



# LIMU<sup>®</sup>

## PRODUCT OVERVIEW



# WE SEAWEED DIFFERENTLY®



The high-impact LIMU® product line is powered by the supernutrient of the sea, Fucoidan, which is extracted from the cell walls of limu seaweed through a proprietary, chemical-free process. Our ultra-premium, liquid nutritional drinks and shakes are specifically designed to support your body systems, fill nutritional gaps and promote optimal health from the inside.



Supports Your Immune System



Helps Scavenge Free Radicals



Increased Energy



Promotes Cellular Health



Supports Joint Mobility



Rejuvenates Your Skin



Greater Sense of Health and Wellness



Helps Support Reduction of Oxidative Stress

## EXOTIC INGREDIENT, ESSENTIAL NUTRITION

Found in the world's most pristine waters, this unique marine botanical has been harvested by South Pacific island natives and revered throughout the Pacific Rim for thousands of years because of its life-enhancing and immune-supporting properties\*.

## EVERY BODY DESERVES GOOD HEALTH

Our exclusive, Fucoidan-rich, certified organic and non-GMO LIMU Seaweed Blend™ is 4 times more powerful than Curcumin and 9 times more powerful than Resveratrol, both widely-revered antioxidants.

## IT'S NOT A MIRACLE, IT'S SCIENCE

Over 1,900 independent, third-party, unsolicited scientific research studies confirming the unique benefits of Fucoidan are available for public review in the U.S. National Library of Medicine at the National Institutes of Health, better known as PubMed.



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# SUPERFOOD, SUPER GOOD.



Bursting with an advanced, natural blend of essential vitamins, nutrients and polyphenols, LIMU ORIGINAL® is the best-selling Fucoidan-rich nutritional supplement™ on the market. It refreshes and invigorates your body to its core and is now packed with 5 times more Fucoidan than before.

### Supplement Facts

Serving Size: 1 fl. oz. (30 ml)  
Servings Per Container: 33

Amount Per Serving	%DV*
Calories	10
Total Carbohydrates	2 g 1%
Total Sugars	2 g †
Includes 0 g Added Sugars	0%

**Proprietary LIMU Seaweed Blend™:** 25 g †  
Certified organic, pure reconstituted limu extract of the whole *Fucus vesiculosus* and *Undaria pinnatifida* seaweeds

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

† Daily Value (DV) not established.

### Other Ingredients:

Proprietary all-natural flavor blend (mango puree, apple juice concentrate, pear juice concentrate, natural flavors), malic acid, sodium benzoate, xanthan gum.



Fucoidan Rich

### SUPERIOR LIQUID NUTRITION

A naturally powerful boost to your health, our proprietary, certified organic and non-GMO LIMU Seaweed Blend™ is deliciously infused with tropical juice extracts and flavors from mangos, papayas, apples and pears.



Certified Organic Seaweed Blend

### CATEGORY-CREATOR

Fucoidan, a proven supernutrient found in a select species of limu seaweed throughout Polynesia and other parts of the world, is the foundation of our scientifically advanced and one-of-a-kind formula.



Certified Non-GMO Seaweed Blend

### REVITALIZE & RENEW

Our exclusive LIMU Seaweed Blend™ is 4 times more powerful than Curcumin and 9 times more powerful than Resveratrol, both widely-revered antioxidants.



Certified Halal Seaweed Blend



Gluten-Free



Vegan



Kosher



Scientifically Studied Supernutrient



# VITAMIN SEA

You may experience the following health benefits because of Fucoidan\*:



*Supports Your Immune System*



*Supports Joint Mobility*



*Helps Scavenge Free Radicals*



*Increased Energy*



*Promotes Cellular Health*



*Rejuvenates Your Skin*



*Greater Sense of Health and Wellness*



*Helps Support Reduction of Oxidative Stress*

## WE SEAWEED DIFFERENTLY®

Found in the world's most pristine waters, limu seaweed has been harvested by South Pacific island natives and revered throughout the Pacific Rim for thousands of years because of its potent Fucoidan supernutrient and legendary health benefits.

## THE PROOF IS IN THE SCIENCE

With over 1,900 independent, third-party, unsolicited scientific research studies confirming its potency, Fucoidan is a sulfated polysaccharide and complex carbohydrate housed within the cell walls of unique marine botanicals that contains life-enhancing and immune-supporting properties\*. These groundbreaking studies are available for public review at the *U.S. National Library of Medicine* at the *National Institutes of Health*.

Just **2–4 oz.** daily can help supplement your wellness lifestyle.

**NO** added sugar

**NO** artificial colors

**NO** artificial flavors

**NO** artificial sweeteners

**NO** gluten



## FREQUENTLY ASKED QUESTIONS

### HOW IS 5X DIFFERENT?

LIMU ORIGINAL has been reformulated with an advanced, certified organic seaweed blend powered by 5 times more Fucoidan. This superior and proprietary LIMU Seaweed Blend™ opens the door for international expansion into new markets and enables future product line introductions in new Fucoidan-based product categories.

### HOW MANY OUNCES OF LIMU ORIGINAL ARE IN A BOTTLE?

Each bottle contains 33.8 fl. oz. (1.0 liter) of LIMU ORIGINAL, or about 33 1 fl. oz. servings.

### HOW MUCH PURE LIMU SEAWEED EXTRACT IS IN LIMU ORIGINAL?

83% of each bottle of LIMU ORIGINAL is pure, reconstituted, Fucoidan-rich, certified organic limu extract obtained via a proprietary, chemical-free and zero waste extraction process.

### DOES LIMU ORIGINAL CONTAIN ANY ADDED SUGAR OR ARTIFICIAL COLORS, FLAVORS OR SWEETENERS?

Absolutely none!

