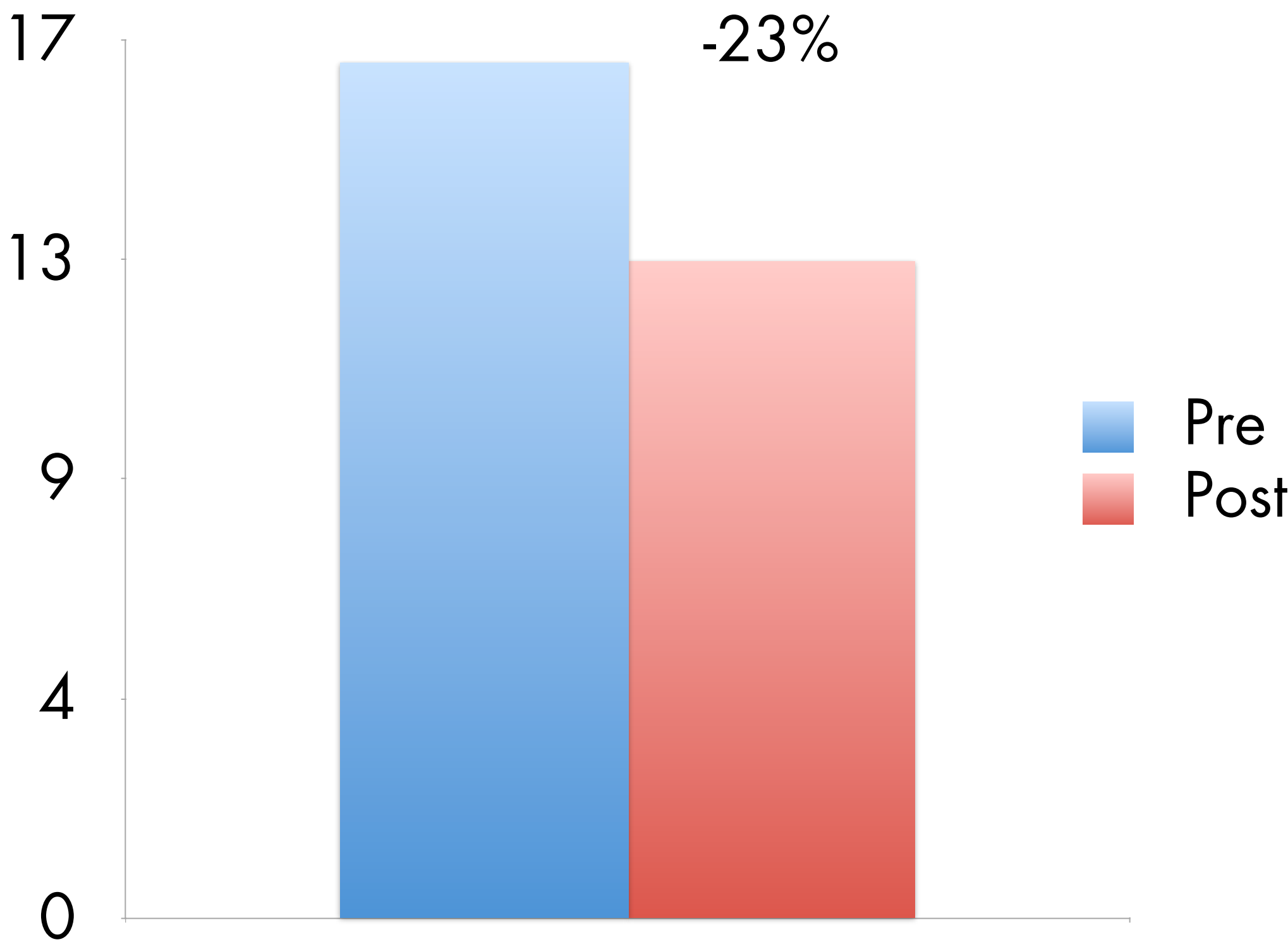
Conclusion: These results indicate that daily supplementation with a combination of *Magnolia* bark extract and *Phellodendron* bark extract (Relora®) reduces cortisol exposure and perceived daily stress, while improving a variety of mood state parameters, including lower fatigue and higher vigor. These results suggest an effective natural approach to modulating the detrimental health effects of chronic stress in moderately stressed adults. Future studies should examine the possible performance and recovery benefits of Relora supplementation in athletes overstressed by the physical and psychological demands of training and competition.

BALANCE PILOT STUDY

Question- “How often do you...”

