

Appeal®

NUTRITIONAL DRINK MIX



Positioning Statement

Each serving of Appeal® provides essential carbohydrates and proteins and is an excellent source of vitamins and minerals that will add energy to your daily activities.

Concept

No matter where you are, Appeal® is the perfect drink for convenient nutrition. Appeal® provides your body with carbohydrates, proteins, chelated minerals, vitamins, and fiber for energy. Each serving is an excellent source of nutrients your body needs, providing essential carbohydrates and proteins, adding energy to your daily activities. Appeal® makes an excellent snack or meal supplement and has only 220 calories and 2.5 grams of fat.

Primary Benefits

- Contains a significant amount of dietary fiber, important to normal digestive and cardiovascular health
- Exceptional blend of amino acids for total nutrition
- A delicious nutritional drink as a between meal snack or meal supplement

What Makes This Product Unique?

- Low-fat
- Delicious chocolate and vanilla flavors
- Conveniently packaged daily dose
- Rich in protein (15 g/serving)
- Excellent source of 19 vitamins and minerals
- Patented chelated minerals for enhanced absorption

Who Should Use This Product?

Appeal® is safe for anyone desiring a refreshing shake as an in-between meal snack or as a supplement to a normal meal.

Did You Know?

- Adults need 1 g of dietary protein for every 1 kg of body weight
- Kwashiorkor is caused by inadequate protein nutrition. The incidence of kwashiorkor in the U.S. is extremely low and only rare, isolated cases are seen
- In general, meat sources contain all amino acids (complete protein), whereas plant sources do not (incomplete protein)

Frequently Asked Questions

Should Appeal® be taken as a meal replacement?

Dietary intake is the most important source of energy and nutrition. Appeal® should be used to supplement a meal, or as a snack between meals.

Does Appeal® contain milk or is it lactose free?

The most complete proteins come from animal sources such as milk and eggs. Because of this, it is not lactose free.

Can Appeal® be heated for a hot drink?

Appeal® can be heated to have as a warm drink. High temperatures, such as boiling Appeal® for prolonged periods, may affect nutrient potency.

How much caffeine is in Chocolate Appeal®?

Each serving of Chocolate Appeal® contains approximately 8 mg of caffeine. To put this in perspective, a brewed cup of coffee contains about 60 to 120 mg of caffeine.

Why does this product contain sugar?

Different types of sugars are used in the manufacturing of a few Pharmanex® products for the sweetness, texture, and overall flavor they add to the product. Pharmanex chooses the best type of sugar for the specific formulation, at levels that would not create a health concern.

Appeal®

These sugars (such as fructose and sucrose) are used at low levels to minimize the strong flavor of the vitamins and minerals used in the products. Unfortunately, these high-quality micronutrients don't always taste good. Without sugars our shakes would not be palatable. Furthermore, the levels of sugar contained in Appeal® is minimal compared to the levels we receive in most consumed foods.

Key Scientific Studies

1. Feskanich D, Willett WC, Stampfer MJ, Colditz GA. Protein consumption and bone fractures in women. *Am J Epidemiol*, 1996; 143:472-9.
2. Hu FB, Stampfer MJ, Manson JE, et al. Dietary protein and risk of ischemic heart disease in women. *Am J Clin Nutr*, 1999; 70:221-7.
3. Messina M, Gardner C, Barnes S. Gaining insight into the health effects of soy but a long way still to go: commentary on the fourth International Symposium on the role of soy in preventing and treating chronic disease. *J Nutr*, 2002; 132:547S-551S.

Nutrition Facts

Serving Size Two Scoops (55g)
Servings Per Box 30

| Amount Per Serving | |
|--------------------|----------------------|
| Calories 200 | Calories from Fat 20 |
| % Daily Value* | |

| | |
|------------------------|-----|
| Total Fat 2g | 3% |
| Saturated Fat 0.5g | 3% |
| Cholesterol 5mg | 2% |
| Sodium 250mg | 11% |
| Potassium 520mg | 15% |
| Total Carbohydrate 33g | 11% |
| Dietary Fiber 1g | 6% |

| | |
|-------------|--|
| Sugars 25g | |
| Protein 15g | |

| | | |
|---------------|---|---------------|
| Vitamin A 30% | • | Vitamin C 45% |
| Calcium 35% | • | Iron 15% |

| | | |
|----------------|---|-----------------------------|
| Vitamin D 50 | • | Vitamin E 30% |
| Thiamin 30% | • | Riboflavin 45% |
| Niacin 25% | • | Vitamin B ₆ 30% |
| Folate 30% | • | Vitamin B ₁₂ 45% |
| Biotin 25 | • | Pantothenic Acid 30% |
| Phosphorus 30% | • | Iodine 35% |
| Magnesium 10% | • | Zinc 35% |
| Selenium 30% | • | Copper 15% |
| Manganese 25% | • | Chromium 15 |
| Molybdenum 70 | • | |

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

| | | Calories: 2,000 | 2,500 |
|--------------------|-----------|-----------------|---------|
| Total Fat | Less than | 65g | 80g |
| Sat. Fat | Less than | 20g | 25g |
| Cholesterol | Less than | 300mg | 300mg |
| Sodium | Less than | 2,400mg | 2,400mg |
| Potassium | | 3,500mg | 3,500mg |
| Total Carbohydrate | | 300g | 375g |
| Dietary Fiber | | 25g | 30g |

