

g3™

GAC SUPERFRUIT BLEND™



POSITIONING STATEMENT

g3™ is a nutrient-rich juice from the prized gac “Superfruit” of southern Asia, whose nutritional benefits have been scientifically demonstrated to protect cells. Among gac’s potent phytonutrients are a unique and highly-bioavailable form of carotenoids called “lipocarotenes™” that provide powerful antioxidants which support healthy immune function. The g3™ formula was developed with 3 additional super fruits - Chinese lycium, Siberian pineapple, and cili fruit - that synergistically provide exponential benefits. g3™ has a refreshing flavour that is deliciously sweet, slightly tart and can be enjoyed daily by everyone in the family.

CONCEPT

The earth’s fruits are a demonstration of nature’s beauty and creativity. Their varied shapes, colours, perfumes, and flavours attract and inspire. More importantly, they function as natural reservoirs of life-sustaining nutrients for insects, animals, and mankind. They are particularly rich in antioxidants, vitamins, minerals, and other potent and beneficial phytonutrients.

Many fruits offer specific and targeted health benefits and can be used as important components of integrated health maintenance programs. Unfortunately, many of the current fruit juice products on the market today are not founded on science. Instead they rely heavily on anecdotal “cure-all” claims that mislead and build false hopes in consumers. Fortunately, new scientific research focused on the traditional use of specific fruits and juices for wellness benefits is beginning to separate the anecdotal and exotic from the verifiable.

g3™ by Pharmanex®

Pharmanex has leveraged research and data from the Pharmanex® BioPhotonic Scanner technology to design and develop g3™. Consistent with the Pharmanex® 6S Quality Process of quality and efficacy, Pharmanex is pleased to offer a

unique fruit-juice blend provided by nature, time-tested through traditional use, and proven efficacious by modern science. g3™ is a blend of all-natural super fruit juices that provide cellular benefits while supporting healthy immune function in a highly bioavailable form.

g3™ is certified to increase your Skin Carotenoid Score (SCS) with the BioPhotonic Scanner. The unique combination of phytonutrients in g3™ is derived from carefully selected “super fruits” traditionally used throughout the world for their restorative properties and whose nutritional benefits have been validated through scientific study.

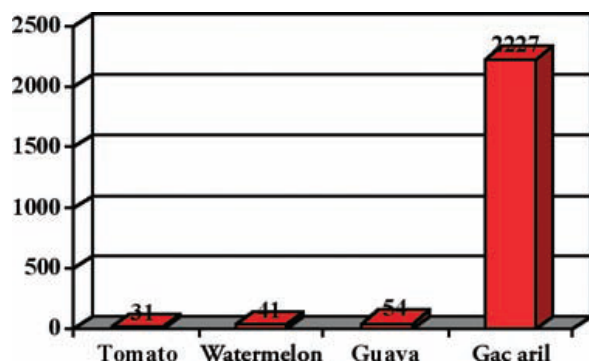
g3™ was developed with 3 additional super fruits - Chinese lycium fruit from southern China, Siberian pineapple fruit from Asia, and cili fruit from the mountains of China. The combination of these 3 super fruits along with gac lipocarotenes™ provide exponential benefits.

Gac fruit - “Fruit from Heaven”

Natives of Southern Asia have long prized the gac fruit for its ability to promote longevity and vitality. Savouring this “fruit from heaven,” indigenous people have long believed this ceremonial fruit promotes health and wellness. This reddish-orange melon size fruit has been historically used for internal and external health, such as promoting tissue growth, promoting and maintaining good vision, promoting growth of children and assisting pregnant and nursing mothers.

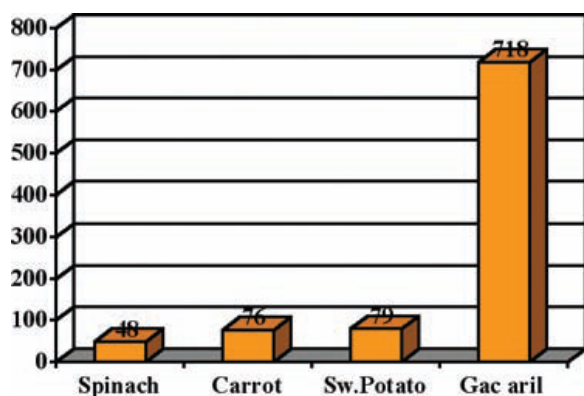
When applied topically, gac has been known to help sprains, cuts and wounds. Modern research shows it contains unusually concentrated amounts of a unique and highly bioavailable form of carotenoids called lipocarotenes™. Naturally occurring long-chain fatty acids in lipocarotenes™ attract and bind important antioxidants and nutrients to facilitate their absorption, making gac the ideal nutrient carrier. Science has also demonstrated that gac fruit is rich in other potent antioxidants such as lycopene and beta carotene. Gac contains 70 times more lycopene than tomatoes, and 10 times more beta carotene than carrots.