### HOW MUCH SUGAR IS IN LIMU ORIGINAL?

LIMU ORIGINAL contains no added sugar and 2g of naturally occurring fruit sugars in every serving. That's less than what you would get from a carrot, a spear of broccoli or a small tomato.

### WHAT IS THE ADVANTAGE OF FLASH PASTEURIZING LIMU ORIGINAL?

The state-of-the-art flash pasteurization process allows LIMU ORIGINAL to be chill-blended, thereby maintaining the highest levels of nutritional integrity.

By comparison, most companies use a pasteurization process that heats the product for extended periods of time, which can destroy valuable nutrients.

### ARE THERE ANY TOXINS IN LIMU ORIGINAL?

Every batch of LIMU ORIGINAL is thoroughly tested to ensure that no bacteria or other contaminants are present. Regular tests are also run to ensure the product is free of heavy metals, pesticides and other harmful substances.

### HAS LIMU ORIGINAL BEEN TESTED FOR THE PRESENCE OF BENZENE?

Independent tests on LIMU ORIGINAL, which is manufactured in strict accordance with Current Good Manufacturing Practice (cGMP) standards in an FDA-inspected facility, show no traces of benzene.

### WHICH ADDITIONAL NUTRIENTS ARE FOUND IN LIMU ORIGINAL?

In addition to the usual vitamins, minerals, amino acids, essential fatty acids and antioxidants that you find in fruits and vegetables, LIMU ORIGINAL provides several other powerful nutrients including polyphenols, glyconutrients (fucose, galactose, mannose and xylose), alginate and Fucoidan. Research indicates it is the presence of Fucoidan that really differentiates LIMU ORIGINAL from other food supplements. It is important to note that Fucoidan is not found in land-based plants.



## FREQUENTLY ASKED QUESTIONS

### HOW MUCH OF EACH NUTRIENT IS IN LIMU ORIGINAL?

LIMU ORIGINAL is made from our proprietary, certified organic limu extract blended with mango puree, natural papaya flavor, plus apple and pear concentrates. A whopping 83% of each bottle of LIMU ORIGINAL is our Fucoidan-rich, pure, reconstituted limu extract. Because it is a liquid dietary supplement in the same way that wheat grass juice or aloe vera juice are liquid dietary supplements, LIMU ORIGINAL contains a wide array of naturally occurring nutrients.

### IS THE ENVIRONMENT DAMAGED DURING HARVESTING OF LIMU?

Absolutely not. Specially trained divers take great care to harvest the limu without disturbing the delicate coral reefs and ocean floor where limu grows.

### HOW MUCH APPLE IS IN LIMU ORIGINAL?

Just enough to help make LIMU ORIGINAL the best-tasting nutritional beverage ever ... approximately 1g (or 1/28 oz.) per 1 fl. oz. serving.

### WHAT IS MALIC ACID AND WHY IS IT IN LIMU ORIGINAL?

Malic acid, part of the alpha-hydroxy family of natural fruit acids, is what gives green apples and certain other fruits their tart flavor. Natural malic acid helps give LIMU ORIGINAL its delicious, refreshing taste.

### WHY IS SODIUM BENZOATE IN THE PRODUCT?

Sodium benzoate keeps LIMU ORIGINAL free of harmful molds and microbes after bottling and keeps our chill-blended product from spoiling. This substance is present in a quantity of less than one-tenth of 1% in compliance with food

safety regulations. Sodium benzoate is the sodium salt of benzoic acid, an FDA-approved polyunsaturated fat that is freely found in nature, in foods such as cranberries. It has been used by food manufacturers for over 80 years to inhibit microbial growth.

### DOES LIMU ORIGINAL CONTAIN GRAPEFRUIT EXTRACT?

No, LIMU ORIGINAL does not contain grapefruit extract.

### HOW MUCH IODINE IS THERE IN A SERVING OF LIMU ORIGINAL?

LIMU ORIGINAL contains less than 30mcg (.03mg) of iodine per 1 fl. oz. serving. This is because, unlike iodine-rich brown seaweeds such as kelp, limu contains only very small traces of iodine.

### CAN I STILL DRINK LIMU ORIGINAL IF I'M ON MEDICATION?

LIMU ORIGINAL is simply a liquid food supplement and is enjoyed by thousands of people. However, it is always prudent for people who are on medication to consult their doctor before starting any nutritional or exercise program.

### WHAT IF MY LIMU ORIGINAL FREEZES DURING SHIPPING?

No harm done! Simply let it thaw out, shake and drink as usual.

### WILL WE EVER RUN OUT OF LIMU?

Fortunately, no! Limu grows in abundance in the pristine ocean waters of the South Pacific Ocean and Pacific Rim and renews itself naturally.



# RETHINK YOUR ENERGY DRINK



Forget about the store-bought brands. BLU FROG® gets you hopped-up on naturally healthy, longer-lasting and heightened energy without the crash. It's ultra-premium liquid nutrition that gives you springs.