- Experience stressful situations?
- Feel tired or fatigued?
- Get less than eight hours of sleep?
- Feel anxious/depressed?
- Feel overwhelmed or confused?
- Have a low sex drive?
- Put on weight around the belly?
- Diet to lose weight?
- Attempt to control your body weight?
- Pay very close attention to the foods you eat?
- Crave carbohydrates? (breads or sweets)
- Experience problems concentrating?
- Experience tension headaches?
- Experience digestive problems or heartburn?
- Get sick or catch colds/flu?

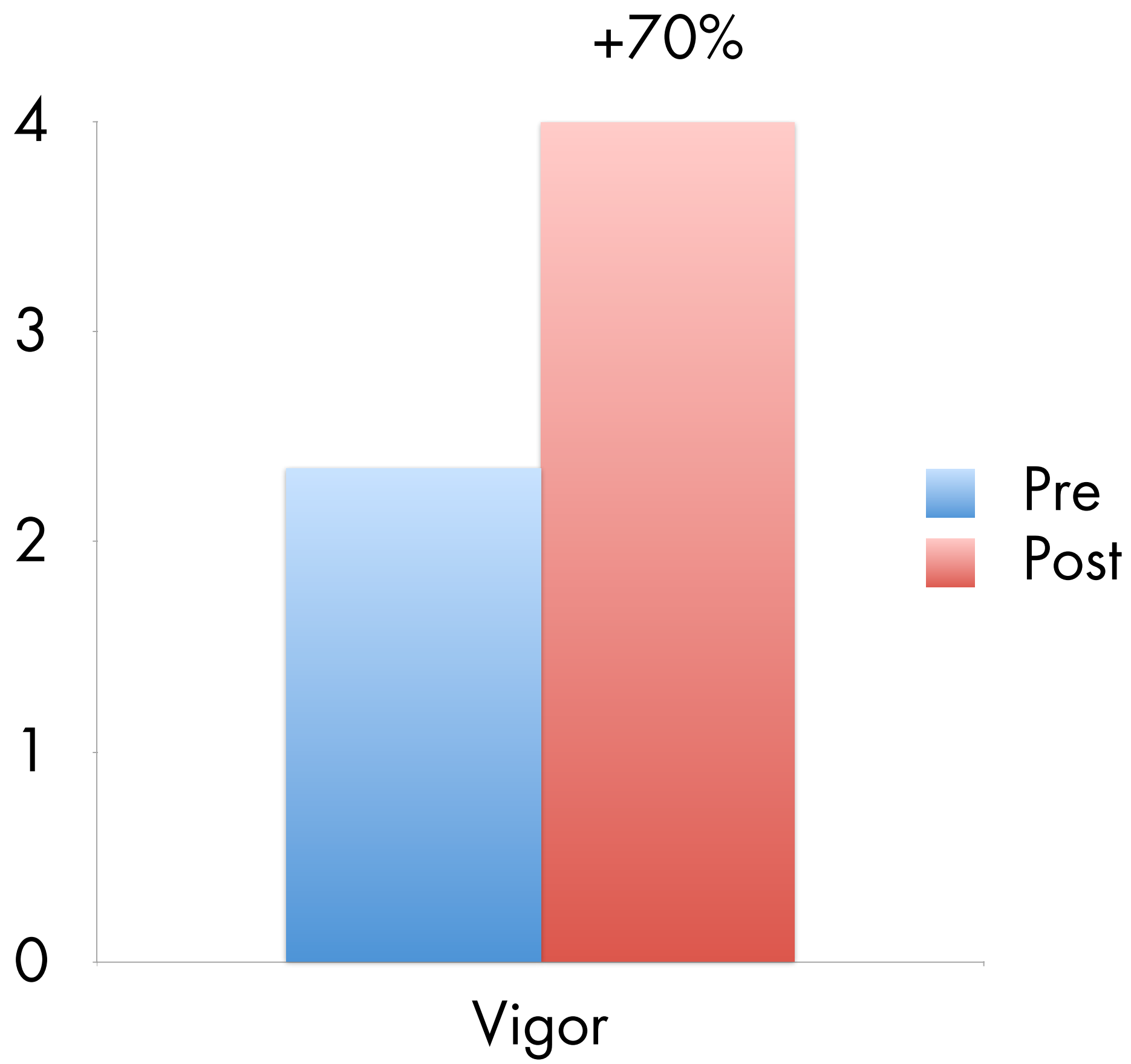
- Question –
- ___ Lively
 - ___ Active
 - ___ Energetic
 - ___ Cheerful
 - ___ Alert
 - ___ Full of pep
 - ___ Carefree
 - ___ Vigorous



