

ZEAL SCIENCE UPDATE

CLINICAL TRIAL VALIDATIONS

Clinical studies back up there is definitely a Zeal difference



Bernie Landes
Scientific Advisory Board
Executive Director

Recent results from a landmark clinical study conducted by independent third-party research firm KGK Synergize, confirmed

that the positive benefits of drinking Zeal every day include, but are not limited to improved overall mood, greater vigor and vitality, less anxiety and fatigue, and less anger and hostility.

The objective of this study was to confirm the positive effects of Zeal for healthy, moderately stressed adults using the accepted clinical tool for measuring overall mood state, and the multiple sub-elements that affect it. Using a randomized, double blind, placebo controlled model, this "gold standard" study was conducted using the POMS (Profile of Mood State) questionnaire on people who had no health issues and who were not trying to improve mood, reduce stress or enhance their current health through an organized nutrition, exercise or stress reduction program. The individuals in the study were average people leading average lives.

"Zurvita took this bold and unprecedented step of studying people who had absolutely nothing wrong with them to confirm that Zeal could make them feel significantly better in a scientifically measurable way in only four weeks, and they succeeded," explains Zurvita Scientific Advisory Board Executive Director, Bernie Landes. Landes is globally sought after for his expertise in nutritional product development, clinical research and regulatory affairs.

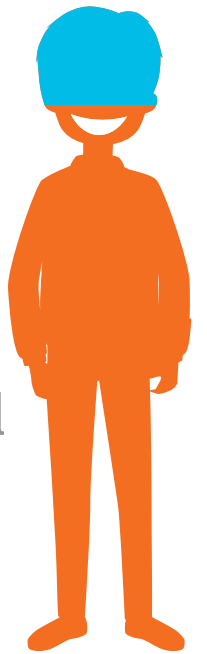
"The Zurvita "Blue Ribbon" Scientific Advisory Board was empanelled to challenge the science underlying Zurvita products, and prove that the science and products based on that science have genuine merit," according to Landes. "After just 28 days of drinking Zeal twice a day, 85% of the study participants reported feeling better."

Other highlights included experiencing the following: increased calm with greater feelings of vitality, coupled with decreased tension, diminished irritability, anger and hostility.

Like the clinical trial participants, you and so many other people now have these powerful results to share, which support the numerous healthy benefits of this nutritional all-in-one powerhouse drink.

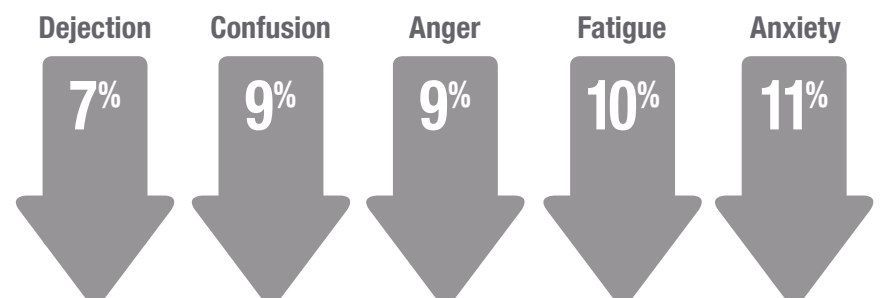
85%

of healthy people experienced a variety of **positive results...**



including a **23% increase** in vigor and activity!

The NUMBERS prove 2 Zeals a day make a REAL DIFFERENCE!



Bernie is an elected member of the American College of Nutrition, a member of the Editorial Advisory Board of the Nutrition Business Journal and the President's Circle of Advisors of the American Botanical Council. He is the Founder and President of Nutritional Products Consulting Group and a 40 year veteran of the global nutritional products industry.

Zeal's proprietary products contain a wide range of nutritional elements including:

Complex Carbohydrates

The complex carbohydrates in rice bran have a low glycemic index and may support steady blood sugar levels that are already at a normal range while providing a source of slow releasing energy.