Lycopene content of gac



Source: Ishida et al., J Agric Food Chem 52:274, 2004

Beta carotene content of gac

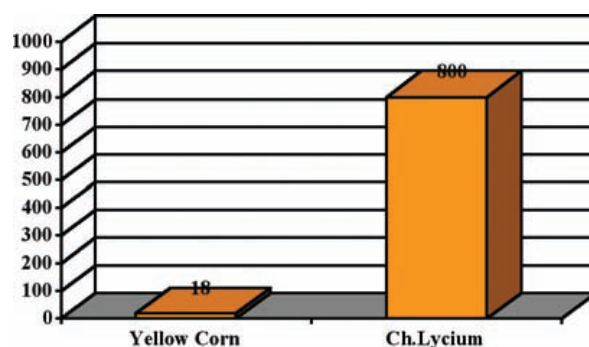


Source: Vuong, LT. Under-utilized beta-carotene rich crops in Vietnam

Chinese lycium (Wolfberry)

Chinese lycium is a small red berry from Southern China. It has been traditionally used to assist with vision, tension, dizziness, kidney and liver function. Today, scientists have discovered benefits from its high amounts of antioxidants, polysaccharides, vitamin A and vitamin C. Chinese lycium is amazingly rich in zeaxanthin, a carotenoid necessary for the maintenance of the macula region of the retina in the eyes. It has about 40 times more zeaxanthin than yellow corn.

Zeaxanthin content in Chinese lycium

*Siberian pineapple (Sea buckthorn) - "Wonder Plant"*

Siberian pineapple is a small orange or yellow berry native to Europe, Russia and China, also known as the "wonder plant". For over 2000 years, natives have traditionally used this fruit

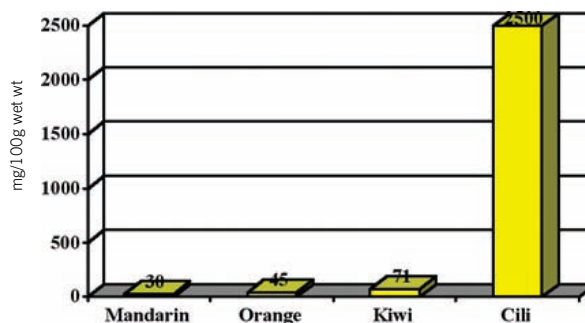
for immune and liver function. Russian cosmonauts ate the fruit and used the oil in a cream believing it would help protect them from solar radiation. Modern research shows that this small but potent fruit contains more than 190 active substances, including some of the richest natural source of carotenoids, flavonoids and vitamin C.

Cili fruit - "King of Vitamin C"

Cili is an orange-yellow wild fruit found only in certain high mountain ranges of Southwest China. Cili fruit is known as the "king of vitamin C", and contains 60 times more vitamin C than oranges. Scientific research shows that it also has high concentrations of bioflavonoids, carotenoids and roxburghic acids.

Recent studies show that cili fruit improves antioxidant capacity and immune function.

Vitamin C content of Cili



PRIMARY BENEFITS

- Provides highly bioavailable antioxidants to reduce free radical attacks
- Contains unique lipocarotenes™ which attract and bind important antioxidants and facilitate their absorption into the body
- Helps support cellular growth and maintenance
- Potent formula synergistically provides exponential benefits through maintenance of strong vascular and cellular systems
- Supports healthy immune function
- SCS Certified™ - improves Skin Carotenoid Score with the Pharmanex® BioPhotonic Scanner

WHAT MAKES THIS PRODUCT UNIQUE?

- First to market with gac superfruit juice
- 100% juice
- Unique red-orange colour signifies lipocarotene™ content not found in competitor products
- Great taste means all ages will enjoy and benefit each day from additional antioxidants in their diet
- Took 3 years and leveraged research and data from 2 million BioPhotonic Scans to design and develop g3™
- Proven by the Pharmanex BioPhotonic Scanner that g3™ will increase an individual's Skin Carotenoid Antioxidant Score
- Patent pending for g3™ as a unique means of delivering nutritional antioxidants.



WHO SHOULD USE THIS PRODUCT?

g3™ is the perfect compliment to a diet rich in fresh fruits and vegetables, exercising, and taking LifePak®. g3™ is recommended for adults and children who need to increase their servings of fruits and vegetables, are frequently exposed to free radical damage, and are interested in boosting their antioxidant intake.

