



How do you define success?

There are those who would define success with words like money and fame. At Qivana, we know success is about so much more.

The Qivana business opportunity offers you unlimited potential for economic growth. But your rewards don't have to end there. Freedom. Happiness. Security. Bliss. These are words we use to define success.



Section

1



QORE® system

The QORE® System is your foundation for optimal-aging™. Aging well is a choice you must make. QORE makes it easy with a very practical daily regimen offering nutrients tailored to your body's core systems—your heart and digestive tract. QORE Essentials support and protect your cardiovascular system while fighting against stress and fatigue. QORE Probiotic improves digestion, immune system function, and nutrient absorption.



QORE® defense

QORE Defense contains six of the most powerful and proven medicinal mushrooms combined together in this unique formula. The key to immune system health is to keep it alert and active and each of the ingredients in QORE Defense are scientifically proven to trigger positive immune function and activate NK cells.



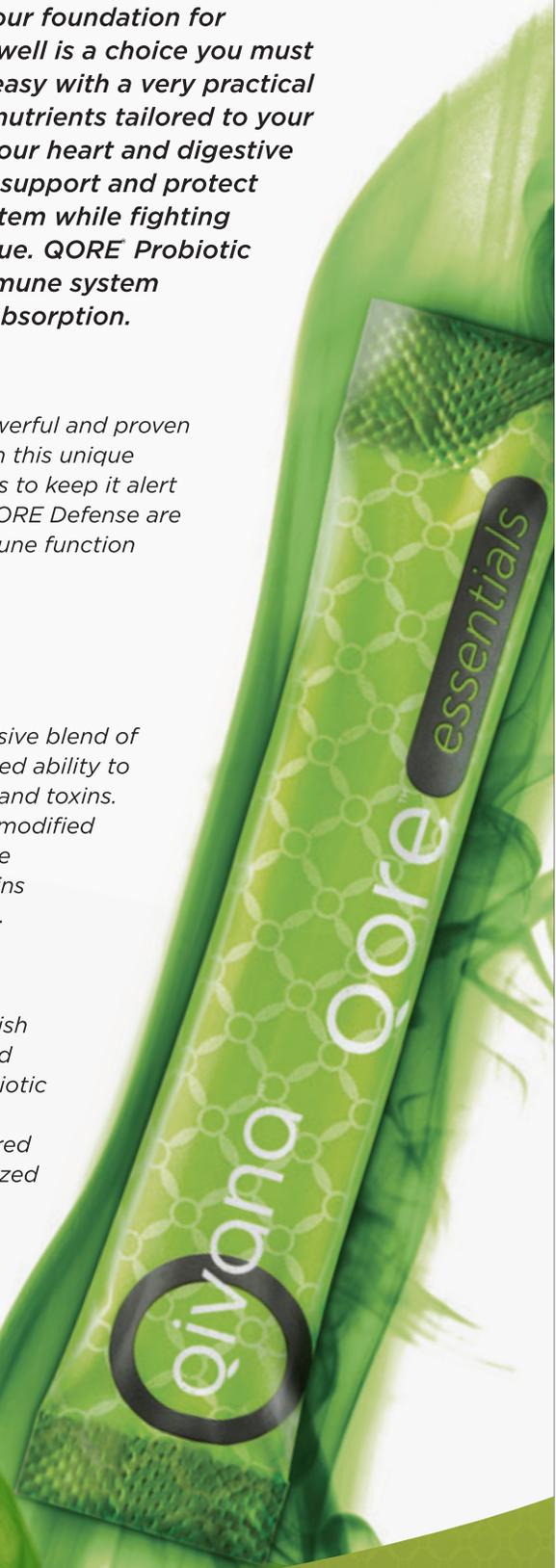
QORE® detox

Qivana's Detox contains Puratox®, an exclusive blend of natural products, with a scientifically validated ability to rid your body of heavy metals, free radicals and toxins. Puratox is made with a unique, molecularly-modified citrus pectin (MCP), giving it the ability to be assimilated into the blood stream, bind to toxins and provide a deep cleansing of heavy metals.



QORE® probiotic

QORE Probiotic was created to help replenish healthy bacteria in the gut with a unique and proprietary blend of probiotics. QORE Probiotic uses proprietary Japanese technology to guarantee these healthy bacteria are delivered to the intestines unharmed. People are amazed at the benefits that come when QORE Probiotic restores balance to their digestive system and energy.



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





METABOLIQ® system

The METABOLIQ® System—*The world's first and only system that corrects metabolism*. Qivana's METABOLIQ® System is the world's first weight management system clinically proven and scientifically-engineered to correct the underlying cause of weight gain—your metabolism. Unlike short-term products that can only mask symptoms, the benefits of correcting your metabolism are more dramatic and produce far superior body changes that are healthier and more sustainable for the long-term.*



METABOLIQ® shake

The METABOLIQ® Shake is the cornerstone of the METABOLIQ System and your key to a quick and successful total body transformation. The METABOLIQ Shakes come in two delicious flavors (chocolate and vanilla), expertly-engineered to correct your metabolism.



METABOLIQ® bar

The METABOLIQ® Bars are a delicious treat designed as a healthy snack or part of a METABOLIQ meal. METABOLIQ bars contain the exact formula needed to correct your metabolism and ignite the biochemical pathways that burn fat! Available in chocolate, lemon and peanut butter.



METABOLIQ® boost

The METABOLIQ® Boost capsules are a sensational way to fast-track your results with the METABOLIQ System. When used consistently for 90 days, these powerful micronutrients are shown in studies to have profound thermogenic effects and can increase your metabolic rate, burn additional calories, reduce body weight and even accelerate fat loss.



METABOLIQ® resist

METABOLIQ® Resist utilizes a breakthrough delivery technology for a traditional Indian herb. It truly is additional willpower on demand! In very short order, this natural mint will help you overcome your craving for those sweet treats that add unnecessary calories.



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PRIME nitric oxide activator

PRIME Nitric Oxide Activator is the only product using state-of-the-art technology to restore Nitric Oxide production. Perhaps Nitric Oxide's most important role is its communication in the vascular system. When produced, it sends a message to the blood vessels to relax and expand, or dilate. Thus the end result of N-O production is improved circulation, healthy blood pressure levels, combats premature cardiovascular aging and healthy sexual function. Qivana is the only company to introduce a N-O supplement that provides your body with multiple building blocks to boost N-O production, not just L-arginine.



qivana® total health

TOTAL HEALTH PACK—*the best value for optimal aging and health is the Total Health Pack. This pack includes all 3 of Qivana's revolutionary new product systems; METABOLIQ®, PRIME and QORE®.*

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ITEM #	ITEM NAME	QTY	PV	WHOLESALE	PREFERRED	RETAIL
201540	TOTAL HEALTH PACK - VANILLA	1	200	\$255.00	\$270.00	\$285.00
	METABOLIQ Burn System - Vanilla	1				
	QORE System	1				
	PRIME N-O Acivator (30 pack)	1				
201545	TOTAL HEALTH PACK - CHOCOLATE	1	200	\$255.00	\$270.00	\$285.00
	METABOLIQ Burn System - Chocolate	1				
	QORE System	1				
	PRIME N-O Acivator (30 pack)	1				
260200	METABOLIQ MAX BURN SYSTEM - VANILLA	1	175	\$225.00	\$240.00	\$260.00
	METABOLIQ Burn System - Vanilla	1				
	METABOLIQ Shake - Vanilla (15 pack)	1				
	METABOLIQ Bar - Chocolate (15 pack)	1				
	METABOLIQ Resist - Peppermint	1				
	Shaker Cup	1				
	Measuring Tape	1				
260300	METABOLIQ MAX BURN SYSTEM - CHOCOLATE	1	175	\$225.00	\$240.00	\$260.00
	METABOLIQ Burn System -Chocolate	1				
	METABOLIQ Shake - Chocolate (15 pack)	1				
	METABOLIQ Bar - Chocolate (15 pack)	1				
	METABOLIQ Resist - Peppermint	1				
	Shaker Cup	1				
	Measuring Tape	1				
260000	METABOLIQ BURN SYSTEM - VANILLA	1	100	\$135.00	\$145.00	\$155.00
	METABOLIQ Boost (60 capsules)	1				
	METABOLIQ Shake - Vanilla	30				
	METABOLIQ System Guide Booklet	1				
260100	METABOLIQ BURN SYSTEM - CHOCOLATE	1	100	\$135.00	\$145.00	\$155.00
	METABOLIQ Boost (60 capsules)	1				
	METABOLIQ Shake - Chocolate	30				
	METABOLIQ System Guide Booklet	1				
240000	QORE System	1	50	\$65.00	\$70.00	\$80.00
270000	PRIME N-O Acivator	1	50	\$70.00	\$75.00	\$80.00
260040	METABOLIQ Shake - Vanilla (15 pack)	1	40	\$55.00	\$60.00	\$65.00
260050	METABOLIQ Shake - Chocolate (15 pack)	1	40	\$55.00	\$60.00	\$65.00
260020	METABOLIQ Boost (60 capsules)	1	35	\$50.00	\$55.00	\$60.00
260010	METABOLIQ Bar - Chocolate (15 pack)	1	35	\$45.00	\$50.00	\$55.00
260110	METABOLIQ Bar - Lemon (15 pack)	1	35	\$45.00	\$50.00	\$55.00
260115	METABOLIQ Bar - Peanut Butter (15 pack)	1	35	\$45.00	\$50.00	\$55.00
260013	METABOLIQ Infusions - Reds (15 packs)	1	15	\$20.00	\$22.50	\$25.00
260015	METABOLIQ Infusions - Greens (15 packs)	1	15	\$20.00	\$22.50	\$25.00
260035	METABOLIQ Resist (Peppermint) - 60 tablets	1	15	\$20.00	\$22.50	\$25.00
230100	QORE Defense (60 capsules)	1	40	\$45.00	\$50.00	\$55.00
230000	QORE Detox (60 capsules)	1	35	\$40.00	\$45.00	\$50.00
210000	QORE Probiotic (30 trispheres)	1	20	\$25.00	\$30.00	\$32.00