Supplement Facts		
Serving Size: 1 Can (12 fl oz)		
	Amt Per Svcg	% DV*
Calories	90	
Total Carbohydrate	21 g	8%
Dietary Fiber	less than 1 g	2%
Total Sugars	19 g	†
Includes 12g Added Sugars		24%
Thiamin (as thiamine hydrochloride)	1.5 mg	130%
Riboflavin (as riboflavin U.S.P.)	1.7 mg	130%
Niacin (as niacinamide)	20 mg	130%
Vitamin B6 (as pyridoxine hydrochloride)	6 mg	350%
Folate	400 mcg DFE	100%
	(240 mcg folic acid)	
Vitamin B12 (as cyanocobalamin)	18 mcg	750%
Biotin (as d-Biotin)	300 mcg	1000%
Pantothenic Acid (as calcium d-pantothenate)†	0 mg	200%
Choline (as choline chloride)	10 mg	2%
Potassium	100 mg	2%
<b>Proprietary BLU FROG® Advanced Energy Blend</b>		
Taurine	1000 mg	†
Acetyl-L-Carnitine HCl	500 mg	†
Guarana Seed Extract	365 mg	†
Quercetin	200 mg	†
L-Theanine	160 mg	†
Inositol	50 mg	†
<b>Proprietary LIMU Seaweed Blend™</b>		
	50 g	†
Certified organic, pure reconstituted limu extract of the whole <i>Fucus vesiculosus</i> and <i>Undaria pinnatifida</i> seaweeds.		

Other Ingredients: ultra-purified reverse osmosis carbonated water, proprietary all-natural flavor blend (mango puree, natural fructose, natural flavors, apple juice concentrate, pear juice concentrate, stevia), malic acid, potassium sorbate, xanthan gum.



## BLU YOUR MIND

Compare it to "normal" energy drinks and you'll not only see, but *feel* the difference. No jitters, no fake stuff, no downside. Just a gentle, smooth and completely guilt-free jumpstart.

## FITNESS FOR YOUR BRAIN®

Our exclusive BLU FROG Advanced Energy Blend is enriched with powerful cognitive-enhancing nootropic supplements that keep you razor sharp and laser focused while boosting your mental clarity, creativity, mood, endurance and drive.

## REFRESHMENT WITH BENEFITS

Loaded with amino acids, antioxidants, minerals and B vitamins, the LIMU Energy® line is the only one on the market that's infused with functional ingredients, including Fucoian, a supernutrient backed by science.



Certified Organic Seaweed Blend



Certified Non-GMO Seaweed Blend



Gluten Free



Vegan

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†Clean ingredients" refers to no artificial colors, flavors or sweeteners.

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## OUTPERFORMING THE COMPETITION BY LEAPS AND BOUNDS

## THE PROOF IS IN THE SCIENCE

Each can is power-packed with our proprietary Fucoidan seaweed supernutrient, which has been the subject of over 1,900 independent, third-party, unsolicited scientific research studies available for public review in the *U.S. National Library of Medicine* at the *National Institutes of Health*, better known as PubMed.

## BE HOPPY

Delicious tropical fruits and a vitality-boosting formula pair perfectly with BLU FROG's one-of-a-kind, Fucoidan-rich, certified organic and non-GMO LIMU Seaweed Blend™ to provide a healthy jolt.

	BLU FROG®	RED BULL	MONSTER	ROCKSTAR
SERVING SIZE (FL. OZ.)	12	12	12	12
CALORIES	90	160	165	195
CARBS (G)	21	40	41	48
SUGARS (G)	19	39	41	47
CAFFEINE (MG)	80	114	120	120
ACETYL-L-CARNITINE (MG)	500N	ONEN	ONEN	ONE
L-THEANINE	160N	ONEN	ONEN	ONE
FUCOIDAN-RICH LIMU SEAWEED EXTRACT	✓	⊘	⊘	⊘
QUERCETIN (POTENT FLAVONOID ANTIOXIDANT)	✓	⊘	⊘	⊘
CHOLINE CHLORIDE	✓	⊘	⊘	⊘
BIOTIN (B7) - % DV	1000%	NONE	NONE	NONE
FOLATE (B9) - % DV	100%	NONE	NONE	NONE
THIAMIN (B1) - % DV	130%	NONE	NONE	NONE
RIBOFLAVIN (B2) - % DV	130%	NONE	150%	300%
NIACIN (B3) - % DV	130%	140%	150%	150%
PANTOTHENIC ACID (B5) - % DV	200%	70%	NONE	150%
VITAMIN B6 % DV	350%	360%	150%	150%
VITAMIN B12 % DV	750%	120%	150%	150%
ADDED COLORS	NO	YES	YES	YES
ARTIFICIAL FLAVORS	NO	YES	NO	YES





# SUPERCHARGED LIQUID ENERGY



Need an extra hop in your step?

BLU FROG 2® is loaded with all the ultra-premium nutrition of BLU FROG®, plus double the natural caffeine, providing sustained, feel-good energy for all-day action.

Supplement Facts		
Serving Size: 1 Can (12 fl oz)		
	Amt Per Svcg	% DV*
Calories	70	
Total Carbohydrate	21 g	8%
Dietary Fiber	less than 1 g	2%
Total Sugars	10 g	†
Includes 7g Added Sugars		14%
Thiamin (as thiamine hydrochloride)	1.5 mg	130%
Riboflavin (as riboflavin U.S.P.)	1.7 mg	130%
Niacin (as niacinamide)	20 mg	130%
Vitamin B6 (as pyridoxine hydrochloride)	6 mg	350%
Folate	400 mcg DFE (240 mcg folic acid)	100%
Vitamin B12 (as cyanocobalamin)	18 mcg	750%
Biotin (as d-Biotin)	300 mcg	1000%
Pantothenic Acid (as calcium d-pantothenate)	10 mg	200%
Choline (as choline chloride)	10 mg	2%
Potassium	75 mg	2%
<b>Proprietary BLU FROG® Advanced Energy Blend</b>		
Taurine	1000 mg	†
Acetyl-L-Carnitine HCl	500 mg	†
Guarana Seed Extract	365 mg	†
Quercetin	200 mg	†
L-Theanine	200 mg	†
Inositol	50 mg	†
<b>Proprietary LIMU Seaweed Blend™</b>		
	50 g	†
Certified organic, pure reconstituted limu extract of the whole Fucus vesiculosus and Undaria pinnatifida seaweeds.		

