

## What is MonaVie Pulse?

Helps maintain existing healthy cholesterol levels. MonaVie Pulse delivers added heart health benefits derived from plant sterols\* (which studies suggest play a key factor in lowering cholesterol), resveratrol, and omega 3 fatty acids. Scientifically formulated with your heart in mind, this delicious formula offers key nutritional support to those watching their cholesterol.

- Boasts heart healthy levels of plant sterols to help maintain existing healthy cholesterol levels.
- Features resveratrol, which supports your cardiovascular system by helping protect healthy blood vessels.
- Delivers powerful antioxidant polyphenols to promote a healthy cardiovascular system.

\* Foods containing at least 0.4 grams per serving of plant sterols, eaten twice a day with meals for a daily total intake of at least 0.8 grams and as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Two servings (4 ounces) of MonaVie Pulse contain 0.8 grams of plant sterols.

## What is a serving size of MonaVie Pulse juice and MonaVie Pulse Gel?

Drink two ounces of MonaVie Pulse juice twice daily. One serving (two ounces) provides 0.4 grams of plant sterols. For Pulse Gel, take one packet twice daily. One packet (one serving) also provides 0.4 grams of plant sterols.

**How does the amount of acai found in Pulse compare to Original and Active? Does it contain more or less acai?**

Acai remains as the crown jewel and is the primary ingredient in MonaVie Pulse. The amount of acai in MonaVie Pulse is equivalent to MonaVie Active and Original.

**Why were plant sterols (phytosterols), omega-3 fatty acids, and resveratrol added? Aren't these already found in açai?**

Plant sterols, often called phytosterols, are naturally occurring fats found in plants. Açai, a source of healthy fats, does contain some phytosterols. They are found in MonaVie Active and Original, but by adding more plant sterols to MonaVie Pulse, the product is able to support a healthy heart and maintain existing healthy cholesterol levels.

**What new fruits have been added to MonaVie Pulse?**

Concord grape, raspberry, strawberry, blackberry, elderberry, yumberry, tart cherry, prickly pear, pineapple, and cupuaçu.

## **Why did MonaVie choose to add these fruits to the Pulse juice blend?**

Concord grape, raspberry, strawberry, blackberry, elderberry, yumberry, and tart cherry were identified for their antioxidant content, especially polyphenols. Diets rich in fruits that provide a variety of polyphenol antioxidants have been shown to benefit overall health as well as the maintenance of cardiovascular health. Cupuaçu and yumberry help keep MonaVie on the cutting-edge of nutritional trends. Native to the Amazon Rainforest, cupuaçu has been praised as one of the next great superfruits for its nutritional properties. Pineapple and prickly pear have been added to enhance MonaVie Pulse's flavor and nutritional profile.

## **What are plant sterols?**

Many plants include some substance known as plant sterols, phytochemical compounds found in the fatty tissues of plants. Wheat germ, sesame oil, wheat bran, and Brussels sprouts are rich in plant sterols. When plant sterols are consumed, they compete with cholesterol for absorption in the body. However, it is difficult to consume enough of these foods on a daily basis to derive enough plant sterols to maintain healthy cholesterol levels.

### **How do plant sterols work?**

From your body's point of view, plant sterols look a lot like cholesterol. Studies suggest that as you eat a meal with sufficient amounts of plant sterols, the body absorbs less cholesterol because plant sterols actually compete with cholesterol for absorption in the body. Foods containing at least 0.4 g per serving of plant sterol esters, eaten twice a day with meals for a daily total intake of at least 0.8 g, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Two servings of MonaVie Pulse juice (4 oz.) supply 0.8 g of plant sterols.

### **How long do I need to consume MonaVie Pulse before changes are seen?**

Studies have been conducted on the plant sterols contained in MonaVie Pulse. In these studies, cholesterol-lowering benefits were detected after consuming 0.8 grams of plant sterols daily for 4 weeks or more. MonaVie is currently conducting a study to determine whether Pulse, which contains 0.8 grams of plant sterols in 4 oz. of juice, is able to produce the same benefits over the same amount of time.

### **Are plant sterols safe?**

Numerous human and toxicological studies conducted with plant sterols have shown no adverse effects in most populations. However, if you have a specific concern, health condition, or question regarding the consumption of plant sterols, we recommend you consult with your physician prior to consuming MonaVie Pulse.

### **Is MonaVie Pulse safe for women who may be pregnant or lactating?**

If you are pregnant or lactating and have a specific concern or question about consuming MonaVie Pulse, we recommend you consult with your physician prior to consuming the product.

MonaVie goes to great lengths to ensure its products are safe. This includes using ingredients with *Generally Recognized As Safe (GRAS)* status as required by the FDA prior to sale.

