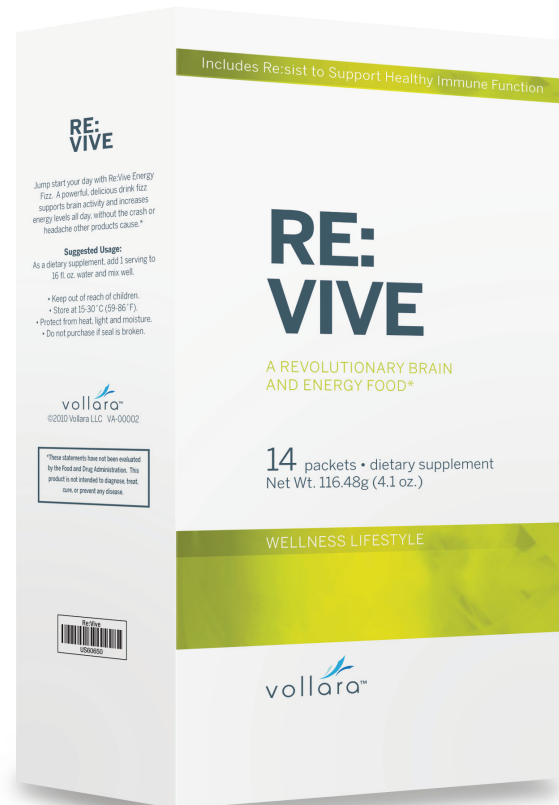


Loss of energy and fatigue can happen for a myriad of reasons – lack of sleep, hectic schedules, stress at work or home. Many people turn to sugary sodas or sports drinks for energy, which, while temporarily providing a lift, can just as quickly bring about a crash, leaving them even more exhausted than before. And while popular energy drinks seem to be the answer, they can have serious drawbacks, leaving the consumer jittery and nervous, sometimes requiring a person to drink a gratuitous amount of liquid, from 16 - 24 oz or more, to achieve and maintain the desired effect.

Re:Vive is different, providing quick, lasting energy without the associated crash, elevating mental focus and supplying strong immune function support with ImmuXT™.



## 2.2 Million Americans Complain Daily of Being Tired

Over the decades, Americans have grown more over-stressed and over-worked, and few get the recommended daily sleep amount of 8 - 10 hours. This can lead to the phenomena Web MD identifies as daytime fatigue. People experiencing daytime fatigue can be very tired, struggling to get through a normal day's activities.

Symptoms can be serious and may include:

- Weariness, weakness, and/or depleted energy
- Lack of motivation
- Poor performance
- Memory problems
- Lack of productivity
- Prone to errors and mistakes
- Depression
- Low interest in being social

Today's hectic schedules and overstressed environments call for a safe and effective solution, yet energy drinks have become a much-heralded commodity. More than 500 energy drinks were launched

worldwide in 2006, says the Associated Press via FoxNews, as the energy drink market grew 80% into a \$3.4 billion-a-year industry. Stress, insufficient sleep, and lack of proper nutrition are all contributing factors in the need for energy drinks.

According to the American Academy of Family Physicians, excessive daytime sleepiness is one of the most common sleep-related patient symptoms, and it affects an estimated 20 percent of the population. This reinforces the idea that people rarely get the suggested 8 - 10 hours of restful sleep a night they need, leading to chronic tiredness and sleepiness, and ultimately to poor performance at work, at home, and while operating vehicles.

Attempts to resolve the issues of fatigue, mental foggy, and sleepiness are typically focused toward supplying large amounts of caffeine and sugar, with some drinks containing enough caffeine to warrant a warning label. And while the use of caffeine is well accepted and can be beneficial, overconsumption can lead to undesirable effects.

## Benefits of Caffeine

Caffeine works by blocking the effects of adenosine, a brain chemical involved in sleep. When caffeine blocks adenosine, it causes neurons in the brain to fire, resulting in the pituitary gland initiating the body's "fight or flight" response and subsequently releasing adrenaline. This hormone makes the heart beat faster and the eyes dilate as it causes the liver to release extra sugar into the bloodstream for energy. Caffeine also affects levels of dopamine, a chemical in the brain's pleasure center, which combines with the effects of adrenaline and other physical responses to create the feeling of increased energy.<sup>1</sup>

Starting as long ago as 1978, researchers have been publishing caffeine studies and concluding that caffeine actually does improve performance. In fact, some experts, like Dr. Mark Tarnopolsky of McMaster University in Canada, are just incredulous that anyone could even ask if caffeine has a performance effect.

"There is so much data on this that it's unbelievable," he said. "It's just unequivocal that caffeine improves performance. It's been shown in well-respected labs in multiple places around the world."