Other Ingredients: ultra-purified reverse osmosis carbonated water, proprietary all-natural flavor blend (mango puree, xylitol, natural fructose, natural flavors, apple juice concentrate, pear juice concentrate, stevia), malic acid, potassium sorbate, natural caffeine, xanthan gum.

NATURAL CAFFEINE  
160 mg

GF Gluten-Free  
V Vegan  
U Kosher

Rich in  
**FUCOIDAN**

Natural  
**CAFFEINE**

Potent  
**NOOTROPICS**

Healthy  
**SUPPORT**

Quality  
**NUTRITION**

Clean  
**INGREDIENTS**

## JUMPSTART YOUR LIFE

With fewer calories and lower natural sugar content, BLU FROG 2 has twice the kick of BLU FROG with a power-packed punch of wildly health energy that'll leave store-bought brands in the dust.

## FITNESS FOR YOUR BRAIN®

Our exclusive BLU FROG Advanced Energy Blend is enriched with powerful cognitive-enhancing nootropic supplements that keep you razor sharp and laser focused while boosting your mental clarity, creativity, mood, endurance and drive.

## REFRESHMENT WITH BENEFITS

Full of amino acids, antioxidants, minerals and B vitamins, the LIMU Energy® line is the only one on the market that's infused with functional ingredients, including Fucoïdan, a supernutrient backed by science.



Certified Organic Seaweed Blend



Certified Non-GMO Seaweed Blend



Voted Best New Consumer Product

PubMed

Scientificallv Studied Supernutrient

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ARIIX®



## OUTPERFORMING THE COMPETITION BY LEAPS AND BOUNDS

	BLU 2 FROG	BLU FROG	RED BULL	MONSTER	ROCKSTAR
SERVING SIZE (FL. OZ.)	12	12	12	12	12
CALORIES	70	90	160	165	195
CARBS (G)	21	21	40	41	48
SUGARS (G)	10	19	39	41	47
CAFFEINE (MG)	160	80	114	120	120
ACETYL-L-CARNITINE (MG)	500	500	NONE	NONE	NONE
L-THEANINE	200	160	NONE	NONE	NONE
FUCOIDAN-RICH LIMU SEAWEED EXTRACT	✓	✓	⊘	⊘	⊘
QUERCETIN (POTENT FLAVONOID ANTIOXIDANT)	✓	✓	⊘	⊘	⊘
CHOLINE CHLORIDE	✓	✓	⊘	⊘	⊘
BIOTIN (B7) - % DV	1000%	1000%	NONE	NONE	NONE
FOLATE (B9) - % DV	100%	100%	NONE	NONE	NONE
THIAMIN (B1) - % DV	130%	130%	NONE	NONE	NONE
RIBOFLAVIN (B2) - % DV	130%	130%	NONE	150%	300%
NIACIN (B3) - % DV	130%	130%	140%	150%	150%
PANTOTHENIC ACID (B5) - % DV	200%	200%	70%	NONE	150%
VITAMIN B6 % DV	350%	350%	360%	150%	150%
VITAMIN B12 % DV	750%	750%	120%	150%	150%
ADDED COLORS	NO	NO	YES	YES	YES
ARTIFICIAL FLAVORS	NO	NO	YES	NO	YES

## THE PROOF IS IN THE SCIENCE

Each can features our proprietary Fucoidan seaweed supernutrient, which has been the subject of over 1,900 independent, third-party, unsolicited scientific research studies available for public review in the *U.S. National Library of Medicine* at the *National Institutes of Health*, better known as PubMed.

## GIVES YOU SPRINGS

Delicious tropical fruits and a vitality-boosting formula pair perfectly with our one-of-a-kind, Fucoidan-rich, certified organic and non-GMO LIMU Seaweed Blend™ to provide a healthy jolt of longer-lasting, heightened energy and zero crash.

## OH, HOPPY DAY

BLU 2 won the People's Choice for Best New Consumer Product in the 2014 American Business Awards®, better known as The Stevie® Awards.



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## FREQUENTLY ASKED QUESTIONS

### WHAT ARE BLU FROG® AND BLU FROG 2®?

BLU FROG and BLU FROG 2 are wildly healthy, Fucoidan-based energy drinks that help improve performance, endurance and concentration. Each can contains our exclusive BLU FROG Advanced Energy Blend that's made with cutting-edge functional ingredients, including powerful nootropic supplements like L-Theanine and Acetyl-L-carnitine, which are known to provide longer-lasting, clean energy and cognitive clarity. They also include our proprietary Fucoidan infused, certified organic, non-GMO LIMU Seaweed Blend™.

### WHAT IS THE DIFFERENCE BETWEEN BLU FROG AND BLU FROG 2?

BLU FROG 2 is a heightened version of BLU FROG but with twice the natural caffeine, plus less natural sugar and fewer carbs and calories.

### HOW MUCH CAFFEINE IS IN BLU FROG AND BLU FROG 2?

BLU FROG contains 80mg of natural caffeine from guarana seeds. BLU FROG 2 contains 160mg of natural caffeine from both guarana seeds and coffee beans for an even stronger boost of energy.

### HOW BIG IS EACH CAN OF BLU FROG AND BLU FROG 2?

Each can of BLU FROG and BLU FROG 2 contains 12 fl. oz. of ultra-premium liquid nutrition.

### IS IT SAFE FOR ANYONE TO DRINK BLU FROG OR BLU FROG 2?

Though each are made from all-natural ingredients, we do not recommend drinking BLU FROG or BLU FROG 2 to women who are pregnant, children under the age of 12 and adults who are generally sensitive to caffeine.