MonaVie also ensures that its products are manufactured according to *Current Good Manufacturing Practices* as required by the FDA.

In addition to these requirements, MonaVie employs rigorous testing to ensure its products meet its pre-determined high quality standards for safety and purity. However, despite our confidence in the safety of MonaVie Pulse, MonaVie does not replace the advice of a physician.

### **Can I take MonaVie Pulse with my cholesterol-lowering medication?**

Although MonaVie products are safe for consumption as food products, you should consult with your physician if you are concerned about ingredient contraindications.

### **Can I take Pulse with Active and/or Original? If I take both, how should I take them?**

Yes, you can drink MonaVie Pulse with MonaVie Active or MonaVie Original. To get the full joint health benefits from MonaVie Active, you will need to drink 4 ounces of MonaVie Active as directed; to get the full benefits from the plant sterols, you will need to drink 4 ounces of MonaVie Pulse as directed.

## **Can children consume MonaVie Pulse?**

MonaVie Pulse is targeted for health-conscious men and women who are concerned with cholesterol levels, heart health, and overall nutrition and well-being.

Monavie Pulse FAQ

## **Why should I be concerned about my cholesterol?**

According to the American Heart Association, elevated blood cholesterol is a major risk factor in cardiovascular health. Nearly 100 million Americans have elevated cholesterol (>200 mg/dL) and, oftentimes, they don't even know it. Taking action now to maintain healthy cholesterol levels will help prevent such problems from arising.

Cholesterol levels can often be modified by lifestyle changes, such as eating a diet low in saturated fat and cholesterol, and high in whole grains, fruits, and vegetables. MonaVie Pulse contains plant sterols, which studies suggest play a key role in maintaining healthy cholesterol levels already within the normal range. Consuming plant sterols as a regular part of a healthy diet low in saturated fat and cholesterol provides another natural option in the maintenance of cardiovascular health.

## **Do governments or professional health associations recommend consuming plant sterols?**

In the US, the National Cholesterol Education Program (NCEP) suggests the use of plant sterols in conjunction with other lifestyle changes produces positive effects on cholesterol levels achieved through dietary means. (The NCEP is a branch of the National Heart, Lung, and Blood Institute of the National Institutes of Health.)

### **Have any clinical trials been done with plant sterols?**

Plant sterols (phytosterols) have been clinically evaluated in many different populations, under different circumstances over the past 50 years. In a number of studies plant sterols have demonstrated the ability to improve cholesterol levels in humans. The health benefits of phytosterols have been well established, and public health authorities, such as the US National Cholesterol Education Program (NCEP), are beginning to include phytosterols as part of their dietary recommendations (NCEP, 2001).

### **What if I am concerned about cholesterol, joint health and antioxidant nutrition, but I only want to use one product? Which product should I take?**

All of the MonaVie products contain açai and a blend of 18 additional body-beneficial fruits. MonaVie Original is for individuals mainly interested in antioxidant nutrition and aging. Built on the foundation of MonaVie Original, MonaVie Active also provides the additional benefits of glucosamine for joint health. MonaVie Pulse offers a potent blend of antioxidant nutrients for cardiovascular health and enough plant sterols (.8 grams per 4 oz, or 2 packets) to help maintain existing healthy cholesterol levels.

## What nutrition information is available for MonaVie Pulse Juice?

Label Information, MonaVie Pulse juice

100% Juice

Nutrition Facts

Serving Size: 2 fl. oz. (60 ml)

Calories: 45

Calories from Fat: 10

Total Fat: 1 g 1%\*

Potassium: 80 mg, 2%

Sodium: 30 mg 0%\*

Total Carbohydrate: 8 g 3%\*

Dietary Fiber: <1 g 2%\*

Sugars: 7 g

Protein: <1 g 0%\*

Vitamin A: 4%\*

Vitamin C: 20%\*

Vitamin K: 15 mcg, 20%

Iron: 2%\*

\* Percent Daily Value based on a 2,000 calorie diet.

Not a significant source of saturated fat, trans fat, cholesterol, or calcium.

**Ingredients:** Proprietary blend of açai (freeze-dried powder, puree), reconstituted fruit juice blend (concord grape blend, pineapple, apple, prickly pear, pomegranate, elderberry, yumberry, bilberry, blackberry, blueberry, cherry, cranberry, raspberry, aronia), puree fruit blend (acerola, strawberry, cupuaçu, camu camu), plant sterols (emulsified with corn syrup solids, polyglycerol esters of fatty acids, gum acacia), Apple Phyto-Phenolics® (polyphenol blend), omega-3 (cranberry seed oil), resveratrol, natural flavors, potassium sorbate (preservative), sodium benzoate (preservative), citric acid.