Insoluble and Soluble Fiber

Insoluble fiber helps support a healthy digestive system. Soluble fiber can support already healthy cholesterol levels.

Essential Fatty Acids (Omega 3 & 6)

Help maintain normal nerve-cell function in the brain, help maintain already healthy cholesterol levels and overall cardiovascular health.

Beta-Sitosterol

A specific phytosterol that may provide specific support for the maintenance of a healthy prostate.

Alpha-Lipoic Acid

Is an antioxidant and may also promote healthy vitamin E and C levels, while supporting previously noted healthy blood sugar levels.

Carotenoids

A plant form of Vitamin A that can support your immune system and play an important role in vision.

Tocopherols (T)

(alpha, beta, gamma, & delta) are forms of vitamin E that act as key antioxidants and play numerous roles in staying healthy.

Tocotrienols (T3)

Similar to vitamin E, they are known for antioxidant properties and are an essential nutrient for the body.

Phytosterols

May also support already healthy cholesterol levels.



From A-to-Zeal:

55 INGREDIENTS* WHEN COMBINED CONTRIBUTE TO
A FOUNDATION TOWARDS A HIGHER WAY OF LIFE

26 BOTANICALS



1 Stabilized Rice Bran

Is a unique natural food concentrate that contains essential vitamins and minerals, essential amino acids, Omega-3, 6, and 9 fatty acids, and both soluble and insoluble fiber, along with soluble dietary fiber, protein and a variety of beneficial antioxidants. It also contains plant compounds that may help support healthy cholesterol levels already at a normal range, support immune system function, and support the body's defenses against free radicals.



2 Acai Berry Powder

Is thought to support cells from the effects of free radicals due to a wide variety of antioxidants.



3 Alfalfa Leaf Powder

Contains essential vitamins including the entire spectrum of B-vitamins, along with Vitamin A, D, E and K. Alfalfa leaf is a source of iron, niacin, biotin, folic acid, calcium, magnesium, phosphorous, potassium and chlorophyll.



4 Aloe Vera Powder

Is used as a dietary supplement to support a healthy gastrointestinal tract and has a wide array of phytochemicals, such as mannans, polysaccharides, lectins, and anthraquinones that are considered to be beneficial.



5 Ashwagandha Powder

Is widely used to facilitate overall health and promote longevity. Some studies have also indicated a positive antioxidant and anti-stress effect.



6 Bacopa Extract

It has beneficial antioxidant properties and may provide support for brain and nervous system function.



7 Broccoli Powder

Is a cruciferous vegetable that supports bone health, healthy aging and improved digestion. Helps maintain health cholesterol levels already at normal range.



8 Chlorella Powder

Assists the body by supporting it against free radicals.



9 Cranberry Powder

Is known for supporting a healthy urinary tract and digestive system.



10 Fennel Seed Powder

A culinary herb that may also provide nutritional support for proper digestive function.



11 Goji Berry Extract

May support the health of eyes, skin and the cardiovascular system. It may help maintain previously noted normal blood pressure and blood sugar levels.



12 Gotu Kola Powder

Promotes healthy memory, cognitive function, and overall mental well-being. It may assist in maintaining immune system functions and support production of collagen and cartilage.



13 Grape Seed Extract

Contains phytochemicals that may help support healthy circulation.



14 Green Tea Extract

Has powerful antioxidants and flavonols. It has also been shown to encourage healthy energy levels.



15 Guarana Seed Extract

(Zeal is also available in Guarana Free.) Guarana seed powder helps increase energy, regulate a healthy metabolism, and suppress the appetite.



16 Kudzu Root Powder

Supports normal healthy blood circulation and has been used in China for its healthy benefits since at least 200 B.C.



17 Lychee Powder

(Found in Zeal vegan blends) Has many benefits due to the wealth of nutrients and organic compounds present in its fruit.

Due to Zeal's proprietary blend, each amount of specific ingredient varies. The benefits received by consuming Zeal are due to a symphony of carefully combined elements that make up a nutritional powerhouse.