Dr. Tarnopolsky and others report that caffeine increases the power output of muscles by releasing calcium that is stored in muscle. The effect can enable athletes to perform longer or to go faster in the same length of time. Caffeine also affects the brain's sensation of exhaustion - that feeling that it's time to stop, you can't go on anymore. That may be one way it improves endurance, Dr. Tarnopolsky said.

In a July 2009 article reported in ScienceDaily.com, caffeine is shown to reverse memory impairment in mice that show symptoms of Alzheimer's disease. According to the article: "When aged mice bred to develop symptoms of Alzheimer's disease were given caffeine - the equivalent of 5 cups of coffee a day - their memory impairment was reversed," report University of South Florida researchers at the Florida Alzheimer's Disease Research Center.

In a 2005 study by Florian Koppelstätter and colleagues at the Medical University at Innsbruck, Austria, MRI scans determined that caffeine promoted increased activity of the anterior cingulate and the anterior cingulate gyrus in the prefrontal lobe of the brain. These specific areas are involved in planning, attention, monitoring and concentration. Although caffeine has been shown to stimulate concentration, there is inconclusive evidence of how long this effect lasts or precisely how it varies in individuals.<sup>2</sup>

Re:Vive contains guarana seed extract, a naturally occurring source of caffeine shown to reduce mental and physical fatigue and support athletic performance by decreasing perceived levels of exertion. According to Livestrong.com, coffee contains anywhere from one to four percent caffeine, while guarana tea offers approximately five percent. Part of the methylxanthine class of stimulants, guarana is often used to enhance performance and increase energy.

Foodinsight.org describes guarana as "a plant that comes from South America, and guarana-containing drinks and sodas are widely consumed in Brazil. Guarana contains caffeine, and is actually denser in caffeine than coffee beans. It is therefore added to energy drinks for the same reason as caffeine - to increase feelings of energy and to improve mental and physical performance."

## Vitamins

Re:Vive contains several B vitamins, including B1, B2, and B12 to help the body produce energy and regulate functions of the nervous system. B vitamins facilitate growth processes, help to maintain the health of your skin, and help to control cholesterol and triglyceride levels. Part of a group of vitamins that can convert sugar to energy and improve muscle tone,<sup>1</sup> B vitamins may contribute to the maintenance of mental function<sup>3</sup> and specifically stimulate the brain's memory function as in the case of B12.<sup>4</sup>

Re:Vive also contains Vitamins C, D, and E, as well as the folic acid necessary for healthy development of cells, a healthy brain, and protection from certain types of cell damage.<sup>5</sup>

## Trimethylglycine

To support mental function, Re:Vive is formulated with trimethylglycine (also known as betaine), a methyl donor that helps in the production of several brain chemicals and improves mood, energy, well being, alertness, concentration, and visual clarity. A trial of biologically available glycine found improvements in episodic memory in young students and middle-aged men, with the latter group also showing sustained benefits to attention - findings which may provide the rationale for the unproven suggestion that trimethylglycine is a cognition enhancer.<sup>6</sup>

## Taurine

Re:Vive contains taurine, an essential amino acid found in meat, fish and breast milk that is often used to support mental performance. According to foodinsight.org, taurine is an amino acid that the body makes from consumed foods. High levels of taurine are present in animal products (beef, pork, lamb, chicken, etc.), while some fish and shellfish contain the highest amounts (ex. cod, clams, and oysters). Taurine supports neurological development and helps regulate water and mineral salt levels in the blood. Some studies have suggested that it may improve athletic performance, and others propose combining with caffeine for the same effect and perhaps even some mental performance improvement. In a report published in 2003, the European Union's Scientific Committee on Foods (now known as the European Food Safety Authority, or EFSA) concluded that studies have not shown a link between taurine consumption and cancer, and that both taurine and its components occur in humans, and are further broken down and excreted by the body.

Foodinsight.org cites one study (Amino Acids, 2000) in particular that measured how a drink containing taurine and caffeine affected human mental performance and mood. The study tested motor reaction times in response to hearing a specific tone. The group that did not consume the energy drink had significantly longer reaction times at the end of the study, whereas the group that had consumed the energy drink mixture maintained their reaction times.<sup>7</sup>

## Ginseng

Korean ginseng root also supports mental focus. According to WebMD, Asian ginseng is not a caffeine derivative, but it may also serve as a mild stimulant. Ginseng is an herb that is thought to provide a number of potential benefits, including increasing a sense of well-being and stamina, and improving both mental and physical performance. Other potential benefits include improving the health of people recovering from illness, beneficial effects on immunity and lowering blood glucose levels, according to foodinsight.org.