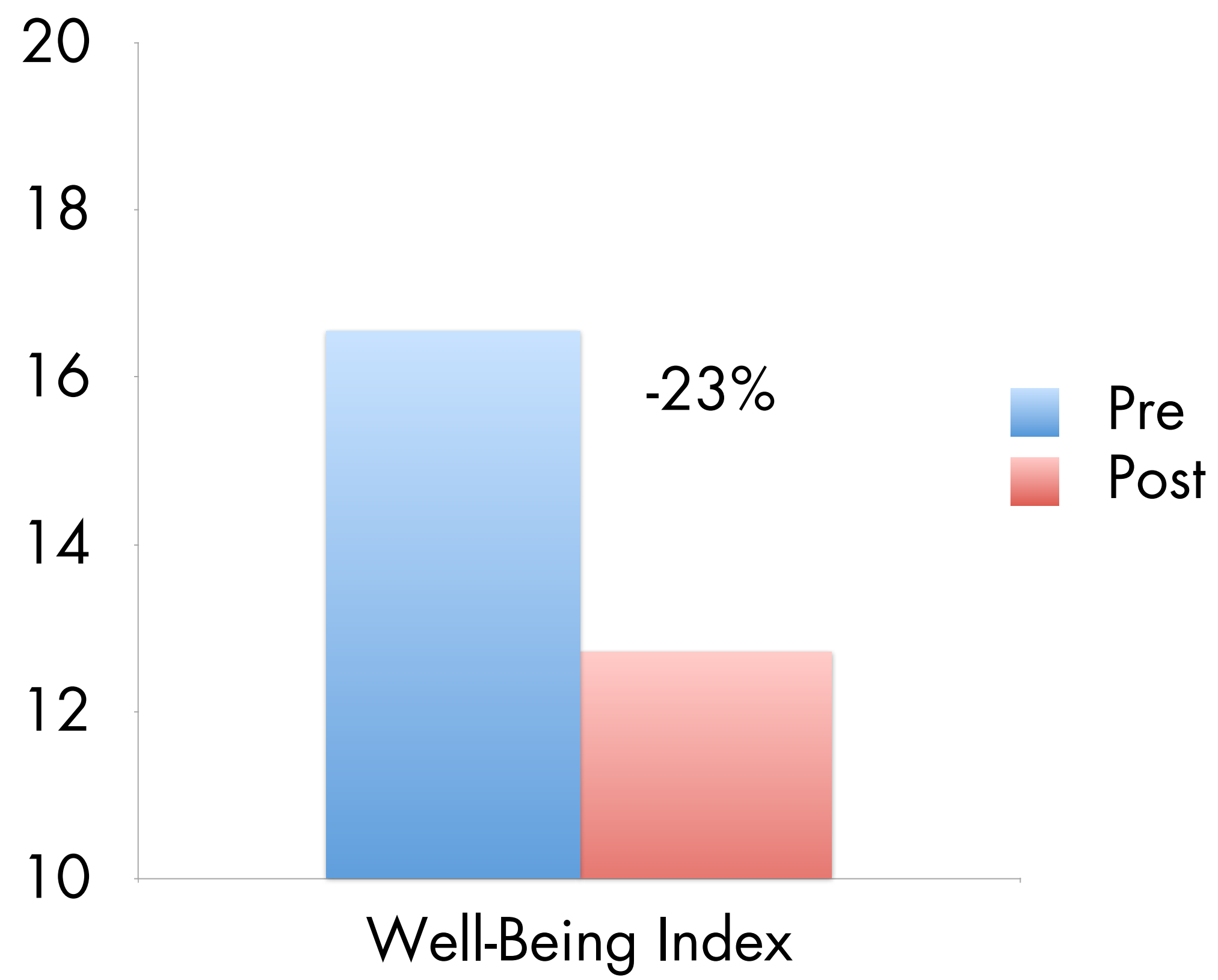
Chronic Stress Index

Lower is better

BALANCE PILOT STUDY



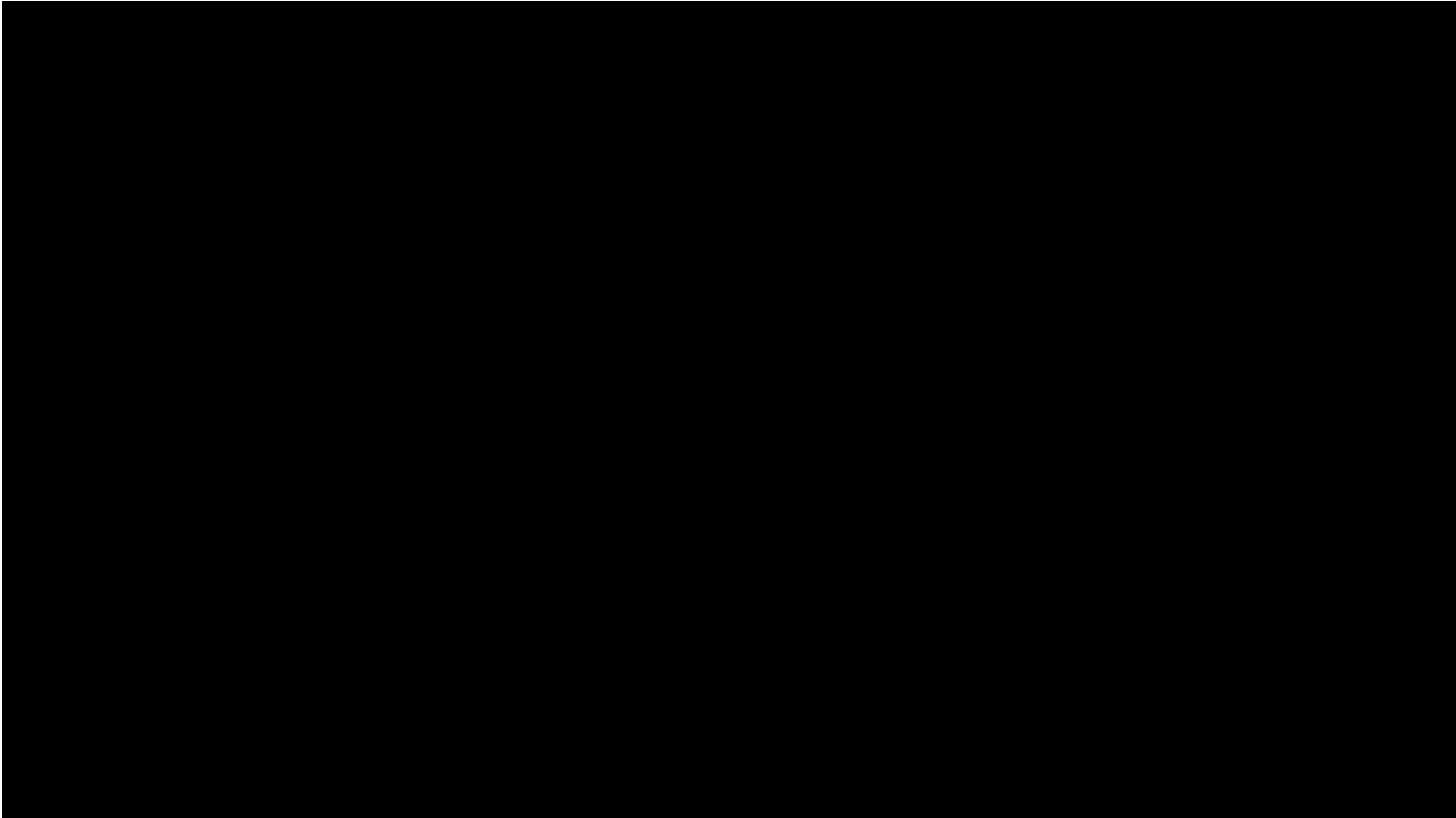
Higher is better



Lower is better

Magnolia Bark + Phellodendron Bark for Evening Relaxation

(Reduces Stress / Tension / Cortisol)



Relax. Unwind. Sleep.
No artificial flavors, colors, or sweeteners.

Nutrition Facts			
Serving Size: 1 can, 8.4 fl. oz. (250 ml)			
Amount Per Serving		% Daily Value	
Calories		90	
Calories from Fat		0 g	0
Total Fat	0 g	0%	
Saturated Fat	0 g	0%	
Trans Fat	0 g	0%	
Cholesterol	0 mg	0%	
Sodium	35 mg	2%	
Total Carbohydrates	22 g	7%	
Dietary Fiber	0 g	0%	
Sugar	22 g		
Protein	0 g		
Vitamin A	0%	• Calcium	0%
Vitamin C	15%	• Iron	0%
*% Daily Values are based on a 2,000 calorie diet.			

Fennel – used as a **general relaxant** since at least the 5th century. Fennel is known to help relax the smooth muscles lining the respiratory tract and cardiovascular system as well as the digestive tract—an effect that can have an overall “**calming**” influence throughout the body.

Lemon balm – has a long history of use in traditional medicine as a mild tranquilizer and **sleep aid**. The German “Commission E” (an expert panel on herbal medicines) recommends lemon balm for the treatment of **insomnia**.

