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FREQUENTLY ASKED QUESTIONS

*What is Waiora's **Essential Daily Nutrients**?*

Waiora's Essential Daily Nutrients is a liquid supplement that helps replenish your body with a full spectrum of high-potency vitamins, minerals, polyphenols and herbs in a whole-food base of Goji, Acai and other exotic fruits.

What does "high-potency" mean?

The FDA's high-potency label distinction is reserved for supplements that contain 100 percent or more of the recommended daily allowances (RDA) for at least two-thirds of the vitamins and minerals listed on the label.

*What vitamins are contained in Waiora's **Essential Daily Nutrients** and do they meet RDA*

Waiora's Essential Daily Nutrients delivers 100 percent (or more) of the RDA of vitamins A, B, C, D, and E. Each vitamin is water soluble (it can be quickly and easily absorbed), has been derived from natural fruit or mineral sources, and will help replenish the health of your body.*

*Why is Waiora's **Essential Daily Nutrients** provided as a liquid supplement?*

Some experts believe that liquid supplements are up to 98% absorbed versus just 10-20% of multivitamins in solid form. Absorbability (bioavailability) is key in the consumption of multivitamins. It refers to your body's ability to digest, process and absorb nutrients. Most multivitamin pills contain vitamins that are bound with fillers and stabilizers. Pure liquid vitamins are simply a suspension of ingredients, and work faster than pills due to better bioavailability. Instead of waiting for digestion, breakdown, dissolving, absorption and finally introduction into the bloodstream, liquids work quickly and do not pass through the body undigested.

*Can Waiora's **Essential Daily Nutrients** replace my daily multivitamin?*

Yes. Unlike most multivitamins, Waiora's Essential Daily Nutrients contains (or surpasses) the RDA of more than 20 vitamins and minerals, as well as the health benefits of exotic, high ORAC fruits. In addition, because the supplement is delivered as a liquid, the ingredients are bioavailable and can be more readily absorbed in your body.

How much do I take?

Take 1 oz (two tablespoons) once a day. Because Waiora's Essential Daily Nutrients contains several natural energy boosters (Red Korean Ginseng and vitamin B), you should not take it at night. As with any supplement, consult your physician if you have any specific concerns.

Is it okay to take more than one serving per day?

While with some people it is okay to take Essential Daily Nutrients twice a day, it may not be okay for others. Some vitamin and mineral supplements on the market contain 200% -300% of the daily value and people taking them have no bad effects whatsoever. However with some, consuming this excess can have adverse effects ? it really depends on the person's sensitivity, body weight and chemical make up. As with any supplement, please consult your physician prior to use and to address any specific questions regarding a healthy consumption amounts.

Can I take a half-dose in the morning and another half-dose in the afternoon?

While you can take half a dose twice a day, you might not experience the same benefits (an energy lift) as if you took a single 1-oz serving. To maximize your product experience we recommend that you take a full one ounce dose each day.

*Can I take Waiora's **Essential Daily Nutrients** with Natural Cellular Defense?*

While you can take both products daily, we do not recommend that you take them together. To maximize each product's efficacy, you should take Essential Daily Nutrients and Natural Cellular Defense one hour apart.

*Is Waiora's **Essential Daily Nutrients** safe for kids?*

All the ingredients are naturally derived and should not be harmful to children. However, as is the case with adults, should you have any specific questions or concerns regarding whether your child should take the product, you should consult with your pediatrician.

How much should children take?

Children ages 2-12: Take one tablespoon (.5 fl oz) daily. Children under 2, consult your pediatrician.

*Is Waiora's **Essential Daily Nutrients** safe for animals?*

Yes. However, as is the case with humans, should you have any specific questions

or concerns regarding whether your animal should take the product or how much product should be administered, you should consult your veterinarian.

What is the shelf-life of Waiora's Essential Daily Nutrients?

The freshness of an unopened bottle of Essential Daily Nutrients is guaranteed for 1 year. The freshness of an opened, refrigerated bottle of Essential Daily Nutrients is guaranteed for approximately 30 days.

Does Waiora's Essential Daily Nutrients need to be refrigerated?

You do not need to refrigerate Waiora's Essential Daily Nutrients before using. However, to maximize your product experience we recommend that you serve the product cold. And like any product that contains fresh fruits or herbs, we recommend that once you open the product, you keep it refrigerated.

Why are minerals important to my health and which are contained in Waiora's Essential Daily Nutrients?