### WHAT DOES ACETYL-L-CARNITINE DO?

Thought to aid heart and brain function, muscle movement and many other body processes, this ingredient helps the body produce energy.

### WHAT ARE NOOTROPICS?

Pronounced noh-ə-TROP-iks, they're known to enhance cognitive function, keeping you razor sharp and laser focused while boosting mental clarity, creativity, mood, endurance and drive in healthy individuals.

### WHAT DOES TAURINE DO?

Taurine is an antioxidant that offers numerous benefits, such as helping the body with muscle fatigue and increasing exercise capacity.



## FREQUENTLY ASKED QUESTIONS

### WHAT DOES QUERCETIN DO?

Quercetin inhibits the breakdown of the adrenaline that your body creates naturally so you feel energized for a longer period of time without forcing your body to produce more adrenaline.

### HOW MANY CANS ARE OKAY TO DRINK IN ONE DAY?

We recommend drinking no more than two cans in one day.

### CAN I DRINK BLU FROG AND BLU FROG 2 WITH OTHER LIMU/ARIIX PRODUCTS?

We encourage you to incorporate them into your daily regimen with other LIMU/ARIIX products. Try drinking a BLU FROG or BLU FROG 2 before you work out, followed by a LIMU LEAN® Protein Shake after your workout to rebuild your lean muscle tissue and help with recovery. Drinking the recommended servings of LIMU ORIGINAL® is also highly beneficial in supporting your immune system on a daily basis.

### HOW LONG DO THE EFFECTS LAST?

Though everyone is different, and it depends on the level of activity exerted after drinking either a BLU FROG or BLU FROG 2, the average length of energy felt is about four hours.

### WHAT IS THE SEDIMENT IN BLU FROG?

Crystallization in BLU FROG is sometimes the product of prolonged refrigeration, but it's still safe to drink. Just give it a gentle shake before you pop the top!



# THE WEIGHT IS OVER®



## HERE'S THE SKINNY...

Featuring four of the highest-grade proteins on the market, LIMU LEAN® Protein Shake Mix is the complete, balanced solution to your weight-loss, weight management and fitness goals. Tip the scale and get in top-notch physical shape!



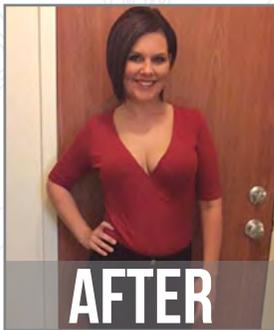
**BEFORE**



**AFTER**



**BEFORE**



**AFTER**

These results are not typical. Weight-loss results vary with each individual and are based on diet, metabolism and physical activity.

## POWER UP, POUNDS DOWN

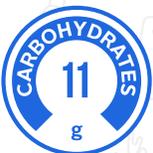
Nourish your body, fuel your transformation and shed unwanted pounds on the go with a host of healthy, performance-driven ingredients to help your body boost metabolism, build muscle and get fit quick!

## WHEY TO GO

Perfectly formulated to get you in peak physical shape, LIMU LEAN's whey-focused protein blend is available in convenient, single-serve packets that fit seamlessly into your active lifestyle.

## FLEX ON 'EM

LIMU LEAN won the People's Choice for Best New Consumer Product in the 2018 American Business Awards®, better known as The Stevie® Awards.



Certified Organic Seaweed Blend



Certified Non-GMO Seaweed Blend



Voted Best New Consumer Product



Scientifically Studied Supernutrient

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### Nutrition Facts

1 Serving Per Container  
Serving Size **1 packet (36g)**

Amount Per Serving  
**Calories 120**  
% Daily Value\*

<b>Total Fat</b> 1.5g	2%
Saturated Fat 0.5g	3%
Trans Fat 0g	
<b>Cholesterol</b> 55mg	18%
<b>Sodium</b> 50mg	2%
<b>Total Carbohydrate</b> 11g	4%
Dietary Fiber 6g	21%
Total Sugars 2g	
Includes 0g Added Sugars	0%
<b>Protein</b> 20g	40%
Vitamin D 7mcg	35%
Calcium 460mg	33%
Iron 0.2mg	1%
Potassium 130mg	3%
Vitamin A 315mcg	35%
Vitamin C 32mg	35%
Vitamin E 5.2mg	35%
Vitamin K 42mcg	35%
Thiamin 0.4mg	33%
Riboflavin 0.45mg	35%
Niacin 5.6mg	35%
Vitamin B6 0.6mg	35%
Folate 140mcg	35%
Vitamin B12 0.8mcg	33%
Biotin 10mcg	33%
Pantothenic Acid 1.7mg	34%
Magnesium 156mg	35%
Zinc 3.8mg	35%
Selenium 19mcg	35%
Copper 0.3mg	33%
Manganese 0.8mg	35%
Chromium 12mcg	34%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**Ingredients:** Proprietary Protein Blend (Whey Protein Concentrate, Milk Protein Concentrate, Whey Protein Isolate, Egg Albumen), Soluble Corn Fiber, Natural Flavor, Calcium Carbonate, Xanthan Gum, Magnesium Oxide, Stevia rebaudiana Leaf Extract, Soy Lecithin, GenedenBC<sup>300</sup> (Bacillus coagulans GBI-30 6086), Proprietary Certified Organic LIMU Seaweed Blend™ (Fucus vesiculosus, Undaria pinnatifida), Ascorbic Acid (Vitamin C), Niacin, DL-Alpha Tocopheryl Acetate, Zinc Oxide, Manganese Sulfate Monohydrate, Copper Gluconate, Selenium Citrate, Calcium D-Pantothenate, Pyridoxine HCl, Thiamine HCl, Riboflavin, Retinyl Acetate, Folate (Folic Acid), Chromium Polynicotinate, Phytanadione, Biotin, Cholecalciferol, Cyanocobalamin