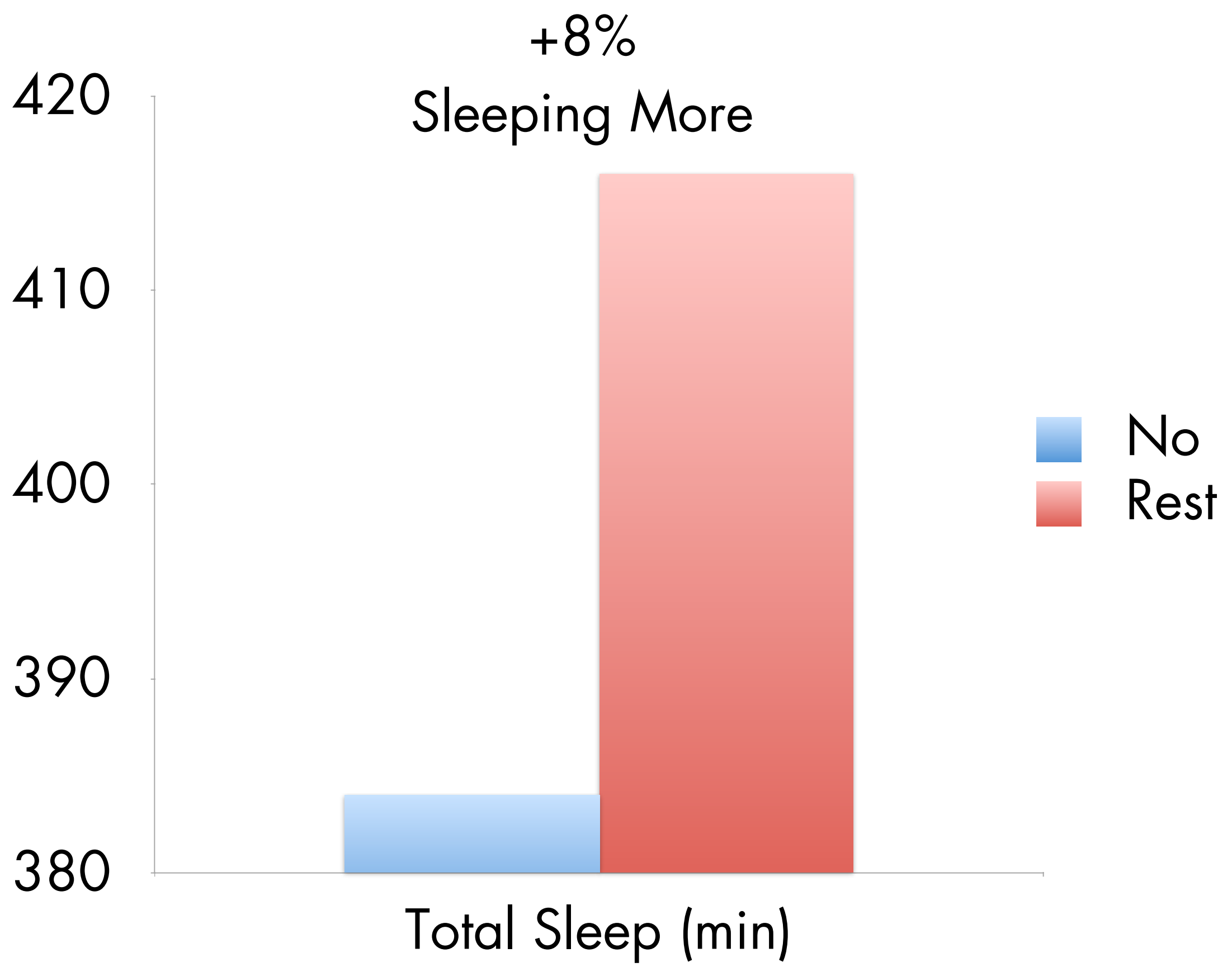
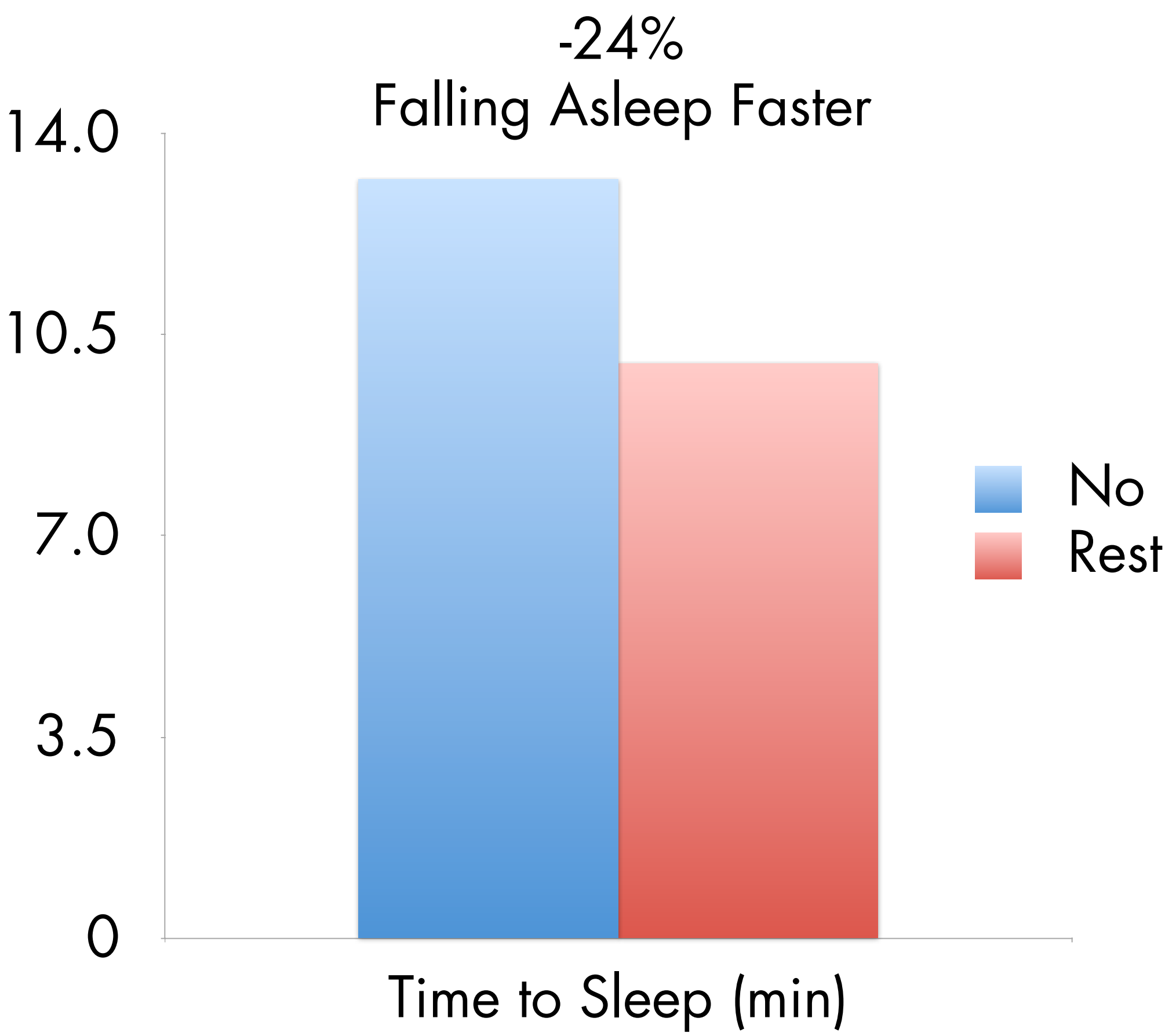
Chamomile – is one of the most well-known relaxation herbs—used traditionally by the ancient Greeks and ancient Egyptians to soothe nerves. Modern scientific studies around the world have shown chamomile to have mild sedative and **anti-anxiety** effects.