DID YOU KNOW?

- The time-tested superfruits found in g3™ have many traditional uses by the indigenous people of Asia
- Gac pulp is used to make red rice for important celebrations, including weddings
- It took Pharmanex scientists 3 years to evaluate, determine and source those fruits which are classified as superfruits
- Pharmanex has used BioPhotonic Scanner technology and leveraged research and data from 2 million scans to design and develop g3™

FREQUENTLY ASKED QUESTIONS

Why are lipocarotenes™ important?

A lipocarotene™ is a matrix of carotenoids and fatty acids that enables efficient absorption and transport of these important nutrients. Gac contains high levels of fatty acids, which creates a lipocarotene™ structure to deliver highly bioavailable carotenoids. Compared to beta carotene found in dark-green vegetables, beta carotene from the Gac fruit appears to be more easily absorbed, presumably because of a more efficient release of the bound molecule from the matrixes of gac and the presence of long-chain fatty acids in the seed membrane and pulp.

What types of carotenoids are found in gac fruit?

Gac fruit contains a variety of carotenoids, but lycopene is the predominant carotenoid present. The concentration of lycopene is 40 to 70 times higher than that in known lycopene-rich fruits and vegetables. Gac fruit is also richer in oils than other common fruits and vegetables. In a clinical study, subjects given gac 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).

What does "SCS Certified™" mean?

The "SCS Certified™" logo included in the g3™ packaging stands for Skin Carotenoid Score Certified and means that Pharmanex is confident that an individual's Skin Carotenoid Antioxidant Score, as indicated by Pharmanex® BioPhotonic Scanner, will increase by taking g3™ at the recommended serving size.

Is this product safe?

g3™ is a safe, well-tolerated supplement. g3™ contains fruit juices naturally found in the food supply, which have been consumed by Asian cultures for hundreds of years.

KEY SCIENTIFIC STUDIES

1. Aoki H, Kieu NT, Kuze N, Tomisaka K, Van Chuyen N. Carotenoid pigments in Gac 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 concentration of retinol and β -carotene in schoolchildren in Indonesia. Am J Clin Nutr. 1998; 68:1058-67.
3. 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.
4. Vuong, LT. A fruit from heaven. Vietnam Journal. October 2001. <http://www.vietnamjournal.org/article.php?sid=5>
5. Carsten R. Smidt, Ph. D., FACN, Angela Mastaloudis, Ph. D. Pharmanex Research Institute, Provo, UT. Clinical Study: Effect of G3 and Other Juices on Antioxidant Network Status As Measured by Raman Spectroscopy October 2005. Biophotonic Raman spectroscopy method was used to show the effect of Pharmanex® brand G3 and other juices on overall antioxidant network status. A total of 34 subjects (n=34) entered into this clinical study. Results confirmed that G3 significantly increases skin carotenoid score (~40%) after eight weeks of regular consumption. Furthermore, G3 increased skin-carotenoid score ~375% as compared to Tahitian Noni® and Xango™ (mangosteen) juices.
6. D. S. Burke, C.R. Smidt and L.T. Vuong. MOMORDICA COCHINCHINENSIS, ROSA ROXBURGHII, WOLFBERRY, AND SEA BUCKTHORN - HIGHLY NUTRITIONAL FRUITS SUPPORTED BY TRADITION AND SCIENCE. Current Topics in Nutraceutical Research Vol. 3, No. 4, pp. 259-266, 2005.

DIRECTIONS FOR USE

Shake before using. Drink 30 ml with your morning and evening meals, or 60 ml once a day with a meal. For optimal results, take with LifePak®. Refrigerate after opening. Shake well to ensure proper mixing of lipocarotenes™. Store in a cool, dark place.

PACKAGING

750 ml per bottle, 2 bottles per pack.

Supplement Facts

Servings Per Container: 12.5

Serving Size: 60ml (2 fl. oz.)

Energy	167kJ (40 Cal)	278kJ
Protein	0g	0g
Fat, Total	0g	0g
saturated	0g	0g
Carbohydrate, Total	10g	16.6g
sugars	8g	13.3g
Sodium	10mg	16.6g
Vitamin C	60mg	99.6mg

Ingredients: Water, Proprietary Juice Blend (37%), (Gac, Siberian Pineapple, Pear Juice Concentrate, Grape Juice Concentrate, Apple Juice Concentrate, Acerola, Chinese Lycium, Cili), Natural Flavour, Citric Acid, Ascorbic Acid, Sodium Benzoate, Xanthan Gum, Pectin.