BUSINESS PACKS

ITEM #	ITEM NAME	QTY	PV	WHOLESALE	PREFERRED	RETAIL
201535	COMPLETE BUSINESS PACK	1	1,000	\$1,000.00	\$1,050.00	\$1,100.00
	METABOLIQ® Burn System - Chocolate	1				
	METABOLIQ® Infusions - Greens (15 pack)	1				
	METABOLIQ® Infusions - Reds (15 pack)	1				
	METABOLIQ® Shake - Vanilla (15 pack)	1				
	METABOLIQ® Bar - Chocolate (15 pack)	1				
	METABOLIQ® Bar - Lemon (15 pack)	1				
	QORE® System	2				
	QORE® Defense (60 capsules)	2				
	QORE® Detox (60 capsules)	2				
	QORE® Essentials (60 pack)	1				
	PRIME N-O Activator (30 pack)	2				
	Test Strips, Instant Indicator (25 pack)	1				
	Discover Why (15pk)	1				
	BOGO Convention 2013	1				
	METABOLIQ® Lifestyle Book By Dr. Layman (Expanded and Revised!)	1				
	Synergistic Systems Brochure (15pk)	1				
	Shaker Cup	2				
201530	BUSINESS PACK	1	400	\$500.00	\$550.00	\$600.00
	METABOLIQ® Burn System - Vanilla	1				
	METABOLIQ® Shake - Chocolate (15 pack)	1				
	METABOLIQ® Bar - Chocolate (15 pack)	1				
	QORE® System	1				
	QORE® Defense (60 capsules)	1				
	QORE® Detox (60 capsules)	1				
	PRIME N-O Activator (30 pack)	1				
	Test Strips, Instant Indicator (25 pack)	1				
	Discover Why (15pk)	1				
	Shaker Cup	1				
	BOGO Convention 2013	1				
	METABOLIQ® Lifestyle Book By Dr. Layman (Expanded and Revised!)	1				
	Synergistic Systems Brochure (15pk)	1				
201600	RETAIL STARTER PACK	1	750	\$1,500.00		
	METABOLIQ® Burn System - Vanilla	3				
	METABOLIQ® Burn System - Chocolate	3				
	METABOLIQ® Shake - Chocolate (15 pack)	3				
	METABOLIQ® Shake - Vanilla (15 pack)	3				
	METABOLIQ® Bar - Chocolate (15 pack)	3				
	METABOLIQ® Bar - Lemon (15 pack)	3				
	QORE® System	6				
	QORE® Defense (60 capsules)	3				
	QORE® Detox (60 capsules)	3				
	QORE® Probiotics	12				
	QORE® Essentials (60 pack)	4				
	METABOLIQ® Correction Brochure (15 pack)	1				
	METABOLIQ® Lifestyle Book By Dr. Layman (Expanded and Revised!)	1				
	Shaker Cup	6				

PRODUCT PACKS

ITEM #	ITEM NAME	QTY	PV	WHOLESALE	PREFERRED	RETAIL
201650	PRACTITIONER PACK	1	750	\$1,800.00		
	METABOLIQ® Burn System - Vanilla	3				
	METABOLIQ® Burn System - Chocolate	3				
	METABOLIQ® Shake - Chocolate (15 pack)	3				
	METABOLIQ® Shake - Vanilla (15 pack)	3				
	METABOLIQ® Bar - Chocolate (15 pack)	3				
	METABOLIQ® Bar - Lemon (15 pack)	3				
	QORE® System	6				
	QORE® Defense (60 capsules)	3				
	QORE® Detox (60 capsules)	3				
	QORE® Probiotics	12				
	QORE® Essentials (60 pack)	4				
	METABOLIQ® Correction Brochure (15 pack)	1				
	METABOLIQ® Lifestyle Book By Dr. Layman (Expanded and Revised!)	1				
	Shaker Cup	6				
201700	METABOLIQ® PRACTITIONER RETAIL PACK	1	400	\$1,050.00		
	METABOLIQ® Burn System - Vanilla	3				
	METABOLIQ® Burn System - Chocolate	3				
	METABOLIQ® Shake - Chocolate (15 pack)	3				
	METABOLIQ® Shake - Vanilla (15 pack)	3				
	METABOLIQ® Bar - Chocolate (15 pack)	2				
	METABOLIQ® Bar - Lemon (15 pack)	2				
	METABOLIQ® Infusions Reds (15 pack)	2				
	METABOLIQ® Infusions Greens (15 pack)	2				
	METABOLIQ® Correction Brochure (15 pack)	2				
	METABOLIQ® Lifestyle Book By Dr. Layman (Expanded and Revised!)	1				
	Shaker Cup	6				
201800	PRIME PRACTITIONER RETAIL PACK	1	400	\$800.00		
	PRIME N-O Activator (30 pack)	5				
	QORE/PRIME System	5				
	N-O Instant Indicator Test Strips (25 pack)	5				
	PRIME Brochure (15 pack)	3				
201540	TOTAL HEALTH PACK - VANILLA	1	200	\$255.00	\$270.00	\$285.00
	METABOLIQ® Burn System - Vanilla	1				
	QORE® System	1				
	PRIME NO Activator (30 pack)	1				
201545	TOTAL HEALTH PACK - CHOCOLATE	1	200	\$255.00	\$270.00	\$285.00
	METABOLIQ® Burn System - Chocolate	1				
	QORE® System	1				
	PRIME NO Activator (30 pack)	1				