Inositol – is a natural carbohydrate compound, very similar in structure to B-complex vitamins, that plays important roles in overall brain function. In the brain, inositol is involved in nerve signaling and communication between neurons, where it functions to balance **serotonin** levels and maintain normal **relaxation**.

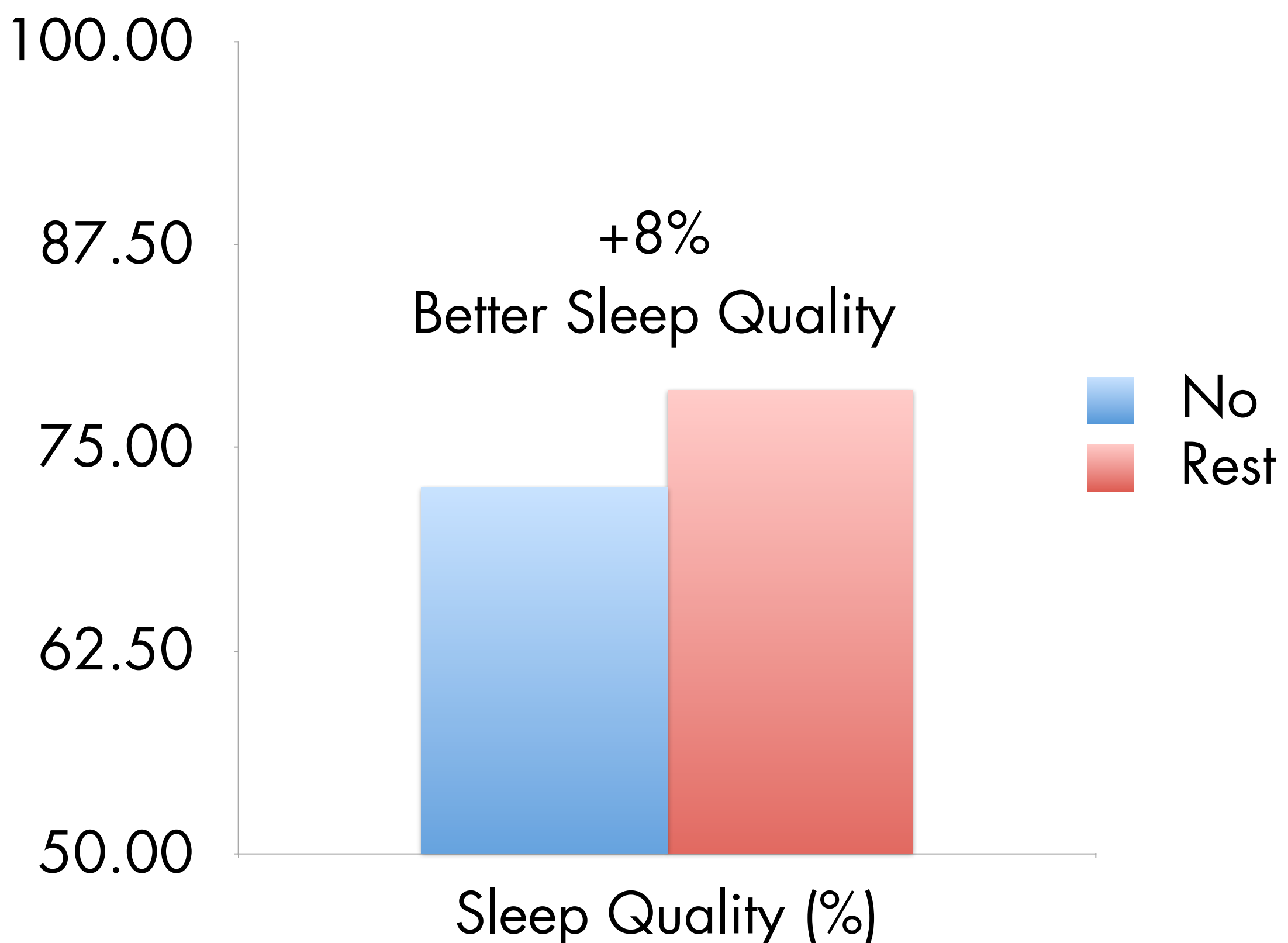
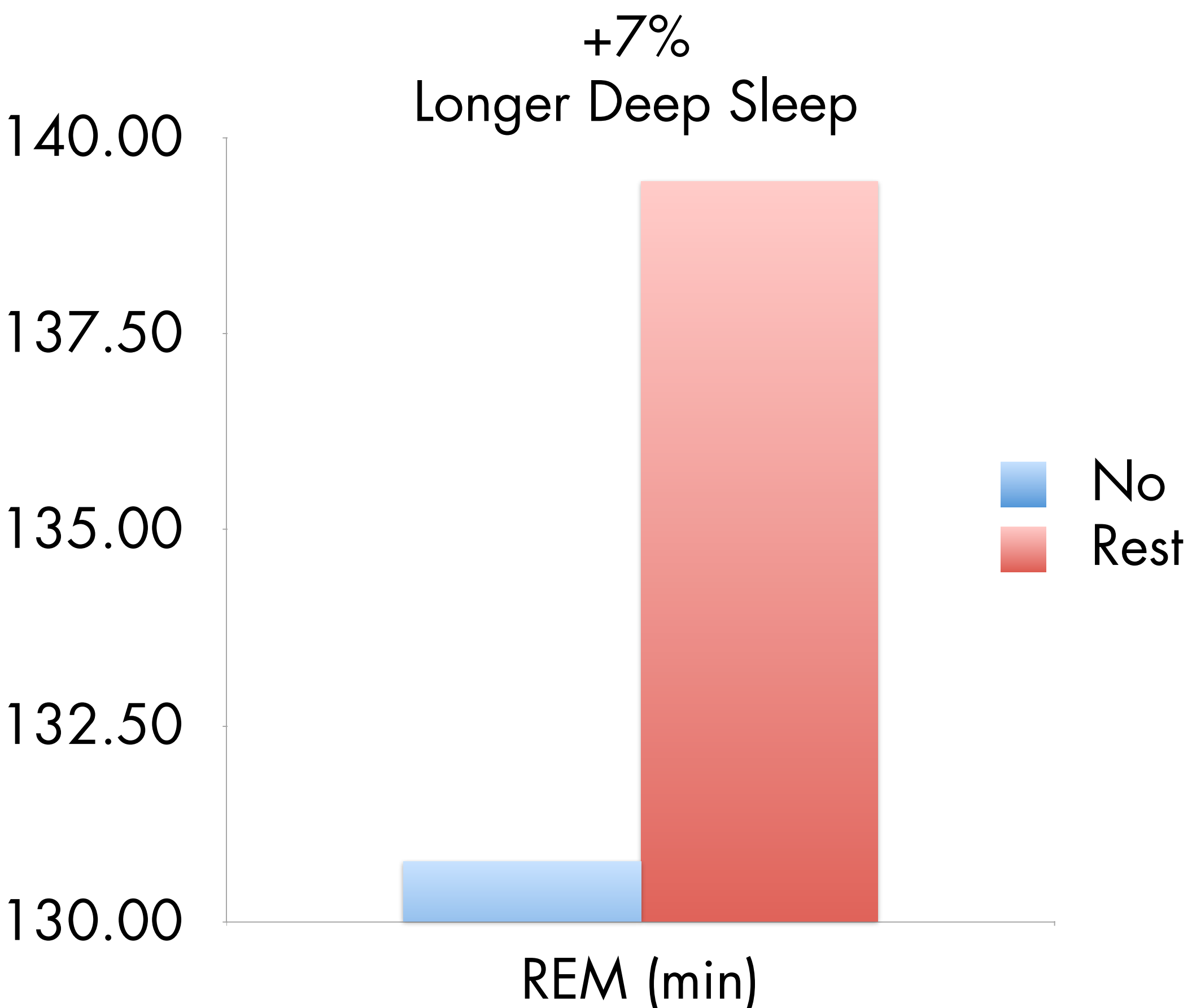
Organic Cane Juice – carbohydrate-rich foods can help to increase brain levels of both **tryptophan** and **serotonin**, two neurochemicals that promote relaxation and fight restlessness.