18 Maca Powder

(Found in Zeal vegan blends) Is an adaptogen which may improve stamina, endurance, energy, and support a healthy mood.



19 Milk Thistle Powder

Milk thistle extract is studied in relation to healthy liver support and for providing other important antioxidant benefits.



20 Moringa Oleifera Powder

Is a strong antioxidant which maintains an already established healthy digestive system and joint function.



21 Noni Juice Powder

Contains many essential nutrients and phytochemicals including potassium. It may help support cellular activity in the body and the immune system.



22 Red Ginseng Powder

Has effects that range from enhancing the mind to stimulating the libido.



23 Turmeric Extract

Contains curcumin, a potent antioxidant which assists in maintaining immune function.



24 Stevia Leaf

Is widely used as a natural sweetener and according to clinical studies, is known to have minimal effects on blood glucose.



25 Wild Blueberry Powder

Is rich in phytonutrients and antioxidants such as anthocyanin, which are believed to support a healthy immune system and overall eye health.



26 Yerba Mate

Is believed to promote healthy immunity, stimulate focus and clarity and increase physical energy.

From A-to-Zeal:

55 INGREDIENTS* WHEN COMBINED CONTRIBUTE TO
A FOUNDATION TOWARDS A HIGHER WAY OF LIFE

12 VITAMINS

27 Retinol Palmitate

Preformed Vitamin A. It supports bone development and plays a role in vision health and immunity.

28 Thiamin (Vitamin B1)

Is a vitamin required by our bodies to properly use carbohydrates.

29 Riboflavin (Vitamin B2)

Supports healthy eyes, hair, skin, nails and is involved in the process of glutathione, one of the body's primary free-radical scavengers.

30 Niacinamide (Vitamin B3)

May support blood sugar regulation.

31 Pantothenic Acid (Vitamin B5)

An "anti-stress vitamin," it plays a role in adrenal function and cellular metabolism.

32 Pyridoxine HCl (Vitamin B6)

May sustain the proper utilization of sugars, fats, and proteins in the body and is used to support the typical development of the brain, nerves, skin and many other parts of the body.

33 Biotin (Vitamin B7)

Is considered beneficial because of its role in the metabolism of amino acids, fats and carbohydrates. It may promote healthy hair, skin and nails.

34 Folic Acid (Vitamin B9)

Is needed for the proper development of the human body and is involved in the DNA process.

35 Methylcobalamin (Vitamin B12)

Is known for the proper function and development of the brain, nerves, blood cells and many other parts of the body. It also serves a healthy nervous system and proper immune function.

36 Ascorbic Acid (Vitamin C)

Is the body's primary water soluble antioxidant and is known to support collagen formation and immune function.

37 Vitamin D

Is a nutrient primarily associated with healthy bones and supporting calcium and phosphorous in the body. It may help maintain a healthy immune system. Cholecalciferol, Vitamin D3, is linked to the immune and neuromuscular systems, and the modulation of mood and circadian rhythms.

38 Vitamin E (D-Alpha Tocopherol)

Is an important antioxidant that offers support from environmental free radicals.

ESSENTIAL MINERALS

39 Iron

Is a component of hemoglobin and red blood cell protein that transfers oxygen from the lungs to the tissues. Iron supports the metabolism and is connected to growth and development.

40 Magnesium

Is used for the growth and maintenance of bones and for the proper function of nerves, muscles, and many other parts of the body.

41 Manganese

Is considered a mineral involved in many of the body's chemical processes including cholesterol, carbohydrate, and protein formation.

42 Phosphorus

Is a mineral that works with calcium to form bones and teeth and plays an important role in cell growth, and energy production. It is involved in cell structure and energy transport and storage.

43 Potassium Citrate

Is a well absorbed combination of potassium and citric acid. Potassium is an electrolyte mineral that supports your heart, muscles, kidneys, nerves and digestive system.

44 Sodium

Is a vital component of nerve and muscle function. It also sustains calcium and other minerals as well as addresses adrenal function.

45 Zinc

Supports immune function, cell membrane structure, prostate gland function, skin health, carbohydrate and protein structure.