PRODUCT PACKS

ITEM #	ITEM NAME	QTY	PV	WHOLESALE	PREFERRED	RETAIL	1
260200	METABOLIQ[®] MAX BURN SYSTEM - VANILLA WITH CHOCOLATE BAR	1	175	\$225.00	\$240.00	\$260.00	
	METABOLIQ [®] Burn System - Vanilla	1					
	METABOLIQ [®] Shake - Vanilla (15 pack)	1					
	METABOLIQ [®] Bar - Chocolate (15 pack)	1					
	METABOLIQ [®] Peppermint Resist (60 tablets)	1					
	Measuring Tape	1					
	Shaker Cup	1					
260300	METABOLIQ[®] MAX BURN SYSTEM - CHOCOLATE WITH CHOCOLATE BAR	1	175	\$225.00	\$240.00	\$260.00	
	METABOLIQ [®] Burn System - Chocolate	1					
	METABOLIQ [®] Shake - Chocolate (15 pack)	1					
	METABOLIQ [®] Bar - Chocolate (15 pack)	1					
	METABOLIQ [®] Peppermint Resist (60 tablets)	1					
	Measuring Tape	1					
	Shaker Cup	1					
260205	METABOLIQ[®] MAX BURN SYSTEM - VANILLA WITH LEMON BAR	1	175	\$225.00	\$240.00	\$260.00	
	METABOLIQ [®] Burn System - Vanilla	1					
	METABOLIQ [®] Shake - Vanilla (15 pack)	1					
	METABOLIQ [®] Bar - Lemon (15 pack)	1					
	METABOLIQ [®] Peppermint Resist (60 tablets)	1					
	Measuring Tape	1					
	Shaker Cup	1					
260305	METABOLIQ[®] MAX BURN SYSTEM - CHOCOLATE WITH LEMON BAR	1	175	\$225.00	\$240.00	\$260.00	
	METABOLIQ [®] Burn System - Chocolate	1					
	METABOLIQ [®] Shake - Chocolate (15 pack)	1					
	METABOLIQ [®] Bar - Lemon (15 pack)	1					
	METABOLIQ [®] Peppermint Resist (60 tablets)	1					
	Measuring Tape	1					
	Shaker Cup	1					
260060	MAINTENANCE PACK	1	100	\$135.00	\$145.00	\$155.00	
	METABOLIQ [®] Shake - Vanilla (15 pack)	1					
	METABOLIQ [®] Shake - Chocolate (15 pack)	1					
	METABOLIQ [®] Infusions - Reds (15 pack)	1					
	METABOLIQ [®] Infusions - Greens (15 pack)	1					
260000	METABOLIQ[®] BURN SYSTEM - VANILLA	1	100	\$135.00	\$145.00	\$155.00	
	METABOLIQ [®] Boost (60 capsules)	1					
	METABOLIQ [®] Shake - Vanilla	30					
	METABOLIQ [®] System Guide Booklet	1					
260100	METABOLIQ[®] BURN SYSTEM - CHOCOLATE	1	100	\$135.00	\$145.00	\$155.00	
	METABOLIQ [®] Boost (60 capsules)	1					
	METABOLIQ [®] Shake - Chocolate	30					
	METABOLIQ [®] System Guide Booklet	1					

PRODUCT PACKS

ITEM #	ITEM NAME	QTY	PV	WHOLESALE	PREFERRED	RETAIL
240400	QORE ⁺ SYSTEM (4 pack)	1	225	\$250.00	\$270.00	\$300.00
240200	QORE ⁺ SYSTEM (2 pack)	1	100	\$130.00	\$140.00	\$150.00
271000	QORE ⁺ -PRIME SYSTEM	1	100	\$130.00	\$140.00	\$150.00
270200	PRIME N-O Activator (2 pack)	1	100	\$130.00	\$140.00	\$150.00
201900	LEDBETTER SPORTS PERFORMANCE PACK (Sold in a kit of 20 packs)	1	300	\$700.00		
	<i>Each individual pack contains:</i>					
	METABOLIQ ⁺ Shake - Chocolate	7				
	METABOLIQ ⁺ Bars - Chocolate	5				
	QORE ⁺ Essentials	7				

INDIVIDUAL ITEMS

ITEM #	ITEM NAME	QTY	PV	WHOLESALE	PREFERRED	RETAIL
260040	METABOLIQ ⁺ Shake - Vanilla (15 pack)	1	40	\$55.00	\$60.00	\$65.00
260050	METABOLIQ ⁺ Shake - Chocolate (15 pack)	1	40	\$55.00	\$60.00	\$65.00
260020	METABOLIQ ⁺ Boost (60 capsules)	1	35	\$50.00	\$55.00	\$60.00
260010	METABOLIQ ⁺ Bar - Chocolate (15 pack)	1	35	\$45.00	\$50.00	\$55.00
260110	METABOLIQ ⁺ Bar - Lemon (15 pack)	1	35	\$45.00	\$50.00	\$55.00
260115	METABOLIQ ⁺ Bar - Peanut Butter (15 pack)	1	35	\$45.00	\$50.00	\$55.00
260035	METABOLIQ ⁺ Resist Peppermint (60 tablets)	1	15	\$20.00	\$22.50	\$25.00
260013	METABOLIQ ⁺ Infusions - Reds (15 pack)	1	15	\$20.00	\$22.50	\$25.00
260015	METABOLIQ ⁺ Infusions - Greens (15 pack)	1	15	\$20.00	\$22.50	\$25.00
260014	METABOLIQ ⁺ Mates - Strawberry (15 pack)	1	10	\$15.00	\$17.50	\$20.00
260012	METABOLIQ ⁺ Mates - Pumpkin Spice (15 pack)	1	10	\$15.00	\$17.50	\$20.00
250015	QORE ⁺ Essentials (60 pack)	1	75	\$85.00	\$95.00	\$105.00
240000	QORE ⁺ System	1	50	\$65.00	\$70.00	\$80.00
230100	QORE ⁺ Defense (60 capsules)	1	40	\$45.00	\$50.00	\$55.00
230000	QORE ⁺ Detox (60 capsules)	1	35	\$40.00	\$45.00	\$50.00
210000	QORE ⁺ Probiotic (30 Trispheres)	1	20	\$25.00	\$30.00	\$32.00
270000	PRIME N-O Activator (30 pack)	1	50	\$70.00	\$75.00	\$80.00
271006	N-O Instant Indicator Test Strips (25 pack)	1	0	\$20.00		
700220	PRIME Product Brochure (15 pack)	1	0	\$10.00		
700229	Synergistic Systems Brochure (15pk)	1	0	\$10.00		
200079	METABOLIQ ⁺ Lifestyle Book By Dr. Layman (Expanded and Revised!)	1	0	\$16.99		
201504	The King's Crown Book by Dr. Laux (4 pack)	1	0	\$20.00		
100029	Shaker Cup	1	0	\$5.95		
201501	Qivana Starter Kit (English)	1	0	\$25.00		
700059	Qivana Notebook	1	0	\$5.00		
700172	QORE ⁺ Essentials Envelopes (15 pack)	1	0	\$7.00		
700173	Your First Year in Network Marketing (book)	1	0	\$13.00		
700187	Qivana Black Water Bottle	1	0	\$11.00		
700198	METABOLIQ ⁺ Correction Brochure (15 pack)	1	0	\$10.00		
700228	Book, How To Become Filthy, Stinking Rich By Derek	1	0	\$13.50		
700058	Laptop Bag	1	0	\$40.00		
700221	NEW Discover Why (15 pack)	1	0	\$29.99		

Effective December 3, 2012.



Bulk Order Pricing
Call 1.888.8QIVANA

HOW BULK ORDERING WORKS

Bulk order pricing is here. Whether you're looking for custom refills for the Retailers Pack, or wanting to create your own Retailers pack, your solution is here. With the pricing options below, you can easily mix and match the items below to receive LOWER THAN WHOLESALE pricing. This unique opportunity allows you to achieve better than wholesale margins for your retail business.

BULK ORDERING IS SIMPLE:

1. Mix and match your items below
2. There is a minimum order requirement of \$500
3. Call 1.888.8QIVANA to place your Bulk Order

BULK ORDER PRICE LIST

PRODUCTS AVAILABLE FOR BULK ORDERING	BULK ORDER PRICE	BULK ORDER PV	WHOLESALE PRICE	SUGGESTED RESALE PRICE
METABOLIQ				
MAX Burn Packs - Chocolate and Vanilla	\$160	75	\$225	\$270
Burn Packs - Chocolate and Vanilla	\$95	45	\$135	\$155
Bars - Chocolate, Lemon, Peanut Butter	\$35	15	\$45	\$55
Shakes - Chocolate, Vanilla (5 minimum)	\$40	20	\$55	\$65
QORE				
QORE System	\$45	20	\$65	\$80
Qore Defense (5 minimum)	\$32	15	\$45	\$55
Qore Probiotic (5 minimum)	\$18	9	\$25	\$32
Qore Detox each (5 minimum)	\$28	14	\$40	\$50
QORE/PRIME	\$90	40	\$130	\$150
PRIME				
PRIME 30 CT	\$50	25	\$70	\$80
QORE/PRIME	\$90	40	\$130	\$150

Section

2

Qore™ system

Qivana's Qore™ System is a practical health regimen created with world-class natural products. The system follows a very simple 3-step philosophy: Stabilize, Vitalize, and Optimize.

STABILIZE

your intestinal flora daily with **Qore™ Probiotics** to build immune defense and enhance nutrient absorption

VITALIZE

your system daily with **Qore™ Essentials**, a proprietary blend of proven healing herbs from Asia for enhanced energy and protection

OPTIMIZE

your wellbeing each quarter with a free* body cleansing with **Qore™ Detox**

WHY PRODUCT SYSTEMS?

By creating a health regimen with three very different natural products, Qivana has taken a very simple, yet realistic approach to improving health. Natural products can be confusing and overwhelming. Most people couldn't select the right combinations of ingredients or products on their own. Qivana has created relationships and leveraged the wisdom of experts to build a system of products that really work together. These three products build on each other and work synergistically, becoming much more effective together than they would be on their own.