### Nutrition Facts

1 Serving Per Container  
Serving Size **1 packet (37g)**

Amount Per Serving  
**Calories 120**  
% Daily Value\*

<b>Total Fat</b> 1.5g	2%
Saturated Fat 0.5g	3%
Trans Fat 0g	
<b>Cholesterol</b> 55mg	18%
<b>Sodium</b> 60mg	3%
<b>Total Carbohydrate</b> 11g	4%
Dietary Fiber 6g	21%
Total Sugars 3g	
Includes 0g Added Sugars	0%
<b>Protein</b> 20g	40%
Vitamin D 7mcg	35%
Calcium 460mg	35%
Iron 1mg	6%
Potassium 210mg	4%
Vitamin A 315mcg	35%
Vitamin C 32mg	35%
Vitamin E 5.2mg	35%
Vitamin K 42mcg	35%
Thiamin 0.4mg	33%
Riboflavin 0.45mg	35%
Niacin 6mg	38%
Vitamin B6 0.6mg	35%
Folate 140mcg	35%
Vitamin B12 0.8mcg	33%
Biotin 10mcg	33%
Pantothenic Acid 1.7mg	34%
Magnesium 167mg	40%
Zinc 3.9mg	35%
Selenium 19mcg	35%
Copper 0.4mg	44%
Manganese 0.8mg	35%
Chromium 12mcg	34%

\*The % Daily Value tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

**Ingredients:** Proprietary Protein Blend (Whey Protein Concentrate, Milk Protein Concentrate, Whey Protein Isolate, Egg Albumen), Soluble Corn Fiber, Dutch Process Cocoa, Natural Flavor, Calcium Carbonate, Magnesium Oxide, Xanthan Gum, Stevia rebaudiana Leaf Extract, Soy Lecithin, GenedenBC<sup>300</sup> (Bacillus coagulans GBI-30 6086), Proprietary Certified Organic LIMU Seaweed Blend™ (Fucus vesiculosus, Undaria pinnatifida), Ascorbic Acid (Vitamin C), Niacin, DL-Alpha Tocopheryl Acetate, Zinc Oxide, Manganese Sulfate Monohydrate, Copper Gluconate, Selenium Citrate, Calcium D-Pantothenate, Pyridoxine HCl, Thiamine HCl, Riboflavin, Retinyl Acetate, Folate (Folic Acid), Chromium Polynicotinate, Phytanadione, Biotin, Cholecalciferol, Cyanocobalamin

## BACKED BY SCIENCE

Each pouch is power-packed with our proven Fucoidan seaweed supernutrient, which has been the subject of over 1,900 independent, third-party, unsolicited scientific research studies available for public review in the U.S. National Library of Medicine at the National Institutes of Health, better known as PubMed.

## GET YOUR LEAN ON

With 20g of premium protein, 22 essential vitamins and minerals, plus clinically backed GenedenBC<sup>300</sup> probiotics and fiber to support immune function and digestive health, LIMU LEAN helps your body burn fat, control your appetite and reduce your cravings, while increasing lean tissue. Plus, our proprietary, Fucoidan-infused, certified organic, non-GMO LIMU Seaweed Blend™ adds an array of unique health benefits.

## RE-UP

Finish off your workout with a delicious Dutch Chocolate or Creamy Vanilla shake to recover, replenish and reenergize with cutting-edge, low calorie nutrition.

## RECOMMENDED USAGE

Mix one packet of LIMU LEAN Protein Shake Mix with 8 oz. of cold water. Shake vigorously to blend. For a creamier shake, use almond or coconut milk.



Fucoidan-Rich



Performance-Driven



Quality Nutrition



Immune Support



Clean Ingredients



Gluten-Free

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

\*Clean ingredients™ refers to no artificial colors, flavors or sweeteners.

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## FREQUENTLY ASKED QUESTIONS

### WHAT MAKES UP THE LIMU LEAN FITNESS AND WEIGHT MANAGEMENT LINE?

This unique line is composed of products that work together to promote healthy weight loss and fitness while delivering optimal nutrition and faster recovery after workouts. The easy-to-use LIMU LEAN line includes two products that are designed for synergistic use: LIMU LEAN Protein Shake Mix and LIMU LEAN BURN, a healthy appetite suppressant and weight-loss accelerator.

### WHAT MAKES LIMU LEAN DIFFERENT THAN OTHER WEIGHT MANAGEMENT LINES?

LIMU LEAN is the only weight management line that includes the supernutrient Fucoidan. You can enjoy some of the benefits you get from LIMU ORIGINAL® while using our LIMU LEAN line to help improve your fitness and manage your weight. We also encourage you to continue drinking LIMU ORIGINAL for your overall wellness. In addition, the proteins and formulas used in the shake mixes and LIMU LEAN BURN are specifically engineered to make you healthier even while you're losing weight.

### CAN I STILL EAT WHILE USING LIMU LEAN?

Absolutely! In fact, we recommend that you eat a sensible meal and three healthy snacks each day. Starving yourself won't help you lose weight, but our LIMU LEAN products, in conjunction with the right nutrition and activity plan, will! Just remember to count your calories and maintain a reasonable eating plan.