5+ AMINO ACIDS

46 L-Arginine

Is an amino acid involved in a number of different functions in the body, including support for healthy kidney function, normal immune and hormone function.

47 Glycine

Is an amino acid which is a building block for protein. It is also involved in supporting brain function.

48 L-Lysine

Is an essential amino acid which is a building block of protein. It plays a major role in calcium absorption, and muscle support.

49 Tyrosine

(Found in Zeal classic blends) Is an amino acid, which is a building block of protein. It is believed to improve mental clarity, energy and focus. Tyrosine is not vegan.

50 Ornithine

Is an amino acid believed to support vigor.

AND MORE

51 Beta Glucan

Is a soluble fiber which may help maintain previously noted healthy blood and glucose levels within normal range.

52 Citric Acid

Is an acid used as part of flavor systems and as a natural preservative. It plays a role in metabolism support.

53 Crystalline Fructose

Is a simple sugar found in honey and fruit and part of more complex sugars such as sucrose. Fructose may have less impact on blood sugar levels than other sugars.

54 Fructooligosaccharide

Is a prebiotic that supports overall gastrointestinal tract health.

55 Ionic & Fulvic Minerals

Assist cellular intake of nutrients and helps maintain osmotic balance in the cells, supporting a feeling of health and vitality.

"Zeal may help people feel
less anxious and more positive,
with more energy and vigor.
That's exactly what you want
to see in a nutritional product."

-Scott VanLue, M.D.

STABILIZED RICE BRAN A multitude of nutrients

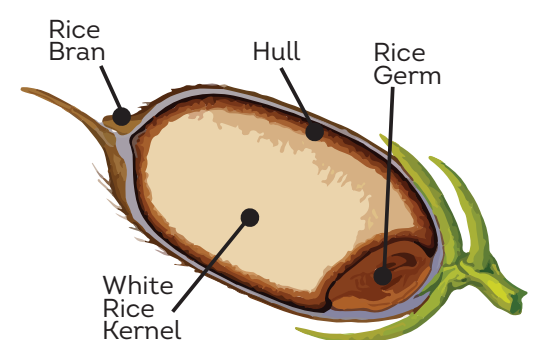


Scott VanLue, M.D.

Medical Advisory
Board Member
Scientific Advisory
Board Member

According to the American Medical Association, everybody should consider adding nutritional supplements to their diet. As our lives grow busier and more demanding, the typical American diet has become increasingly deficient in key nutrients and richer in empty calories. While the diminishing nutritional

value of our foods has a lot to do with what we are choosing to eat, it may also be related to the depletion of nutrients in our soil after years of commercial farming methods. Simply eating good foods and a balanced diet is increasingly considered inadequate to maintain optimal nutrition. The nutrient density and diversity of rice bran has long been known to the scientific and medical communities. An enzyme called lipase combines with the oil in the rice bran, turning the oil rancid. But Scientists have now perfected a new, non-chemical stabilization process that has allowed for longer storage of the nutrient-dense rice bran and rice germ, while preserving their extraordinary nutritional benefits. Stabilized rice bran, is one of the most



nutrient dense and diverse food ingredients available to us today. The stabilized rice bran in Zeal is in a unique, water-soluble form, allowing its use in Zeal Wellness where it contributes a multitude of antioxidants, vitamins, minerals and other nutritional elements that can both nourish and support the cells of our bodies.

Dr. VanLue is a family practice physician with a focus on exercise, nutrition, wellness applications and functional medicine. Scott graduated with honors with a bachelor's degree in Biomedical Chemistry from Oral Roberts University in Tulsa, Oklahoma. He earned his Doctor of Medicine degree from Oral Roberts University School of Medicine and served his residency at the University of South Florida Hospital in Orlando, Florida. Scott holds a Florida state medical license, a license from the American Academy of Family Practice and a certificate of added qualifications in sports medicine.