Qore™ *probiotic*



Qivana has produced a proprietary blend of probiotics, the live bacteria in your intestinal tract that fight off hostile invaders, aid in nutrient absorption, and are essential for proper digestion. Antibiotics destroy beneficial bacteria while probiotics rebuild your intestinal flora. However, probiotics are difficult to deliver to your intestinal tract because they must first pass through stomach acid unharmed. Qivana is delivering its proprietary blend with Trispheres™, the most advanced probiotic delivery technology in the world. Trispheres have been shown in scientific studies to protect probiotics 100% more effectively than a traditional 2-piece capsule, and 50% better than an enteric-coated capsule.

Qore™ Probiotic Benefits:

- *Aids in healthy digestion and nutrient absorption*
- *Enhances the immune system*
- *Helps maintain healthy levels of intestinal flora*

Qore™ essentials



Qore Essentials is a proprietary blend of the most proven herbs in the world. These herbs are delivered using Qivana's Direct Dissolve™ technology, an exclusive microencapsulation process. Our herbal blend consists of concentrated extracts of powerful phytonutrients from the Crown Herb™ (also known as Immortality Herb™ or gynostemma pentaphyllum), Chinese Skullcap, and Korean Ginseng. Each of these herbs fall into a rare class known as adaptogens; a category reserved only for those herbs which have been proven to help the body respond to various stresses put upon it. Out of the hundreds of tonic herbs, the Crown Herb™ was named as one of the 10 most important tonic herbs in traditional Chinese medicine at a conference in Beijing in 1991. These herbs have an extensively documented history, dating back for centuries, but most importantly have had their efficacy validated in well over a thousand recent scientific papers by some of the best research institutions in the world.

Qore Essentials Benefits:

- *Promotes energy and protects against fatigue*
- *Helps your body maintain healthy cholesterol levels that are within a normal range*
- *Supports healthy cardiovascular function*
- *Maintains the metabolic functions of the body*
- *Supports healthy liver and immune function*

Qore™ detox



Qivana's Qore Detox contains Puratox™, an exclusive blend of natural products, with a scientifically validated ability to rid your body of heavy metals, free radicals, radioactive elements and toxins. Puratox is made with a unique, molecularly-modified citrus pectin, giving it the ability to assimilate into the blood stream, bind to toxins and provide a deep cleansing of heavy metals. The Puratox blend also has QAI Certified Organic Kelp and Modified Alginate Complex that cleanse the digestive tract and help to prevent reabsorption of the toxins. These ingredients have been proven in numerous scientific studies on human subjects and offer a host of unique benefits as part of a health regimen. A 30-day supply of Qore Detox will be automatically shipped free to those customers who have participated in the Qore System AutoShip program for 60 days.

Qore Detox Benefits:

- *Detoxifies the body from heavy metals, radioactive elements, free radicals & toxins*
- *Removes metals and toxins without depleting the essential minerals*
- *Functions at the cellular level and in the intestinal tract*
- *Binds toxin to MCP to prevent reabsorption of harmful toxins*



qore™ *probiotic*

QORE™ Probiotic Product Profile

*Improves Healthy Digestion,
Immune System Function,
and Nutrient Absorption**

Qivana's Revolutionary Approach to Digestive Health

Your intestinal tract contains over 100 trillion bacteria—both good and bad. The friendly or healthy bacteria are vital to proper development of the immune system, to protection against microorganisms that could cause disease, and to the digestion and absorption of food and nutrients.¹ Creating and maintaining a healthy balance of beneficial bacteria can best be achieved by using probiotics. Probiotics are tiny organisms that help restore health and balance to the intestinal tract.

When selecting a probiotic supplement, the most important factors are: guaranteeing the supplement contains the specific probiotic strains and species that have a known pedigree and are backed by research, and then ensuring the probiotics can be kept alive and viable until they are delivered to the site of action. Qivana's QORE™ Probiotic is a revolutionary probiotic supplement created with the most proven species of probiotics in the world and is guaranteed to deliver live, healthy bacteria in the intestinal tract. QORE Probiotic uses Trisphere™ technology, the most advanced delivery system available on the planet, and is the only delivery technology that can guarantee the number of beneficial organisms that will actually make it into your GI tract alive, viable, and intact.

Healthy Bacteria Can Help Strengthen Your Overall Health

The good bacteria live, colonize, thrive, and reproduce in your gastrointestinal tract, beginning just below the stomach, and form a complex and enormously diverse ecosystem. These resident bacteria synthesize the B-complex vitamins, crowd out yeast and parasites, help regulate blood cholesterol levels, and produce antibiotic compounds.² When the bacteria in your gut are abundant and healthy, they promote good health, prevent illness, and protect your well-being. Their health is literally your health. Maintaining a healthy intestinal tract is essential because your GI tract contains 80% of the cells that make immune antibodies.

Every day you make choices and are exposed to environmental stressors and that compromise and diminish these good bacteria—junk foods, caffeine, artificial sweeteners, trans fats, pesticides, antibiotics, chlorinated drinking water, and other toxins. These factors, along with your own lifestyle choices including inadequate nutrition, alcohol, and stress can all wreak havoc in the gastrointestinal tract by destroying healthy bacteria in your gut.



Qore™ *probiotic*

When the delicate balance of healthy bacteria in your system is compromised, undesirable bacteria is allowed to multiply, and unfriendly organisms such as disease-causing bacteria, yeasts, and fungi set up shop in your digestive tract. When the ratio of good bacteria to bad is lowered, problems begin to arise such as excessive gas, bloating, constipation, intestinal toxicity, and poor absorption of nutrients. While it's true that non-beneficial bacteria are naturally occurring in the intestinal tract, problems begin when their growth goes unchecked. As a result, local and systemic health challenges can develop, making you vulnerable to infection and illness.²

Fortunately, you can help your body restore and maintain a healthy balance of good bacteria in your system with probiotics.

What are Probiotics?

The United Nations Food and Agricultural Organization and the World Health Organization and the International Scientific Association for Probiotics and Prebiotics (ISAPP), calls probiotics, “live microorganisms, which, when administered in adequate amounts, confer a health benefit on the host.”³

Probiotics are tiny organisms that help restore health and balance to the intestinal tract. Probiotics are essentially the opposite of antibiotics and are often referred to as friendly or beneficial bacteria.

Probiotics can be found in some foods like yogurt, olives, kim chee, sauerkraut, buttermilk, aged cheeses, miso, tempeh, cultured dairy products, some juices, and soy beverages.² However, the most effective way to guarantee that you increase and maintain the amount of healthy bacteria in your system is to take a high-quality probiotic supplement.

Increased research and interest in probiotics in the last decade has led to a greater amount of available products. Americans' spending on probiotic supplements, for example, nearly tripled from 1994 to 2003.² However, not all products deliver adequate results. When searching for a probiotic product, it's essential to find one that contains enough healthy bacteria, as well as a delivery system that enables the good bacteria to survive harsh stomach acids and reach your gut alive, intact, and viable.

QORE™ Probiotic

QORE Probiotic is a revolutionary probiotic supplement created to help replenish healthy bacteria in the gut with a unique and proprietary blend of probiotics. QORE Probiotic helps the digestive system reach its potential by supporting healthy digestion, immune system function, and aiding in nutrient absorption.

QORE Probiotic uses Trisphere™ technology, a proprietary triple-layered beadlet, to deliver our proven bacteria to the intestines. Trisphere technology is the most advanced and revolutionary delivery system available on the planet because it provides a guarantee of the number of organisms that will actually make it into your GI tract alive, viable, and intact. This delivery method is 100% more effective than traditional two-piece capsules and 50% better than enteric coated two-piece capsules at keeping the bacteria alive and usable, and delivering them to your intestinal tract.



Qore™ *probiotic*

QORE Probiotic is scientifically designed to:

- Promote healthy digestion and the balance of healthy gut flora
- Improve intestinal ecology and overall well-being
- Reduce lactose intolerance symptoms
- Promote bowel regularity and prevent diarrhea
- Reduce gastrointestinal discomfort
- Improve the level of naturally occurring good bacteria
- Reduce the generation of toxic metabolic end-products
- Support improved nutritional status
- Inhibit the adhesion and/or invasion of pathogenic bacteria, including pathogenic and food-borne microbes, onto the intestinal cells
- Support intestinal mucosal immunity (IgA), and activate the modulate specific systemic immunological functions for immune/inflammation protection and infection prevention
- Support oxalate degradation activity

Key ingredients: Lactobacillus acidophilus, Bifidobacterium Bifidum, Bifidobacterium longum, Bifidobacterium lactis.