### HOW DOES THE PROTEIN SHAKE HELP ME?

Each Protein Shake provides a healthy balance of nutrients, including 20g of high-quality protein and 35% of the Recommended Daily Allowances for many important vitamins and minerals. It's perfect for supplementing meals to help you stay satisfied throughout the day. We recommend drinking shakes to recover energy faster and stay fit while achieving peak workout-fueled weight loss. The shake contains an optimum balance of protein sources for a lean and toned lifestyle and offers an easy way to keep portion size under control.

### DOES THE PROTEIN SHAKE CONTAIN ANY PRESERVATIVES?

LIMU LEAN Protein Shake Mix contains no preservatives.

### DOES THE PROTEIN SHAKE REPLACE MY DAILY CONSUMPTION OF LIMU ORIGINAL OR BLU FROG®?

Our Protein Shakes are formulated to assist in weight loss and fitness. You should continue drinking 2–4 fl. oz. of LIMU ORIGINAL a day for optimal health and continue drinking BLU FROG® whenever you need a boost of extra energy.

### CAN CHILDREN USE THE LIMU LEAN PROTEIN SHAKE MIX?

Yes. The ingredients in our Protein Shake Mix are nutritious, healthy and designed for use by both adults and children.



## FREQUENTLY ASKED QUESTIONS

### CAN YOU GIVE ME SOME GUIDELINES TO FOLLOW FOR MY SENSIBLE MEAL?

Here are some suggestions to help you make the healthiest food choices possible:

- Fruits and vegetables add fiber, water and vitamins to your meals with relatively few calories. Eat at least five servings of fruit and vegetables per day.
- Choose whole-grain foods more often: wheat or multi-grain breads, brown rice, whole-wheat pastas and high fiber, whole grain cereals.
- Drink 6–8 glasses of water daily. Water is essential to your body and an important element of your weight loss plan.
- Get enough protein in your diet, especially from lean meats, skinless poultry, fish, eggs and beans.
- Limit your added salt, sugar and alcohol intake. Sodium should be limited as part of a healthy weight loss plan, and sugary foods and alcohol contain calories with no nutritional value.
- If you already take vitamin supplements, continue taking them.

### DOES THE PROTEIN SHAKE MIX REQUIRE FDA APPROVAL?

LIMU LEAN is manufactured to safety and quality standards that meet or exceed all government standards. The FDA regulates the quality and safety of dietary supplements, but there is no FDA-specific approval required for dietary supplements.

### HOW LONG WILL IT TAKE ME TO LOSE WEIGHT WITH LIMU LEAN?

Weight loss is different for every person. However, our pre-launch trial study showed most people losing weight after the very first week of integrating the LIMU LEAN lifestyle into their routine. Others lost weight after the first few weeks.

### IS THERE GLUTEN IN ANY OF THE LIMU LEAN PRODUCTS?

No. Every single LIMU LEAN product is gluten-free, as is the entire line of LIMU products.

### DOES THE LIMU LEAN PROTEIN SHAKE MIX CONTAIN SOY?

Yes. The lecithin in the product comes from soybeans, which contributes to the shake's texture and consistency.

### HOW MANY CARBOHYDRATES ARE IN EACH PROTEIN SHAKE?

There are 11g of carbohydrates per shake; however, in the Creamy Vanilla shake, only two of those grams are sugar carbohydrates. The recommended daily limit of sugar carbohydrates for weight loss is about 20g per day.



# YOUR BODY HAS MET ITS MATCH



## HERE'S THE SKINNY...

LIMU LEAN® BURN is a revolutionary powerhouse of vitamins, minerals, collagen protein, fiber and seaweed goodness designed to help curb your appetite, accelerate weight loss and reduce body fat.

Supplement Facts		
Serving Size: 1 Can (12 fl oz)		
	Amt Per Svcg	% DV*
Calories	135	
Sodium	85 mg	4%
Total Carbohydrate	17 g	6%
Dietary Fiber (soluble fiber as Fibersol®-2)	7 g	25%
Total Sugars	7 g	†
Includes 7g Added Sugars		14%
Protein	20 g	40%
Vitamin A (100% as beta carotene)	375 mcg RAE	40%
Vitamin C (as ascorbic acid)	150 mg	170%
Vitamin D3 (as cholecalciferol)	25 mcg	130%
Vitamin E (as d-alpha tocopheryl acetate)	20 mg	130%
Thiamin (as thiamine hydrochloride)	1.5 mg	130%
Riboflavin (as riboflavin U.S.P.)	1.7 mg	130%
Niacin (as niacinamide)	20 mg	130%
Vitamin B6 (as pyridoxine hydrochloride)	2.5 mg	150%
Folate	400 mcg DFE (240 mcg folic acid)	100%
Vitamin B12 (as methylcobalamin)	7.5 mcg	330%
Biotin (as d-Biotin)	300 mcg	1000%
Pantothenic Acid (as calcium d-pantothenate)	10 mg	200%
Selenium (as selenium amino acid chelate)	70 mcg	130%
Potassium	95 mg	2%
<b>Proprietary LIMU Seaweed Blend™</b>	25 g	†
Certified organic, pure reconstituted limu extract of the whole <i>Fucus vesiculosus</i> and <i>Undaria pinnatifida</i> seaweeds.		
<b>Proprietary Weight Loss Blend</b>	590 mg	†
L-Theanine, Green Tea Extract, Natural Caffeine, Conjugated Linoleic Acid, Resveratrol		

Other Ingredients: ultra-purified reverse osmosis carbonated water, hydrolyzed collagen, cane sugar, natural flavors, citric acid, malic acid, potassium sorbate (flavor protection), sodium citrate dihydrate, stevia and xanthan gum.



## CAN YOUR CRAVINGS®

Perfectly formulated to act as a healthy, weight-conscious alternative to snacking, it's the hottest way to burn down pounds!

