

g3™ Xôi Bar™

WHOLE FOOD ENERGY BAR WITH GẮC LIPOCAROTENES™



Positioning Statement

Xôi Bar™ is an SCS certified whole food energy bar designed to increase performance and provide powerful antioxidant protection. A combination of whole grains, nuts, and fruits provides carbohydrates, proteins, and fiber for long lasting energy and wholesome nutrition. The Xôi Bar™ also contains the potent gắc fruit, which has a long history of traditional use by Vietnamese to celebrate life and vitality during special events. The fruit contains nutrients called lipocarotenes™ which are extremely powerful and bioavailable forms of carotenoids. Enjoy a Xôi Bar™ and bring life and vitality into your day.

Concept

- Two major resources that people consistently lack are time and energy. Modern life fills our schedules with appointments and allows us little time for proper nutrition. Consequently, this nutritional deprivation leaves us with a tremendous lack of energy and an inability to fully accomplish daily tasks and activities. We also need sufficient levels of antioxidants to fight off the aging effects of free radicals that are often a result of our hectic lives.
- Proper nutrition for sustained energy is best obtained through a combination of whole foods that are high in low-glycemic carbohydrates. Whole grains, nuts, and fruits are excellent examples of foods that provide sustained energy. Fruits also provide powerful antioxidants that neutralize free radicals and counteract the effects of aging. Carotenoids, such as lycopene and beta-carotene, combined with lipids have been shown to be especially effective at reducing free radical damage.

Xôi Bar™

Pharmanex has created the ultimate whole food energy bar: Xôi Bar™. This bar contains whole grains like oats and rice, along with whole nuts such as almonds, soy nuts, pumpkin seeds, and cashews. This nut and grain combination contains an excellent ratio of carbohydrates and other macronutrients that provide long term energy and appropriate nutrition for daily activities.

The Xôi Bar™ also contains fruits such as dried apples and dates, along with puree from the gắc fruit. Gắc fruit has been shown to contain 70

times more lycopene than a tomato and 10 times more beta-carotene than a carrot (West CE, Poortvliet EJ 1993; Vien 1995). Only in the gắc fruit are these carotenoids uniquely found within a lipid matrix called lipocarotenes™. In this form, these extremely powerful antioxidants are much more bioavailable, making them more readily available for neutralizing free radicals. Due to the high levels of antioxidants, eating two (2) bars daily may increase skin carotenoid scores as much as 3,000 units in eight weeks.

Primary Benefits

- Provides sustained energy
- Provides antioxidants that help protect against free radical damage
- Promotes overall health

What Makes This Product Unique?

- Contains puree of the gắc fruit
- Contains the unique carotenoid lipid matrix known as lipocarotenes™

Who Should Use This Product?

- The Xôi Bar™ is recommended for anyone concerned with energy and proper nutrition. It's perfect for anyone on the go to help obtain adequate nutrition.

Did You Know?

- The gắc fruit contains 70 times more lycopene than a tomato and 10 times more beta-carotene than a carrot (West CE, Poortvliet EJ. 1993; Vien 1995).

Frequently Asked Questions

What are lipocarotenes™?

Gắc lipocarotenes™ are carotenoids that are combined within a lipid matrix and found only in the gắc fruit. The lipid matrix greatly enhances the bioavailability of the carotenoids and makes them much more potent and effective at neutralizing free radical damage.

Why are lipocarotenes™ important?

A lipocarotene™ is a matrix of carotenoids and fatty acids that enables efficient absorption and transport of these important nutrients. Gắc

g3™ Xôi Bar™

contains high levels of fatty acids, which create a lipocarotene™ structure to deliver highly-bioavailable carotenoids. Compared to beta-carotene found in dark-green vegetables, beta-carotene from the gấc fruit appears to be more easily absorbed.

What types of carotenoids are found in the gấc fruit?

Gấc fruit contains a variety of carotenoids, but lycopene and beta-carotene are the predominant carotenoids present. When comparing fresh fruits once per once, gấc contains 70 times more lycopene than tomatoes and 10 times more beta-carotene than carrots. Not only is gấc fruit richer in carotenoids than common fruits and vegetables, but because it delivers these important antioxidants in lipocarotene™ form, gấc carotenoid antioxidants are better absorbed than carotenoids from common fruits and vegetables.