Why Probiotic Supplements Fail

With new research confirming their importance, consumers are becoming savvy to the benefits of daily probiotic supplements. However, whether or not the supplement can actually promote health will ultimately be determined by the quality and consistency of the strains used, and the delivery system's ability to keep these organisms alive from the time of manufacturing, until they reach your GI tract.

Datamonitor reported 233 probiotic product launches in 2008, but nutritionists warn that not all the probiotic-containing products found on store shelves provide the health benefits they claim.⁷ Few of the claims are indeed backed by science, while many are just marketing hype.

For example, it matters little if a label claims that a pill contains 15 billion cfu of bacteria when it was manufactured. It only matters that the bacteria is alive when taken, and then delivered to the site of activity, alive, in tact, and viable. If they are dead when taken, or killed by stomach acid, heat, bile, or digestive secretions, then no health benefits will result. The study investigating this issue determined that of the 55 products evaluated, 40% had undetectable limits of probiotics, and 47% of the bacterial identities were mislabeled.⁴

In a 2006 study, ConsumerLab.com, which tests nutritional products, found that just eight of 13 probiotic supplements met its quality standards.⁷

For a probiotics supplement to be effective, it must be delivered alive to its site of action. Most capsules, tablets, powders, liquids, foods, and pills, even if enteric-coated, deliver little if any viable probiotics where they can colonize. These delivery systems are unable to keep these bacteria alive and transport them to the site of action where they can be utilized by the intestinal tract. What this simply means is that even if your system receives the good bacteria, it's most often dead and in a state that isn't beneficial or usable to your system. Ultimately, you're taking a chance by using a probiotic that can't guarantee its delivery system. In the long run, you may not be receiving the health benefits that you're hoping and paying for.

**Qore™** *probiotic*

QORE™ Probiotic Trisphere™ – A World-Class Delivery System

The QORE Probiotic Trisphere™ is the most advanced probiotic delivery system in the world. The Trisphere protective capsule insulates these beneficial bacteria from the exterior environment, and keeps them viable through broad fluctuations in exterior temperature. One of the most difficult feats for these probiotics is to make it through harsh stomach acid unharmed. QORE Probiotic has shown positive proof of surviving the GI journey and the environment in healthy individuals, as well as favorably increasing the micro-flora population density.³⁵

Most probiotic products state the number of bacteria “at time of manufacturing.” When you buy one of these other probiotic supplements, you have no idea how many of these bacteria are actually alive when you purchase the product. Recent studies show that many of these bacteria die in manufacturing, processing, quality control, warehousing, and transport, making those products completely ineffective in a matter of weeks. QORE Probiotic’s label claim provides a guarantee of the number of organisms that will actually make it into your GI tract alive, viable, and intact. And unlike most probiotics, which require refrigeration, QORE Probiotic is shelf-stable at room temperature for up to 18 months.

Trisphere™ technology is a proprietary triple-layered beadlet that has been shown to be far superior to all other current methods of probiotic delivery systems. In fact, research shows that the Trisphere is 100% more effective at keeping probiotics alive in stomach acid than traditional 2-piece capsules, and 50% more effective than enteric coated 2-piece capsules.

It is important to remember that only a proven probiotic, delivered live to the site of action and benefit, can have the opportunity and potential to make any difference to your health. You could spend more or less money on other products, but you cannot get a better guaranteed viable and proven potent probiotic and delivery system.

QORE Probiotic Guarantee

At Qivana, we are committed to your good health, and we simply provide the highest quality probiotics available. We know their scientific studies. We confirm their genera, species and specific strain, so we know they can work for you. We ensure their potency by testing, and we deliver them alive and active using the absolute finest high-technology available on the planet. QORE Probiotic is patented worldwide. It’s proven. It’s a bit more expensive, but it works where others fail.

Understanding the Pedigree of the Strains

Each probiotic strain is unique, and while there are hundreds of different choices available in the market, only a few strains have proven pedigrees, backed by scientific studies. While there are substantial research demonstrating probiotic-induced health benefits, it should be remembered that these effects have only been documented for a limited number of strains. These health benefits cannot be presumed to translate across similar, or even the same species. The research must be done on the exact strain within that species. While other probiotic products don’t know their specific species, QORE Probiotic has been created with some of the most resilient strains, with a known pedigree, and thoroughly documented health benefits.

**Qore™** *probiotic*

In choosing a probiotic, claims of efficacy should be made only for products that have been tested in studies and found to be efficacious. Therefore, consumers should look for products that list a specific strain of proven bacteria clearly on the label. It is likely that different strains and different effects require different dosages. Because they lack the pedigree, most manufacturers don't know the correct dose or even the efficacy of the strains used. For example, probiotics are able to inhibit, displace and compete with pathogens for adhesion sites, although these abilities are very strain-dependent.

Products can contain different strains of the same species, but that doesn't mean that the strains are the same. A product that simply uses the first two names may include a similar, but not identical, bacterium that doesn't have the same scientific research and backing behind it.

For example, the strain *Lactobacillus acidophilus* (L. acidophilus) was chosen to be in QORE Probiotic due to its strong pedigree and the fact that it has been consumed safely for decades in various foods. Its listing can be found in the Inventory of Microorganisms With Documented History of Use in Human Food,¹³ and the Qualified Presumption of Safety list,¹⁴ developed by The European Food Safety Authority.

The full value of a specific probiotic strain is from systematic *in vitro*, *in vivo* studies, and in human clinical trials. For example, L. acidophilus NCFM is one of the best understood and documented probiotic strains on the planet. It appears in over 75 publications, with 20 plus peer-reviewed journals which reference the human studies, in characterization, efficacy, and safety of L. acidophilus NCFM®.

Research on QORE™ Probiotic

Today there is a general consensus that probiotics have to be consumed in sufficient numbers to provide the desired health benefit. However, few dose-response studies have been performed, and a true scientific basis for one daily dose is lacking.

QORE Probiotic contains L. acidophilus, B. Bifidum, B. longum, and B. lactis. QORE's properties include the ability to inhibit, displace, and compete with pathogens. It is known to have the ability to produce a range of antimicrobial substances of which organic acids, hydrogen peroxide, and diacetyl are the most widely known.²² This is just the start of its cleaning arsenal.

It works by various means; the production of inhibitory compounds, competition with pathogens for adhesion sites or nutritional sources, inhibition of the production or action of bacterial toxins, its ability to co-aggregate with pathogens, and the stimulation of the immune system.

QORE Probiotic's ingredient blend has even shown its ability to inhibit pathogens of various sorts from adhering in the first place, but it also showed ability to dislodge and displace some very bad bugs to a large degree, like B. vulgatus (60.6% of adhered bacteria), C. histolyticum (61.1% of adhered bacteria), C. difficile (52.9% of adhered).²⁶



Qore™ *probiotic*

From the research in vitro, human and animal studies, it is clear that the ingredients in QORE Probiotic may improve the body's defense system by promoting and activating immune cells important for infection protection, at least partially from enhanced macrophage, lymphocyte, and PMN leukocyte responses.

Our ingredient blend has shown strong ability to adhere to different cultured human intestinal cells through several studies.^{17,18} Also, it has been shown that its adhesion property could be further enhanced with the addition of Ca²⁺(18) (calcium). This is how probiotics colonize and reproduce, giving you the benefit. Without the probiotics ability to adhere, they may not work well.

The ingredients in our formula have been shown to modulate immune response markers in a specific manner that helps prime the cell-mediated immune system outside the gut itself, with in vitro studies showing the ability to up-regulate tumor necrosis factor (TNF)- α and interferon (IF)- γ -cytokines.

Several studies have demonstrated the antagonistic activity of our ingredients against common gastrointestinal pathogens and food-borne disease microbes, including *Staphylococcus aureus*, *Escherichia coli*, *Salmonella typhimurium*, and *Candida albicans*.²¹

For probiotics to aggregate and co-aggregate suggests they have ability to interact intimately with pathogens, perhaps helping prevent or reduce their adhesion ability. The Core Probiotic ingredient blend showed autoaggregation and high co-aggregation, especially with *Clostridium histolyticum* and *Staphylococcus aureus* in vitro.²⁵

Animal studies suggest that the microbiology of the intestinal tract influences our visceral perception of sensation, for example abdominal pain or irritable bowel syndrome.³⁴ It has been shown that oral administration of the probiotic strains in QORE Probiotic generated significant analgesic activity in the gut epithelia cells. This discovery suggests that when the good bacteria are in your house in harmony, your gut is happier and more pain-free.

