



**GÁC SUPERFRUIT BLEND WITH LIPOCAROTENES™**



**Positioning Statement**

g3™ is a nutrient-rich juice from the prized gac “superfruit” of southern Asia. Among gac’s potent phytonutrients are a unique and highly-bioavailable form of carotenoids called “lipocarotenes™”. The G3™ formula was developed with 3 additional superfruits—Chinese lycium, Siberian pineapple, and cili fruit. g3™ has a refreshing flavor 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, colors, perfumes, and flavors attract and inspire. More importantly, they function as natural reservoirs of life-sustaining nutrients for insect, animal, 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 in 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 tested by modern science. g3™ is a blend of all-natural superfruit juices. g3™ contains gac juice which contains

carotenoids. These carotenoids increase your Skin Carotenoid Score (SCS) with the BioPhotonic Scanner. The unique combination of phytonutrients in g3™ is derived from carefully selected “superfruits” traditionally used throughout the world.

Natives of southern Asia have long prized the gac fruit believing it has the ability to promote longevity and vitality. Savoring this “fruit from heaven,” indigenous people have long believed this ceremonial fruit promotes health and wellness. 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.

g3™ was developed with 3 additional superfruits—Chinese lycium fruit from southern China, Siberian pineapple fruit from Asia, and cili fruit from the mountains of China.

**g3 Single Serving Pouch Now Available**

Who says you can’t take it with you? Now you can get all the benefits of g3 in a convenient, on the go, single serving pouch. This durable tear-top pouch can go with you anywhere—just throw one in your purse, pocket, or pack to have whenever you want. To drink, simply tear away the tab top and enjoy some delicious, nutritious g3 juice.

**Primary Benefit**

- SCS Certified™— Gac fruit contains carotenoids. These carotenoids can improve your Skin Carotenoid Score with the Pharmanex® BioPhotonic Scanner

**What Makes This Product Unique?**

- First to market with gac superfruit juice
- Unique red-orange color signifies lipocarotene™ content not

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found in competitor products

- Great taste means all ages will enjoy
- Proprietary superfruit blend contains more lycopene than a tomato, more carotenoids than a carrot, and 100% RDA of vitamin C

### 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.

### Did You Know?

- The time-tested superfruits found in g3™ have many traditional uses by the indigenous people of southern Asia
- Gac pulp is used to make red rice for important celebrations, including weddings
- A poultice from the gac leaf and/or seed is used to help with skin, similar to common uses of topical aloe vera

### Frequently Asked Questions

#### Why are lipocarotenes™ important?

A lipocarotene™ is a matrix of carotenoids and fatty acids that enables efficient absorption. Gac contains high levels of fatty acids, which creates a lipocarotene™ structure. 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).

#### 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>

### Nutritional Facts

Serving Size: Two fl. oz. (60 ml)  
Servings Per Bottle: 12.5

Amount per Serving	
Calories 40	Calories from Fat 0
<b>Total Fat</b>	0 g
<b>Sodium</b>	10 mg
<b>Total Carbohydrate</b>	10 g
Sugars	8 g
<b>Protein</b>	0 g
Vitamin A (as Beta Carotene) 6%	
Vitamin C 100% • Calcium 0% • Iron 0%	

**Other Ingredients:** Water, Proprietary Juice Blend (Gac, Cili, Siberian Pineapple, Chinese Lycium), Pear Concentrate, Grape Concentrate, Apple Concentrate, Natural Flavor, Sodium Benzoate, Xanthan Gum, Pectin.

### Directions for Use

**Bottle:** Shake before using. Drink one to three (1-3) ounces (30-90 mL) with morning and evening meals. For optimal results, take with LifePak® Refrigerate after opening. Shake well to ensure proper mixture of lipocarotenes™. Store in a cool, dark place.

**Pouch:** Shake before using. Drink the entire contents of the pouch anytime, any place. Enjoy! Store in a cool, dark place.

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