REST PILOT STUDY



REST PILOT STUDY



NATURAL OPTIONS FOR NIGHTTIME REST

(Chamomile / Fennel / Lemon Balm)



WHAT PEOPLE ARE SAYING...

- 86% would recommend Balance to a friend or family member
- 82% agreed that they felt less stress and anxiety after taking Balance
- 82% said Balance helped them feel balanced
- 81% would be likely purchase Balance again
- 71% felt rested and rejuvenated after using Balance
- 71% experienced increased physical & mental energy after using Balance
- 71% said Balance helped them to avoid burnout
- 65% agreed Balance helped them to sleep better

EXPERIENCES WITH BALANCE

- "I had to take sleeping pills to sleep every night. I have not taken ONE since I started taking Balance. My stress levels are reduced like crazy and I used to be stressed to the max driving, not any longer. (This is Jake). Jake and I both take Balance and his inability to sleep caused me not to sleep. I sleep like a baby now and feel very little stress.... And we have 5 kids!!!! (This is Jane)"
- "Because it works so well that I have given my supply to my wife who used to have high anxiety due to a very stressful job and other circumstances that have arisen which have caused a great deal of duress. Balance has proven to be very effective. We love it and have highly recommended it to our friends."
- "Balance gave me an overall rested feeling which in turn allowed me to be more energetic."
- "I have not slept well since childhood. When I started the juice, I slept better. When I added Balance, my sleep went to a new level. I know that my chronic sleep issues are from anxiety. I also have always struggled with anxiety. I took Prozac at age 40 to age 41 by doctors suggestion. Drinking the energy drinks and taking Balance is my healthy Prozac. I am 65."
- "I am in a VERY stressful job and Balance helps me to remain calm and sleep much better. Bill has ADD and has a hard time focusing on tasks. Balance is helpful in keeping him focused."
- "I will not go without it, it makes that much difference in how I feel."
- "It did things I never anticipated... My thought process was strengthened, mental clarity noted, such a difference that I get up if I've forgotten my evening pm dosage. I would build the entire business on this product. I strongly recommend a youth version for misdiagnosed ADHD kids and boys - my professional specialty - I would have all my kids on this product."
- "Because getting a good night's sleep and having the sense of well-being and achieving this naturally and safely is....PRICELESS."

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MAXIMIZE NUTRITION

HEALTH JUICES PRODUCTS WITH PURPOSE

From powerful nutritional support to joint, heart, and immune health, MonaVie body-beneficial products provide the nutrition you need for a healthy and active lifestyle.



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WEIGHT SOLUTIONS REVEAL YOUR BEST SELF®

With the MonaVie RVL Premier Weight Solutions, you can lose weight, balance your blood sugar, and improve your overall nutritional wellbeing.



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ENERGY BLENDS HEALTHY. SUSTAINED. ENERGY.™

Recharge your body and mind with a boost of sustained energy that will kick up your energy level and keep it there.



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Promote a naturally calm, relaxed state and help your body adapt to stress while creating a sense of wellbeing.



* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to cure, prevent, or treat any disease.