Lyophilized *Bifidobacteria longum* BB536 is a human bifidobacterial strain that was isolated from a healthy infant. With 40 + scientific journal publications worldwide since 1977, its clinical effects include intestinal microflora improvements, prevention of diarrhea, immuno-modulating and enhancing, and cancer risks reduction.

QORE Probiotic's bifidobacteria have been shown to boost mucosal immunoglobulins when studied, including IgM, IgG, and IgA, in cultured lymphoid and spleen cells. QORE Probiotic significantly induced total IgA and IgM synthesis by both mesenteric lymph nodes (MLN) and Peyer's patch (PP) cells. This prepares and tones the immune system, but also, no specific antibody production took place, which says the ingredient blend boosts and prepares, but does not provoke any unnecessary immune alarms.⁵⁵ Its effects were determined due to its cellular components, and not from any secreting mechanism.

**Qore™** *probiotic*

And to back it up, a randomized double blind placebo controlled by Dr. Kunihiro Suzuki of the Medical Corporation Hakujinkai Shimura Omiya Hospital giving the oral probiotic showed a powerful punch against the flu virus. The study of 27 elderly folks aged 65 or older living in nursing homes showed less people contracting influenza and developing fevers.⁴⁴

In another study, the probiotic prevented gut-derived sepsis and opportunistic infection in an immuno-compromised animal from a drug-resistant pathogen, *P. aeruginosa*. These results suggest that the effects may be due to decreasing the pathogen from adhering to the intestinal tract, and that this may play an important role with immuno-suppressed patients' conditions.³³

In 2003, Mark Schell, a microbiologist at the University of Georgia, found that *Bifidobacterium longum* has several hundred genes for breaking apart sugars found in many common human foods, including breast milk. Without the gut flora, those sugars would pass through the human digestive tract; with the flora's help, humans can reap calories and energy from them.⁵

Superior Quality

As discussed, it is important to remember that only a proven probiotic, delivered live to the site of action and benefit, can have the opportunity and potential to make any difference to your health. QORE Probiotic is the complete package. It's proven. It's a bit more expensive, but it works where others fail. QORE Probiotic has been created with the most resilient probiotic strains, with known pedigrees, and well documented health benefits. We know their scientific studies. We confirm their genera, species and specific strain, so we know they can work for you. We ensure their potency by testing, and we deliver them alive and active using the absolute finest high-technology available on the planet. We do this because at Qivana, we are committed to your good health.

Safety

Lactic acid bacteria have long been considered safe and suitable for human consumption. Moreover, no *L. acidophilus* bacteremia were identified in a 10-year survey in Finland.¹²

More specifically, *L. acidophilus* has been consumed in fermented milks and other food products for decades and is listed in the Inventory of Microorganisms With Documented History of Use in Human Food.¹³ The European Food Safety Authority has also added the species to the Qualified Presumption of Safety List.¹⁴ Since its market introduction more than 30 years ago, billions of servings of foods and supplements containing *L. acidophilus* NCFM® have been safely consumed. In addition to this long history of safe human consumption, no acquired antibiotic resistance was detected in *L. acidophilus* NCFM® during screening by the EU-funded PROSAFE project. Very few instances of infection have been associated with these bacteria and several published studies have addressed their safety.⁸⁻¹¹



Qore™ *probiotic*

The safety of Bifidobacteria has been proven and demonstrated throughout several studies when used orally and appropriately. Bifidobacteria has been safely used in clinical trials lasting up to a year. Genome sequence analysis of *Bifidobacterium longum* and molecular biological analysis of other probiotic strains confirmed so far the absence of virulence and pathogenicity factors. According to recent published research, conclusively, strains from the *Bifidobacterium* species generally represent so far no health hazards.⁶

Lactobacilli and bifidobacteria are generally regarded as safe because of their long history of use in fermented dairy products, their ubiquitous presence in the human intestine and uro-genital tract, and because they are rarely involved in disease.

Manufacturing

Qivana's QORE Probiotic is manufactured in Japan with a partner that also manufactures food grade products and pharmaceuticals. This fully automated facility utilizes the highest degree of quality, safety, and accuracy guidelines of any manufacturer anywhere in the world.

Quality Control

Quality is our strength and Qivana is committed to work with partners that maintain it at every stage of the production cycle. To that end, we ensure that they have in-house most modern testing laboratory equipped with all necessary instruments and a highly qualified technical staff. We operate in total compliance with the latest cGMP standards and utilize 3rd party experts to validate the quality of our products.

Controlling the quality of a probiotic strain is crucial, yet difficult. For a strain with documented probiotic activity, it is very important that it is not subjected to any genetic or physiological change during processing. In order to maintain the quality, purity, and consistency of each production batch of the strain, we make rigorous use of bacterial frozen seed inventories to reduce the risk of genetic drift over time and to maintain strain integrity. Our manufacturing partner also performs bacterial identification based on 16s rRNA gene sequence similarity for every produced batch of culture.

Suggested Use

Take one Trisphere daily with water on an empty stomach.



Qore™ *probiotic*

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Qore™ *probiotic*



STABILIZE YOUR
INTESTINAL FLORA
DAILY WITH QORE™
PROBIOTICS TO BUILD
IMMUNE DEFENSE AND
ENHANCE NUTRIENT
ABSORPTION.

Qivana has produced a proprietary blend of the most proven and effective probiotics. This formula has been shown to assist with healthy digestion and nutrient absorption, maintain healthy levels of intestinal flora and enhance the immune system.* Antibiotics destroy beneficial bacteria while probiotics rebuild the intestinal flora. Generally, probiotics are difficult to deliver to your intestinal tract because they must first pass through stomach acid unharmed. Qivana delivers our proprietary blend with Trispheres™, the most advanced probiotic delivery technology in the world.

Trispheres have been shown in scientific studies to protect probiotics from stomach acid 100% more effectively than a traditional 2-piece capsule, and 50% better than an enteric coated capsule.

Supplement Facts

Serving Size 1 Trisphere™
Servings per Container 30

Amount Per Serving	% Daily Value
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Probiotic Proprietary Blend (L. acidophilus, B. bifidum, B. longum, B. lactis)	1 billion cfu*
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* Daily Value not established.

OTHER INGREDIENTS: Vegetable (palm) oil, porcine gelatin, glycerin, lecithin, pectin and caramel.



Qore *essentials*

QORE™ Essentials Product Profile

*Supporting and protecting
cardiovascular health,
while soothing stress,
and fighting fatigue**

Qivana's Unveils the Immortality Herb™

Doctors and scientists today are gleaning wisdom from the past to find answers for our future—and Qivana is at the forefront of delivering these natural solutions. Qivana is the first company in the world to build a product system based on the traditional wisdom and power of this legendary herb: the Immortality Herb™. While little is known about the Immortality Herb in the Western World, the Chinese have treasured this botanical for centuries for its therapeutic value. Its benefits in the Eastern World are so widely known and accepted that it is used by doctors and hospitals as a valuable medicine, and it was recently named as one of the ten most important tonic herbs at an International Conference on traditional medicine. As further evidence of its significance, it has been called xiancao, or “immortal grass,” and in the United States it is known as “miracle grass”, or the Immortality Herb. Now, backed by the validation of modern-day research and dedicated scientists, this “miracle grass” has emerged as one of the most preeminent and promising natural solutions for our 21st century health concerns.

The research on the Immortality Herb has exploded in the last few decades and medical experts are now recognizing it as a key component of a modern health regimen. Scientific research is showing the Immortality Herb's rare ability to support multiple systems of the body including the nervous system—brain function, memory, and neuronal re-generation; the cardiovascular system—maintaining healthy cholesterol, blood sugar and fat levels; and balancing metabolic functions—promoting energy and fighting fatigue, and much more*. This herb's extraordinary abilities are in large measure from its abundant supply of saponins. In fact, the Immortality Herb has the largest number and greatest diversity of saponins in the world. Saponins are potent phytonutrients with a host of demonstrated benefits in humans. The PubMed database lists over 8,000 independent research papers that explore and explain the benefits of these saponins.