## Brahmi

The effects of Brahmi (*Bacopa monnieri*) on human memory were reported where seventy-six adults aged between 40 and 65 years took part in a double-blind randomized, placebo control study in which various memory functions were tested and levels of anxiety measured. There were three testing sessions: one prior to the trial, one after three months on the trial, and one six weeks after the completion of the trial. The results show a significant effect of the Brahmi on a test for the retention of new information. Follow up tests showed that the rate of learning was unaffected, suggesting that Brahmi decreases the rate of forgetting newly acquired information.<sup>8</sup>

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## Immune System Support

Along with ginkgo biloba, Re:Vive includes the ImmuXT™ extract to support a healthy immune system. ImmuXT™ is a micro-algae, naturally occurring extract derived from *Arthrospira platensis*, commonly known as *Spirulina*. For over 10 years, botanical extracts and known immune stimulation products were researched and tested by leading research scientists at the National Center for Natural Products Research. A patented BioAssay testing procedure was developed to determine which botanical extract had the greatest potential to support the activity of the innate immune

## Ginkgo

A study on ginkgo biloba examined possible interactions between exposure to ginkgo biloba extract and enriched environments on the acquisition and retention of spatial learning following massed and spaced trials. After 4 weeks of exposure to either ginkgo or vehicle, 8-week-old rats were tested using a Morris Water Maze in either massed or spaced trials. While ginkgo did not have an effect on maze acquisition or long-term retention, it did promote short-term retention of spatial memory. Following reversal training, ginkgo promoted short-term retention for two groups but impaired retention for a third. These results suggest that ginkgo has powerful effects on short-term retention that vary with training conditions.<sup>9</sup> Ginkgo biloba becomes more effective when combined with the guarana seed extract to support cognitive function in healthy adults.

## Quercetin

Quercetin occurs naturally in red wine, tea, tomatoes, broccoli and berries. Although it is not an essential nutrient, quercetin is a substance found in some fruits and vegetables that may provide important effects, according to Livestrong.com.

Quercetin is a flavonoid widely available in the plant pigments of brightly colored fruits and vegetables. The University of Maryland Medical Center reports that quercetin has shown some ability to lower bad cholesterol and decrease the risk of heart disease as well as to prevent inflammation and reduce allergic reactions. One study at the University of South Carolina showed an endurance gain among test subjects of 13.2 percent and a maximal oxygen capacity gain of 3.9 percent after a week of quercetin supplements. The University of Maryland Medical Center says that more studies are needed to confirm all the potential benefits of quercetin. It won't cause an energy crash and it is important for vigorous health and a balanced diet, but quercetin's value appears to be in improved long term good health.<sup>10-11</sup>

system. During the research process, it was discovered that crude *Arthrospira platensis* had the strongest ability (at least 1,000 times greater) to balance and support the human immune system when compared to other known botanical immune stimulation extracts. To produce the most powerful immunostimulatory compounds from *Arthrospira platensis*, a patented extraction process was developed and as a result, the ImmuXT™ extract. Clinical case studies and scientific validation have established that the ImmuXT™ extract in Re:Sist is safe and effective.

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## Unique Features

Re:Vive consists of three proprietary blends, including naturally occurring ingredients and enzymes. The EnerTelligence blend includes sources of caffeine such as taurine and guarana seed extract to boost energy. The Proprietary Focus blend supports mental

alertness and enhances your mood. The Proprietary Cardio-Immunity blend includes ImmuXT™ for immune system support. Re:Vive does not contain sugar or high fructose corn syrup, ingredients that can lead to a crash after the consumption of other energy drinks.

## Who Should Use

Anyone who desires a boost in energy and mental focus. For those who are overtired, overstressed or fatigued.

## Directions for Use

Mix one packet with 16 oz of water; for an extra boost, add to 16 oz of LivingWater.

## Frequently Asked Questions

- *Will Re:Vive leave me feeling jittery?*

No. Re:Vive contains vitamins and minerals that will prevent the crash associated with other energy drinks. There aren't the unwanted side effects that come from stimulants and drugs designed to boost energy and lift mood.

Additionally, because Re:Vive doesn't contain high fructose corn syrup or sugar, you aren't likely to experience the crash that other energy drinks may cause.

- *What else will Re:Vive do besides boost my energy and increase my mental focus?*

Re:Vive exceeds the Daily Value (DV) of many necessary vitamins and minerals, like Vitamins B1, B2 and B12, Vitamins C and D, and folic acid, all of which are known to be beneficial to the body.