Gấc fruit is also richer in oils than other common fruits and vegetables. In a clinical study, subjects given gấc fruit (3.5 mg/day beta-carotene) resulted in greater plasma levels of beta-carotene than that of another group given pure beta-carotene powder (5.0 mg/day) (Vuong 2002).

Are there studies supporting gấc lipocarotenes™?

Several studies support the claimed levels of carotenoids found in gấc and that lipocarotenes™ are more easily absorbed (Vuong 2002, Vuong 2003, Vuong 2000).

Key Scientific Studies

1. Aoki H, Kieu NT, Kuze N, Tomisaka K, Van Chuyen N. Carotenoid pigments in gấc fruit (*Momordica cochinchinensis* SPRENG). *Biosci. Biotechnol. Biochem* 2002;66:2479–82.
2. de Pee S, West CE, Permaesih D, Martuti S, Muhilal, Hautvast JGAF. Orange fruit is more effective than are dark-green, leafy vegetables in increasing serum concentrations of retinol and β -carotene in schoolchildren in Indonesia. *Am J Clin Nutr* 1998; 68:1058–67.
3. Do TL. *Nhung Cay Thuoc va Vi Thuoc Viet Nam [Medicinal plants and drugs of Vietnam]*. Hanoi: Nha Xuat Ban Khoa Hoc va Ky Thuat, 1991.
4. Guichard F, Bui DS. La matiere colorante du fruit du *Momordica Cochinchinensis* Spr. *Annales de l'ecole Superieure de Medecine et de Pharmacie de l'Indochine* 1941; V:141–42.
5. Smidt CR, Burke DS. Nutritional significance and measurement of carotenoids. *Current Topics in Nutraceutical Research*. Vo. 2, No. 2, pg. 79–91, 2004.
6. Vien Dinh Duong, ed. *Thanh Phan Dinh Duong Thuc An Viet Nam [Food products in Vietnam composition and nutritive value]*. Hanoi: Nha Xuat Ban Y Hoc, 1995.
7. Vo-Van-Chi. *Tu Dien Cay Thuoc Viet Nam [A dictionary of medicinal plants of Vietnam]*. Ho-Chi-Minh City, Vietnam: Nha Xuat Ban Y Hoc, 1997.
8. Vu Dinh Trac. *100 Cay Thuoc, Van Linh Ba Chung [100 medicinal plants, highly effective for many diseases]*. Hanoi: Y Hoc Viet-Nam Hoi Huu Xuat Ban, 1986:175.
9. Vuong LT, Dueker SR, Murphy SP. Plasma beta-carotene and retinol concentrations of children increase after a 30-d supplementation

with the fruit *Momordica cochinchinensis* (gac). *Am J Clin Nutr* 2002;75:872–9.

10. Vuong LT, King JC. A method of preserving and testing the acceptability of gấc fruit oil, a good source of beta-carotene and essential fatty acids. *Food Nutr Bull* 2003;24:224–30.
11. Vuong, L.T. Underutilized β -carotene-rich crops of Vietnam. *Food Nutr Bull*, 2000;21(2):173-181.
12. West CE, Poortvliet EJ. *The carotenoid content of foods with special reference to developing countries*. Washington DC: US Agency for International Development, 1993.

Nutrition Facts

Serving size: 1 bar (42.5g), Servings Per Box: 10

Amount per Serving	% Daily Value*	
Calories	170	
Calories from Fat	45	
Total Fat	5 g	8%
Sat. Fat	1.5 g	8%
Trans fat	0 g	
Cholesterol	0 mg	0%
Sodium	70 mg	3%
Potassium	130 mg	4%
Total Carbohydrate	27 g	9%
Fiber	2 g	8%
Sugars	14 g	
Protein	4 g	8%
Vitamin A	110%	
Vitamin C	0%	
Calcium	2%	
Iron	3%	

*Percent Daily Values (DV) are based on a 2,000 calorie diet.

Ingredients

Brown rice syrup, whole rolled oats, crisp rice (milled rice, sugar, salt, corn syrup, and malt syrup), honey, roasted soy nuts, raisins, fructose, raw almonds, coconut, oat flour, dried apples, raw pumpkin seeds, raw sunflower seeds, dried dates, gấc puree, canola oil, coconut oil, raw cashews, dried papaya, dried pineapple, guar gum, peanut flour, soy protein isolate, salt, and natural flavor. **Contains peanuts, soy, and nuts; manufactured in a facility that processes milk and eggs.**

Directions for Use

Consume two (2) bars daily for best results.