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Vanilla Ingredients: Nonfat Milk, Crystalline Fructose, Milk Protein Isolate, Maltodextrin, Custard Flavor Canola Oil, Corn Syrup Solids, Soy Fiber, Soy Lecithin, Oat Fiber, Magnesium Chelate, Gelatin, Sodium Chloride, Calcium Chelate, Sodium Caseinate, Potassium Citrate, Gum Arabic, Microcrystalline Cellulose, Rice Syrup Solids, Potassium Chloride, Malted Barley, Molasses, Mono and Diglycerides, Dipotassium Phosphate, Xanthan Gum, Locust Bean Gum, Zinc Chelate, Ascorbic Acid (Vitamin C), Molybdenum Yeast, L-Carnitine, Citrus Pectin, Selenium Yeast, Rose Hips, dl-alpha Tocopheryl Acetate (Vitamin E), Dicalcium Phosphate, d-Alpha Tocopheryl Acetate (Natural Vitamin E), Copper Chelate, Beta Carotene, Bee Pollen, Ferric Orthophosphate, Vitamin A Palmitate (Vitamin A), Niacinamide (Niacin),

Zinc Oxide, Electrolytic Iron, Manganese Chelate, Copper Gluconate, D-Calcium Pantothenate (Pantothenic acid), Iron Chelate, Cholecalciferol (Vitamin D₃), Chromium Niacin Chelate, Pyridoxine Hydrochloride (Vitamin B₆), Riboflavin (Vitamin B₂), Thiamine Mononitrate (Vitamin B₁), Potassium Iodide, Cyanocobalamin (Vitamin B₁₂), Papain, Magnesium Aspartate, L-Valine, L-Leucine, L-Isoleucine, Lemon Bioflavonoid, L-Cysteine, DL-Methionine, Citrus Bioflavonoids, Bromelain, Folic Acid, Biotin, Calcium Lactate.

Nutrition Facts

Serving Size Two Scoops (55g)
Servings Per Box 30

| Amount Per Serving | |
|--------------------|----------------------|
| Calories 220 | Calories from Fat 25 |
| % Daily Value* | |

| | |
|------------------------|-----|
| Total Fat 2.5g | 4% |
| Saturated Fat 0.5g | 3% |
| Cholesterol 5mg | 2% |
| Sodium 260mg | 11% |
| Potassium 620mg | 18% |
| Total Carbohydrate 33g | 11% |
| Dietary Fiber 2g | 8% |

| | |
|-------------|--|
| Sugars 25g | |
| Protein 16g | |

| | | |
|---------------|---|---------------|
| Vitamin A 20% | • | Vitamin C 20% |
| Calcium 35% | • | Iron 15% |

| | | |
|----------------|---|-----------------------------|
| Vitamin D 50 | • | Vitamin E 30% |
| Thiamin 30% | • | Riboflavin 45% |
| Niacin 25% | • | Vitamin B ₆ 30% |
| Folate 30% | • | Vitamin B ₁₂ 45% |
| Biotin 25 | • | Pantothenic Acid 35% |
| Phosphorus 30% | • | Iodine 35% |
| Magnesium 15% | • | Zinc 35% |
| Selenium 30% | • | Copper 15% |
| Manganese 30% | • | Chromium 15 |
| Molybdenum 70 | • | |

* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

| | | Calories: 2,000 | 2,500 |
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| Total Fat | Less than | 65g | 80g |
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| Cholesterol | Less than | 300mg | 300mg |
| Sodium | Less than | 2,400mg | 2,400mg |
| Potassium | | 3,500mg | 3,500mg |
| Total Carbohydrate | | 300g | 375g |
| Dietary Fiber | | 25g | 30g |

Calories per gram:
Fat 9 • Carbohydrate 4 • Protein 4

Swiss Truffle Ingredients: Nonfat Milk, Crystalline Fructose, Milk Protein, Maltodextrin, Canola Oil, Cocoa Powder, Soy Fiber, Custard Flavor, Soy Lecithin, Oat Fiber, Magnesium Chelate, Gelatin, Salt, Liquid Molasses, Calcium Chelate, Potassium Citrate, Barley Malt, Rice Syrup Solids, Potassium Chloride, Gum Arabic, Microcrystalline and Carboxymethyl Cellulose, Potassium Iodide, Zinc Chelate, L-Carnitine, Molybdenum Yeast Concentrate, Locust Bean Gum, Xanthan Gum, Citrus Pectin, Selenium Yeast Concentrate, Rose Hips, Ascorbic Acid, Copper Chelate, Beta Carotene, Bee Pollen, D-Alpha Tocopheryl Acetate, Ferric Orthophosphate, Peppermint Stick Flavor, Manganese Chelate, Iron Chelate, Chromium Chelate, Folic Acid, Citrus Bioflavonoid, Lemon Bioflavonoid, Bromelain, Papain, L-Isoleucine, L-Valine, L-Leucine, L-Cysteine, L-Methionine, L-Aspartate Magnesium, Vitamin A Palmitate, Niacinamide, D-Calcium Pantothenate, Dicalcium Phosphate, Calcium Lactate, Pyridoxine Hydrochloride, Riboflavin, Thiamine Mononitrate, Cyanocobalamin, Cholecalciferol, Biotin.

Directions for Use

Add two (2) scoops of Appeal® to eight (8) ounces (1 cup) of cold water and shake well. Serve immediately. Store in a cool, dry place.