## SPARK YOUR FITNESS SUCCESS

Fight "snack attacks" with a liquid sneak attack and fuel your body with hunger-fighting natural ingredients, plus refreshing energy to ignite your body's fat-burning potential.

## FLEX ON 'EM

BURN won the People's Choice for Best New Consumer Product in the 2016 American Business Awards®, better known as The Stevie® Awards.



PubMed

Certified Organic Seaweed Blend | Certified Non-GMO Seaweed Blend | Voted Best New Consumer Product | Scientifically Studied Supernutrient



## BACKED BY SCIENCE

Each can is power-packed with our proven Fucoidan seaweed supernutrient, which has been the subject of over 1,900 independent, third-party, unsolicited scientific research studies available for public review in the *U.S. National Library of Medicine* at the *National Institutes of Health*, better known as PubMed.

## GET FIRED UP

As our proprietary Weight Loss Blend helps to blast fat and speed up your metabolic rate, BURN nourishes your body with 20g of premium protein from hydrolyzed collagen, 13 essential vitamins, 120mg of natural caffeine and 25g of our exclusive, Fucoidan-infused, certified organic, non-GMO LIMU Seaweed Blend™ to promote sustained energy and help suppress hunger cravings.

## TRIPLE THREAT

BURN is basically three products in one: it's part protein supplement, part energy drink, part nutritional beverage. *Plus*, the advanced collagen-based formulation provides the added benefits of supporting the body with radiant skin, strong nails and healthy skin. Now, *that's* a win-win-win!



Fucoidan-Rich



Clean Ingredients



Natural Caffeine



Performance-Driven



Quality Nutrition



Gluten-Free

**SUCCESS COMES IN CANS, NOT CANNOTS.**



## FREQUENTLY ASKED QUESTIONS

### WHY SHOULD I USE BURN?

BURN is a healthy, weight-conscious alternative to snacking in between meals. Each 12 fl. oz. can is specially formulated to satisfy the mid-morning and afternoon “snack attacks” that are known to derail healthy eating habits and impede weight loss. When hunger and diet fatigue strike, fight back and pop open a can of BURN.

### WHAT DOES BURN TASTE LIKE?

With a pleasant fizz and tropical flavor, plus no artificial sweeteners, BURN is a refreshing and satisfying beverage packed with dietary essentials and protein from hydrolyzed collagen.

### DOES BURN CONTAIN LIMU ORIGINAL® 5X?

BURN contains 25g of our proprietary, certified organic LIMU Seaweed Blend™, which is equivalent to the amount found in 1 oz. of LIMU ORIGINAL 5X.

### IS BURN AN ENERGY DRINK?

No, BURN is not an energy drink like BLU FROG® and BLU FROG 2®. However, BURN does contain 120mg of natural caffeine and plenty of energizing B vitamins in order to help curb cravings, increase focus and provide necessary nutrients. Athletes love it as a pre-workout drink!

### WHERE DOES THE CAFFEINE IN BURN COME FROM?

The caffeine in BURN is naturally derived from the coffee bean. At 120mg, the amount in each can is about the equivalent of an 8 oz. cup of coffee.

### CAN I DRINK BURN EVERY DAY?

Absolutely! BURN is a great snack replacement and can be consumed daily.

### SHOULD I DRINK BURN IF I HAVE A HEALTH CONDITION OR AM TAKING MEDICATION?

If you have a medical condition, it is best to consult with your doctor before starting any regimen that involves a dietary supplement.

### CAN I DRINK BURN FOR USES OTHER THAN WEIGHT LOSS?

Yes! BURN may be used for a pre-workout boost, workout recovery and as a convenient way to add more protein to your diet.

### HOW DOES BURN BOOST MY METABOLISM?

In addition to the metabolic boosters and antioxidants present in our proprietary Weight-Loss Blend — a mixture of L-Theanine, green tea extract, natural caffeine, conjugated linoleic acid and resveratrol — BURN contains selenium, niacin and vitamin B6 to help promote fat burning.

### WHAT IS THE STUFF I SEE FLOATING IN BURN?

It's what makes BURN ... BURN! Each can of BURN contains our proprietary LIMU Seaweed Blend, as well as a number of vitamins and nutrients, which can all cause a small amount of sediment to settle in the can. We recommend shaking the product lightly before you consume.



## FREQUENTLY ASKED QUESTIONS

### WHAT SWEETENERS ARE USED IN BURN? WHY DID YOU CHOOSE THEM?

BURN is sweetened naturally with pure cane sugar and Stevia. You won't see any artificial sweeteners like sucralose listed on the label.

### HOW MANY CANS PER DAY CAN/SHOULD I DRINK?

BURN is designed to be a snack replacement and should be used as such. Instead of reaching for an unhealthy snack a couple of times a day, reach for a BURN and can those cravings!

### CAN I DRINK BURN WITH OTHER LIMU OR ARIIX PRODUCTS?

You sure "can"! BURN fits seamlessly into your LIMU LEAN® or Giving Greens® regimen and can be consumed in conjunction with all other LIMU and ARIIX products.

### WHERE DOES THE PROTEIN IN BURN COME FROM?

All 20g of the protein in BURN comes from premium hydrolyzed collagen.

### WHAT ARE THE BENEFITS OF DRINKING COLLAGEN?

Collagen is a powerful building block for the health of your hair, skin, nails, connective tissues and joints, and has also been known to benefit your digestive health. Although the human body produces its own supply of collagen, as we age, we produce less and less. Due to its rejuvenating power, numerous beauty and skincare brands have started promoting collagen in their products. Drinking a BURN is a great way to get your daily dose of this beneficial protein.