While the body can manufacture a few vitamins, it cannot manufacture a single mineral. Minerals are constituents of bones, teeth, soft tissue, muscle, blood and nerve cells. Nutritionally, minerals are grouped into two categories: bulk or essential minerals (also called macro minerals) and trace minerals (also called micro minerals). Waiora's Essential Daily Nutrients not only contains the RDA of the macro minerals chromium, copper, iodine, iron, manganese, molybdenum, selenium and zinc, we've also included a mineral boost from calcium, potassium, magnesium and a blend of 60 other trace minerals to help promote nutrition and optimum health.*

What are Tahitian sea salts and why are they included in Waiora's Essential Daily Nutrients?

Because our oceans are self-cleansing, sea minerals extracted from deep in the ocean (Tahitian sea salts) are non-toxic for human, plant and animal consumption. The ocean is absolutely the only trace mineral source that receives all of the necessary trace minerals in the earth's crust. This happens because of continual erosion, from weathering and from plant growth decay. The glacier milks run into the ocean waters. Volcanic eruptions and activities associated with volcanic eruptions also add to the mineralization of the seas. Not good, but also a fact, pollution run-off from industry also add to the mineralization of the seas. Rainfall and the washing of minerals from the air into the oceans also offer more mineralization to the oceans.

Trace minerals have numerous roles. Oftentimes, because these minerals are found in such small quantities in the body, scientists and physicians have paid little attention to their importance in health and disease prevention. However, with the advent of improved science and the recognition of the efficacy of natural medicine, we are beginning to understand how vital these elements are to our health. Trace minerals, in a sense, are akin to the numerous tiny nails, nuts, and bolts that hold a house together. At first glance, a home is made of much more than these items. However, if they are slowly removed and never replaced, the house will continue to sag and finally fall apart. So it is the same with the smallest building blocks of our bodies. Trace minerals are important in the proper functioning of enzyme systems, nerve conduction and muscle function, assisting with transfer of nourishment into cells, providing the framework for tissues, and regulation of organ functions. These ?

behind the scenes' functions are not possible without a constant, adequate supply of minerals.

The trace minerals in Waiora's blend of Tahitian sea salts include: sodium, magnesium, calcium, potassium, boron, iodine, iron, zinc, molybdenum, manganese and selenium.

What are "polyphenols" and why are they important to my health?

Polyphenols are a large group of natural antioxidants comprised of phenolic acids, flavonoids, anthocyanins, catechins, isoflavones and proanthocyanidins. Studies have demonstrated numerous health benefits of polyphenols including anti-inflammatory, anti-microbial and cardio-protective properties. Waiora's Essential Daily Nutrients contains green tea (used in China for more than 5,000 years to promote overall health and well-being) and grape seed extract (20 times more potent than vitamin C, 50 times stronger than vitamin E) to support your cardiovascular and immune systems, fight free radical damage and slow the affects of oxidative stress.*

*What herbs are included in Waiora's **Essential Daily Nutrients**?*

Herbs are nutritional foundation nutrients that help nourish the body's deepest and most basic elements. They have been used safely and effectively for centuries by Chinese and Native American cultures to promote overall health and well-being. Waiora's Essential Daily Nutrients supports energy and mental acuity with a blend of Red Korean Ginseng and a host of B vitamins to help promote alertness and concentration, support memory, and promote energy, stamina and endurance naturally. It is also fortified with Maitake Mushroom (rich in minerals, vitamins, and amino acids) to provide superior antioxidant power and help support immune system function.*

*What fruits are included in Waiora's **Essential Daily Nutrients**?*

Waiora's *Essential Daily Nutrients* is provided in a whole-food fruit base of *Acai* and *Goji Berry*, and combined with other high ORAC fruits—*pineapple*, *cranberry*, *cherry*, *passion fruit*, *mango* and *agava nectar*—to help replenish your body's cells, tissues and organs, fight free radicals and help slow the effects of oxidative damage.*

What is "Acai fruit?"

Acai fruit, found in the Amazon Rainforest, is considered one of the most nutritious fruits in the world and is rich in B and C vitamins, essential fatty acids (Omegas 3, 6 and 9), minerals, protein, antioxidants and anthocyanins (25 times that in red wine).

What are "Goji berries?"

Native to the Himalayan mountain region, *Goji berry* contains 19 amino acids (building-block protein), 21 trace minerals, a complete spectrum of antioxidant carotenoids, and is one of the most concentrated sources of beta-carotene, calcium, and vitamin C in the entire plant world.

*Is Waiora's **Essential Daily Nutrients** 100% vegetarian?*

Yes. Waiora's *Essential Daily Nutrients* does not include fish oil or any animal by-products and is therefore considered 100% vegetarian.