## Key Scientific Studies & Resources

1. <http://science.howstuffworks.com/innovation/edible-innovations/energy-drink.htm>
2. [http://rsna2005.rsna.org/rsna2005/V2005/conference/event\\_display.cfm?em\\_id=4418422](http://rsna2005.rsna.org/rsna2005/V2005/conference/event_display.cfm?em_id=4418422)
3. [http://www.foodinsight.org/Resources/Detail.aspx?topic=Questions\\_and\\_Answers\\_About\\_Energy\\_Drinks\\_and\\_Health\\_](http://www.foodinsight.org/Resources/Detail.aspx?topic=Questions_and_Answers_About_Energy_Drinks_and_Health_)
4. <http://www.livestrong.com/article/410404-the-benefits-of-vitamins-in-energy-drinks-like-monster-red-bull-sobe/>
5. <http://health.howstuffworks.com/wellness/food-nutrition/vitamin-supplements/folic-acid-benefits.htm>
6. File, S.E., Fluck, E. and Fernandes, C. 1999. Beneficial Effects of Glycine (Bioglycin) on Memory and Attention in Young and Middle-Aged Adults. *J Clin Psychopharmacol* 19(6): 506–512.
7. *Amino Acids*. 2000;19(3-4):635-42.
8. Stough C, Lloyd J, Clarke J, Downey LA, Hutchison CW, Rodgers T, Nathan PJ. *Psychopharmacology (Berl)*. 2001 Aug; 156(4):481-4.
9. *Pharmacol Biochem Behav*. 2004 Mar;77(3):533-9.
10. <http://www.livestrong.com/article/490633-a-healthy-natural-energy-drink-without-a-crash/>
11. <http://www.umm.edu/altmed/articles/quercetin-000322.htm>

## Warnings

Keep out of reach of children. Check with your health care practitioner prior to taking if you have a medical condition. Not for use for children under 16, women who are pregnant or nursing, or those sensitive to caffeine.

## Caution

One serving of this product contains approximately as much caffeine as a premium cup of coffee. Limit the use of caffeinated products. Too much caffeine may cause nervousness, irritability, sleeplessness and occasionally rapid heartbeat.

## Supplement Facts

Serving Size 1 stick packet (8.4 g) | Servings Per Container 14

	Amount Per Serving	% DV*
Vitamin C (as ascorbic acid and potassium ascorbate)	500 mg	833%
Vitamin D (as cholecalciferol)	500 IU	125%
Vitamin E (as d-alpha tocopheryl acetate)	20 IU	67%
Vitamin B1 (as thiamine mononitrate)	1.5 mg	100%
Vitamin B2 (as riboflavin)	1.7 mg	100%
Niacin (as niacinamide)	20 mg	100%
Vitamin B6 (as pyridoxine hydrochloride)	20 mg	1000%
Folate (as folic acid)	400 mcg	100%
Vitamin B12 (as cyanocobalamin)	200 mcg	3333%
Pantothenic Acid (as D-calcium pantothenate)	10 mg	100%
Calcium (as calcium citrate)	50 mg	5%
Iodine (as kelp)	30 mcg	20%
Magnesium (as magnesium citrate)	25 mg	6%
Zinc (as zinc citrate)	2.5 mg	16%
Selenium (as selenomethionine)	20 mcg	28%
Manganese (as manganese citrate)	.7 mg	35%
Chromium (as chromium dinicotinate glycinate)	50 mcg	41%
Potassium (as potassium carbonate, ascorbate and citrate)	306 mg	8%
Proprietary EnerTelligence™ Blend	2,542 mg	†
Taurine, Inulin, Red beet root, Glucoronolactone, Guarana seed extract (supplying 150 mg caffeine), Beta PEA, Bacopa monnieri extract (whole plant)		
Proprietary Focus Blend	1,928 mg	†
Trimethylglycine, Pyroglutamic acid, DMAE bitartrate, N-Acetyl-L-Tyrosine, Ginkgo biloba leaf extract, Choline, Huperzia serrata (whole plant) (Huperzine-A), Vinpocetine, Bioperine (black pepper extract)		
Proprietary Cardio-Immunity Blend	988 mg	†
Acetyl-L-Carnitine HCl, Korean ginseng root, Acai fruit (Euterpe oleracea), N-Acetylcysteine, Sea buckthorn, grape seed extract, Alpha-lipoic acid, quercetin, Coenzyme Q10, Resveratrol (from Polygonum cuspidatum root extract), Muscadine grape seed extract, Pomegranate fruit extract, Extramel® melon extract, Wild blueberry extract, Raspberry and raspberry seed extract, Cranberry, Prune, Strawberry, Tart cherry, Wild bilberry extract, Lutein, Athrospira platensis extract (ImmuXT™).		

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

† Daily Value (DV) not established.

Other Ingredients: Citric acid, natural and artificial flavor, maltodextrin, sucralose, stevia leaf extract and silica.