Qore *essentials*

Qivana's Revolutionary Approach to Protecting and Energizing the Body

Based on this remarkable discovery Qivana created QORE Essentials, employing the powerful health-promoting properties of the Immortality Herb to serve as the foundation. The exceptional benefits of the Immortality Herb are further extended when combined with White Korean Ginseng and Chinese Skullcap. These three herbs were carefully selected for the QORE Essentials formula because their nutrients have synergistic modulating and biological actions. Their combined benefits complement each other to promote profound healing and exceptional wellness. The QORE Essentials herbal blend directly addresses the most common and preventable health concerns today—cardiovascular health, fatigue, and stress management*. These herbs are delivered using Qivana's Direct Dissolve™ technology, an exclusive microencapsulation process that facilitates the most rapid nutrient delivery of any product on the market.

The Cardiovascular-Stress Connection

Statistically speaking, the chances of dying from cardiovascular disease are 2 out of 5. In the U.S. alone, almost 652,091 people die from this relatively new and preventable disease—that's about 27% of all U.S. deaths. The six risk factors for heart disease and stroke, which fall under the label of cardiovascular disease, include high blood pressure, high cholesterol, diabetes, current smoking, physical inactivity, and obesity. And if there were to be a seventh risk factor added, it should include being stressed out. Approximately 37% of adults reported having two or more of these six risk factors. In 2005 alone, deaths from cardiovascular disease accounted for 30% of the deaths worldwide. By 2015, almost 20 million people will die from cardiovascular disease. These are projected to remain the single leading causes of death.² The good news is that the risk of cardiovascular disease can be reduced by taking steps to prevent and control the adverse risk factors.

Scientific experts are continually learning more about stress and related illnesses. Stress has been proven to cause illness, increase physical symptoms of discomfort and illness, and lengthen recovery time. At the very least, 50 percent of all general medical patients are suffering from stress-related problems. Stress impacts health by lowering our resistance to disease and making us more vulnerable to illness. Our body responds to emotional stress the same way it reacts to physical danger. When we feel the effects of chronic stress, our health can be compromised by our primitive fight or flight response that produces stress hormones even when we are not really in immediate danger. Stress activates the hypothalamic-pituitary-adrenal axis (HPA), initiating events that increase circulating cortisol. Elevated circulating cortisol inhibits the reproductive, growth hormone, and thyroid functions. Normal cortisol secretion peaks in the early morning, then declines with a peak in the afternoon. When this normal cycle is disrupted, symptoms can include low energy between 3 and 4 p.m., difficulty waking in the morning, anxiety, fatigue unrelieved by rest, salt or sugar cravings, dark circles under the eyes, decreased libido, increased effort required for daily tasks, insomnia, and depressed mood.¹ Approximately half of all Americans report that stress has a negative impact on both their personal and professional lives. Experts now confirm that stress is a significant risk factor for cardiovascular disease, particularly in conjunction with one or more other risk factors. Chronic life stress and anxiety increase the risk of heart disease and stroke.

**Qore** essentials

Natural Benefits for Life

While many Americans often turn to over-hyped “quick fix” pills that rarely deliver, more than 80% of people worldwide continue to use plants and herbs as their primary source of healthcare. Better yet, much of their healthcare is focused on preventative maintenance, and not based on disease care, like our medical system. Botanicals contain concentrated sources of phytonutrients our bodies need to repair, restore, energize, and heal. The most time-honored and traditional medical systems in the world are founded on the use of plants (roots, herbs, leaves, flowers, fruits, and bark), yet western medicine is reluctant to remember and acknowledge that these plants serve as the foundation for our modern pharmaceutical medicines, yes, even today. While conventional medicine may not readily recognize these natural medicines, it is interesting to note that over one-fourth of today’s prescription drugs contain constituents directly derived from irreplaceable plant resources. Roughly 125 chemical substances from appropriately 100 different plants are used in hospital pharmacies, ERs, and surgical units around the globe daily. If chemists could not decipher and reverse-engineer nature’s healing plants in their laboratories, then over 50% of all drug actives would be derived directly from plants even today. The word drug, comes from the ancient Dutch word, to dry plant—and they are still one of the safest, smartest, most gentle way to help encourage our best of health.

At Qivana, we understand and appreciate the role that nature plays for actually growing health, fighting and preventing disease, and renewing vital immunity. We have identified some of the most potent sources of unique nutrients that our body needs to accelerate natural healing, enhance immune defenses, re-new antioxidant support, combat daily stress, and function optimally. These powerful plants have been used for centuries by traditional healers. Now scientific research has uncovered the source of their healing power and is revealing their growing list of potent and beneficial properties.

QORE™ Essentials—a Proprietary and Synergistic Blend

QORE Essentials is a proprietary blend of concentrated, standardized extracts of powerful phytonutrients from the Immortality Herb, Chinese Skullcap, and White Korean Ginseng. This exclusive blend of nutrients was formulated with third-party experts, scientists, and research data, not guesswork. These three herbs were chosen because of their uniquely powerful and well researched healing properties. After extensive research, these three plants were carefully selected and combined to have a synergistic effect—work together to strengthen, enhance, balance, and complement each other. With this extensive research and knowledge base, understand their scientific studies, so we know they can work for you. This synergized botanical blend offers a broad range of health-promoting properties, versus a necessarily more limited, singular “silver-bullet” herbal approach.



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Through world research, it has been discovered that the Immortality Herb contains some of the exact same saponin glycosides that empower Panax ginseng with its host of honored herbal powers. In other words, the Immortality Herb contains some of the exact same nutrients with the identical biochemistry as Panax ginseng. In fact, at least eight of these saponins are identical matches to those found in true ginseng. This discovery is significant because it's the first time that these ginseng saponins have been found in a plant outside of the true ginseng family. Both ginseng and the Immortality Herb derive their therapeutic capabilities in large measure from its saponins; and while ginseng is revered as the King of Herbs, modern science has discovered that the Immortality Herb contains approximately four times the saponin content that is found in Panax ginseng.

As a point of interest, the Immortality Herb historically has also been referred to as Blue Ginseng or Southern Ginseng due to its, blossom color, adaptogenic effects and preferred habitat. Both the Immortality Herb and White Korean Ginseng have earned their place as adaptogenic herbs, a category of herbs that have been proven to help the body respond and repel various stresses. Chinese Skullcap is known to possess adaptogenic properties, while providing many other valuable phytonutrients. The QORE Essentials blend captures and concentrates these adaptogenic abilities to bring nature's most powerful resources to you for fighting stress and fatigue.

The Life-Enhancing Secrets of Adaptogens

Adaptogens are a special class of healing substances that have been shown to support and re-establish a dynamic balance in the body during challenging times and changing conditions. Adaptogens increase the body's resistance to stress, trauma, anxiety, and fatigue. As is accepted by the Swedish FDA, adaptogens are recognized as herbal medicines which can be used in case of decreased performance, like fatigue and sensation of weakness, in order to increase resistance to stresses, including physical, chemical, biological, and even psychological.

The results are your body works better and stronger without working harder. This is great news for anyone living in today's fast-paced, on-the-go society. When taken regularly over time, adaptogens can offer a stress protective effect, comparable to the enhanced overall improvements garnered from regular physical exercise. They induce a non-specific defensive response against a broad category of stressors, such as noise, cold, and altitude. Their beneficial tonic effects of increased overall well-being and improved work capability are fully established with use in those with chronic disease and dysfunctional metabolisms.

The concept of adaptogens dates back thousands of years to ancient India and China. In the past, they have been called rejuvenating herbs, Qi tonics, rasayanas, or restoratives. Adaptogenic herbs are distinct from other substances in their ability to balance endocrine hormones and the immune system, and they help the body to re-establish and maintain optimal homeostasis under stressful circumstances. Adaptogens are considered to have a normalizing effect on the body/mind and to be capable of either toning down the activity of hyperfunctioning systems or strengthening the activity of hypofunctioning systems.



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The QORE Essentials formula utilizes the healing properties of these legendary botanicals with adaptogenic attributes. At the center of the formula lays the Immortality Herb, a singularly unique and incredibly powerful balancing botanical with tremendous benefits. The unparalleled composition of the Immortality Herb makes it the ideal adaptogen, providing an exceptionally broad range of health-promoting properties. The aerial plant parts contain a unique complex of diverse bio-modulating messengers that work with and for your individual biochemistry and metabolism.