Zeal's stabilized rice bran contains trace minerals including calcium, chloride, chromium, copper, iodine, iron, magnesium, manganese, phosphorous, potassium, selenium, sodium and zinc. It also contains the essential amino acids phenylalanine, lysine, isoleucine, methionine, threonine, leucine, tryptophane, valine, histadine; and the nonessential amino acids, glycine, glutamic acid, praline, alanine, serine, cystine, tyrosine, arginine, and aspartic acid.

FOCUS. ENERGY. HEALTH.

Whole Foods & Phytonutrients

Phytochemicals are substances that plants produce to help them thrive and protect themselves from their environment. Many of these compounds are also beneficial in the human diet, where they are referred to as phytonutrients and can make an important contribution to optimized health. By using whole food concentrates from around the world, the diversity of phytonutrients found in Zeal is as unique as the environments from which they originate. Whole foods deliver a plethora of nutrients including phytonutrients, enzymes, vitamins, minerals, antioxidants and healthy fatty acids – things we need and cannot get from diet alone. Zurvita products contain whole food concentrates so that the beneficial effects and the molecular structure of these phytonutrients remain intact. The vitamins in these supplements are highly complex and work together synergistically; this helps them to do their job in your body.*

Trace Minerals and the Benefits of Adaptogens

Trace minerals, while only making up a small portion of our body mass, can make an important contribution to optimal health. It is estimated the majority of American diets may be lacking in these trace minerals. Trace mineral deficiencies have been studied in relation to numerous functions within the cells of our bodies.* Adaptogens, which have been studied by scientists around the world, are plants or herbs that typically grow in extremely harsh climates. These ingredients can also be beneficial for our bodies when they become nutrients with energizing, healthy-aging properties. Individual compounds found in adaptogens can number in the hundreds and include such phytonutrients as antioxidants, vitamins, trace minerals and other substances. Zeal contains multiple adaptogens.*



“Zeal is a powerhouse! It’s like taking a symphony of natural products in just one delicious drink. I’ve been in this industry for 25 years, and I’ve never seen a product as fundamentally nutritious as Zeal.”

Mark McKnight

Medical Advisory Board Member

Mark has been in the natural products industry since 1993. He attended Brigham Young University where he completed a major in Economics. After college, he immediately began his career in natural product sales and product development. In 1998, Mark won a People’s Choice Award for “Best Tasting Health Drink” from a group of more than 10,000 health food store owners. Mark has developed hundreds of natural products, sold in more than 30 different countries. He is a current member of the International Aloe Science Council (IASC), the Natural Products Association (NPA) and the Institute for Food Technologists (IFT).

What are FREE RADICALS?

They are atoms or atomic groups with an odd number of electrons. Free radicals can come from everyday pollution such as dust, smog, cigarette smoke, and even from our sun.



SAVE MONEY AS A PREFERRED CUSTOMER

Become a Zeal Preferred Customer to receive a discount of up to **15%** on your Zeal orders while prioritizing your orders for automatic shipping, ensuring you never run out of Zeal. No obligation—you can cancel anytime.



30-Day Satisfaction Guarantee

All first time orders of Zeal come with a 30-day money-back guarantee. If you are not satisfied with your experience, simply contact the Zurvita Consultant that you purchased

your product from and return any unused portion of the canister to them within 30 days of the initial purchase date. The Consultant will then refund the purchase price of your

product, less any shipping or handling costs. Remember to cancel your autoship within the initial 30 days by email at Billing@Zurvita.com, or via telephone at 713-464-5002.

Increase benefits as a Preferred Customer

For optimal benefits, make a commitment to stay on Zeal for at least three months. The easiest way to do this is with the Preferred Customer loyalty program. Choosing autoship on your first order will save you money immediately and 15% every month thereafter.

AN IMPORTANT NOTE TO OUR READERS:

The Information contained within this issue of the Zeal Science Update is not intended to replace advice from your physician or healthcare professional. It is recommended to consult with a qualified healthcare professional before starting any diet or supplementation program. *This edition is to be used exclusively in the U.S.A. For more information visit Zurvita.com. © 2018 Zurvita, Inc. All Rights Reserved.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.