*Is Waiora's **Essential Daily Nutrients** certified organic?*

No. Waiora's *Essential Daily Nutrients* is all natural. Every vitamin, minerals, herb, fruit or blend is derived from natural sources. Since some of the fruits within the blend are derived from countries outside of the U.S. —namely Tibet and Brazil—we cannot make any organic claims about the product. In addition, each ingredient is tested for impurities—chemicals, toxins, pesticides and herbicides—to not only ensure that they are USDA & FDA compliant but also to ensure that only the purest ingredients are used.

*What does it mean that each ingredient in Waiora's **Essential Daily Nutrients** is USDA & FDA compliant?*

The FDA and USDA set guidelines for consumable products. Even though nutritional supplements are not regulated by the FDA and USDA, the ingredients that are used are. To ensure that a manufacturer's ingredients are in compliance, the FDA and USDA can randomly take a product and test it. If the product fails, the manufacturer can be fined and/or possibly shut down. Our manufacturers strictly follow these guidelines to ensure that each ingredient is compliant with FDA & USDA guidelines.

*What kind of testing is done on **Essential Daily Nutrients** to ensure efficacy ? basically how do I know what it says on the label is what is in the product?*

The testing that is undertaken is extensive. To begin with, we test the ingredient extracts that go into the product, the water quality in the mixture, we pull out any substances that are not good for the body. We test to make sure all of the vitamins, all of the minerals in the liquid formulation are what is in the product and on the label. Further, we test the efficacy and safety of all of the fruits - we actually break down all the fruits and do sugar tests and we check the carbohydrate content. Then we put the product through stability testing.

What is "stability testing?"

We take bottles that have been mixed and filled, heat them in ovens and then chill them. It's called freeze thawing. We then test for the vitamins, the minerals and other key components to see what it is in the product. This helps us to examine and ensure that what is in the product on day one is also in the product in month six. We check to see if the sugar content has broken down, has the color broken down, has the product held up during the heating and freezing process so that the vitamins that are in there have a long shelf life.

*What sweeteners/sugars does Waiora's **Essential Daily Nutrients** use? Are they natural?*

The product contains sweeteners derived from natural sources in the whole-food fruit base (including pineapple, mango, cherry, passion fruit, cranberry and agava nectar), and are complimented by stevia—an all natural, non-caloric South American herb.

The label says five grams of sugar. Where does that sugar come from?

The sugar in the product comes from all natural sources. The FDA states you have to put how much sugar in a serving your body is going to get. However, it doesn't differentiate between added artificial sugars and the natural sugars that come from fruits (like Goji, Acai or agave nectar). The sugar in Essential Daily Nutrients is all natural.

*Where does the folic acid in Waiora's **Essential Daily Nutrients** come from?*

Like the other vitamins contained within the blend, folic acid (also known as vitamin B9) is derived from natural fruit and herb sources. For instance, the natural fruit included in the blend: pineapple, apple, cherry, passion fruit, and mango as well as the Maitake Mushroom each provide great sources of folic acid.

How does Waiora keep Essential Daily Nutrients fresh?

Naturally derived citric acid (from limes) and potassium sorbate (from Stevia and other fruit sources like Roman berries) serve as natural preservatives to keep Waiora's Essential Daily Nutrients fresh. Both have been used for decades by food and beverage manufacturers and are recognized as safe by the FDA.

Why does the product appear cloudy?

The high mineral content of Waiora's Essential Daily Nutrients contributes to the cloudy appearance of the blend. It contains chromium, copper, iodine, iron, manganese, molybdenum, selenium, and zinc—in amounts that meet or exceed RDA—as well as a boost from calcium, magnesium, potassium and more than 60 trace minerals from Tahitian sea salt.

What is the stuff at the bottom of the bottle?

Any product that is comprised of a blend of ingredients (*including natural fruit sources and minerals*) will inevitably result in some visual residue that appears on the bottom of the bottle. This separation is completely normal. Simply shake well and serve.

What the difference between "flash pasteurization" and "kettle cook?"

All liquid products made from natural, living ingredients are prone to bacterial growth. To help ensure that products do not contain bacteria, they are put through a process of heating (also called pasteurization). However, the process of heating can not only alter the taste, it may also diminish the nutrients contained in the product. Other products are "kettle cooked" which greatly diminishes the nutritional value of the

finished product. The best way to ensure key nutrients are not destroyed is to quickly heat and then chill the product. This process is called "flash pasteurization."

Waiora's new Essential Daily Nutrients product is flash pasteurized. Additionally, nutrient values are tested after production to ensure they meet label claims. The product is quickly heated and cooled to eliminate any bacteria, yet maintains the full nutrient profile.

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

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