Scientific Research has demonstrated in numerous studies that the ingredients in QORE Essentials:

- Promotes energy and protects against fatigue*
- Supports healthy cardiovascular function*
- Helps your body maintain healthy cholesterol levels that are within a normal range*
- Maintains healthy blood sugar levels that are within a normal range*
- Supports blood pressure levels that are within a normal range*
- Supports nitric oxide balance- promoting heart, immune, and circulatory healthy living communications*
- Provides antioxidant (GSH, SOD) support of quenching free radicals and their aging damage*
- Maintains the metabolic functions of the body*
- Supports healthy liver and immune function*

Key Ingredients: Immortality Herb), Chinese Skullcap, and White Korean Ginseng

History and Traditional Uses of Immortality Herb™

For centuries, the Chinese have treasured a remarkable herb known as xiancao, which translates to “immortal grass”; in Japanese it is amachazuru; and in Latin it is *Gynostemma pentaphyllum*. In the United States it is known as miracle grass, the Immortality Herb. Native to Asia, the herb is reverently referred to as the Immortality Herb because its premier adaptogenic properties help to restore metabolic balance and re-establish physiologic harmony throughout the whole body. The Immortality Herb is a creeping vine family member related to the melon, pumpkin, and cucumber.

In China, this plant was first appreciated as a bitter-sweet restorative tea and, in dire circumstances, a safe and nutritious food during scarcity and famine. Traditional uses for this “miracle green” include chronic bronchitis, cough expectorant, anti-inflammatory, detoxification, liver support, hypertension, diabetes mellitus, insomnia, and migraines.

Interestingly, the Immortality Herb was not incorporated into the original pharmacopoeia of traditional Chinese medicine (TCM). It grows predominantly south of the Yangtze River and the Qinling Mountain range in China. Due to this remote location, the herb was geographically isolated from China’s central political and financial power arena in the central and northern realms, where their highly systemized TCM was developed. Therefore the Immortality Herb’s capabilities were not disseminated earlier in history, and its broader use remained unknown and stayed regional compared to the herbs employed by the funded experts archiving their medical model. From the TCM perspective then, it has been utilized since the Ming Dynasty of 1368-1644 AD for bronchitis, hepatitis, ulcers, and tumors. Its traditional lineage is included in the more recent Dictionary of Chinese Materia Medica.



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Modern Research on the Immortality Herb

A Guangxi Ribao newspaper article from the Guanxi Daily News on March 4, 1972, reported that the Chinese government tasked researchers and scientists to investigate the findings from the impressively high number of long lived villagers in the remote mountain provinces of Guizhou, Guangxi, and Shicuan.

Beyond longevity, it was also noted that these folks enjoyed rather exceptional health, with low occurrences of the plagues of aging, like diabetes mellitus, hypertension, cognitive decline, and even cancer. Researchers identified the region's local tea of choice as a causative factor for their ageless perks. Their unique tea was the Immortality Herb.

In 1978, Dr. Jialiu Liu headed a government sponsored research project evaluating the indigenous flora found in the Mount Fanjing Nature Reserve. His team's radar targeted and tagged the Immortality Herb with promising potency. This project resulted in literally hundreds of research investigations which led to the scientific validation of the Immortality Herb, and first introduced its modern health benefits to the world.

As science would have it, research was taking place elsewhere, too. Dr. Masahiro Nagai first researched the Immortality Herb (amachazuru in Japanese) because he was trying to develop a sugar substitute candidate, and amachazuru is sweet. His sweet pursuits resulted in a bitter defeat, but he left an unforeseen legacy to us all. He discovered for the very first time in any plant anywhere, that the Immortality Herb shared exact biochemical brethren found in a totally unrelated plant species. That plant was *Panax ginseng*. Later, Dr. Tsunematsu Takemoto reviewed Dr. Nagai's research findings on amachazuru and decided to further research the antioxidant properties.

Now hundreds of studies across the globe are unlocking and advancing the mechanisms underlying this botanical phenomenon, making it one of the most studied herbs in the world. Scientific investigations are continuing to reveal its biochemical ability to support health in many ways. The Immortality Herb has been shown to support your entire body's vital systems, including the cardiovascular, digestive, immune, nervous, and respiratory systems. As an adaptogenic herb, it possesses the unusual ability to regulate and modulate different systems to help your body work better, function better, and ultimately feel better.

History and Traditional Uses of White Korean Ginseng

Ginseng's use can be traced back nearly 2,000 years with indications of cooling and calming properties, for poor nutritional status, and alleviation of digestive distress. Ginseng's therapeutic value appeared in the oldest comprehensive *Materia Medica*, *Shen Nong Ben Cao Jing*, written approximately 2,000 years ago. The word ginseng translated from the Chinese characters, gin (man) seng (essence), translates to "man root" or "the earth essence in human form." *Panax*, from the Greek word, means cure-all or panacea: pan (all) akos (cure). *Panax ginseng* root is an herbal tonic that can also rejuvenate and invigorate. It is the most researched and consumed herb in the world. As a Qi tonic, it is used to revitalize and replenish our vital energy. As an adaptogen, it enables system-wide non-specific protection against various mental, physical, and environmental stressors. *Panax ginseng* is listed in the national pharmacopeias of China, Japan, Russia, Austria, France, Germany, and Switzerland.



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Ginseng is approved in the Commission E monographs and officially in the German Pharmacopoeia, used in geriatric remedies, invigorating and strengthening restoratives, and in tonic preparations. The Commission E specifies powdered root or tea infusions as a tonic for invigoration and fortification in times of fatigue, debility, or declining capacity for work and concentration, and during convalescence.

The World Health Organization monograph section on Uses Supported by Clinical Data re-affirms the above uses, “as a prophylactic and restorative agent for enhancement of mental and physical capacities, in cases of weakness, exhaustion, tiredness, loss of concentration, and during convalescence.”³

Modern Research on White Korean Ginseng

With thousands of studies from all across the globe, ginseng remains one of the most studied and well understood botanicals of all time. There exists substantial evidence to suggest that ginseng may support and restore healthy adrenal function and prevent adrenal atrophy associated with corticosteroid administration. It has known anti-stress, anti-fatigue, and immunomodulatory effects.¹ In animal models, ginseng has been found to inhibit cortisone-induced adrenal and thymus atrophy, thus supporting energy, metabolic functioning, and immunity. Additionally, specific studies also point to ginseng’s abilities in support of:

- *Maintaining blood pressure in patients within a normal range **
- *Supporting the cardiovascular system**
- *Adaptogenic abilities and health support**
- *Promoting energy levels and fighting against fatigue**
- *Enhancing quality of life in persons subjected to high stress*³*

History and Traditional Uses of Scutellaria Baicalensis

Scutellaria baicalensis, Baikal skullcap, or Chinese Skullcap, has been used in traditional Chinese herbal formulas, like ginseng, for over two millennia. Scutellaria baicalensis is named after Lake Baikal in Siberia where it was first discovered. Lake Baikal was known as the “North Sea” in historical Chinese texts. Baikal is the oldest, deepest, and largest freshwater lake in the world, and is home to more than 1,700 species of plants and animals, two thirds of which can be found nowhere else in the world. Lake Baikal was declared a UNESCO World Heritage Site in 1996.⁴

This mint member named Huang Qin, or “yellow gold” is one of China’s most popular and multi-purposed herbs. It is one of the oldest and most well-known of all the herbs in Chinese medicine. In fact, it is considered one of the top 50 fundamental herbs employed in TCM. Historically, it has been therapeutically applied for enteritis, diarrhea, cystitis, inflammation, chronic lung and liver problems, jaundice, fevers, combating allergies, cardiovascular concerns including hypertension, and infections whether bacterial, viral, fungal, or yeast. Its modern uses and continued research show its ability for strengthening the immune system, quenching free-radical oxidation, calming inflammatory conditions, soothing the nervous system, and inhibiting abnormal cellular growth, as well as acting as a potent antimicrobial and antiviral.

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Modern Research on Scutellaria Baicalensis

An in-depth nutrient analysis of Chinese Skullcap revealed that the herb contained more than 2,000 compounds, and an astonishing 781 have been determined through scientific investigation to be of accepted medicinal importance. This speaks volumes to the vital phytonutrient content of this very powerful botanical. Further on-going research will surely uncover additional applications, uses, and natural remedies for this array of compounds.⁵

Researchers in Scotland report that Baicalin, an extract of the Chinese herb *Scutellaria Baicalensis*, can work synergistically to enhance the effects of traditional antibiotics. The flavonoid components of this plant also possess neuroprotective capabilities. Sedative and anticonvulsant effects have been reported using in vivo models.⁶ The bioactive components of *Scutellaria* have been confirmed to be its flavones. The major constituents of *Scutellaria baicalensis* are Wogonin, Baicalein, and Baicalin. These phytochemicals are not only cytostatic but also cytotoxic to various human tumor cell lines in vitro and inhibit tumor growth in vivo. Most importantly, they show almost no or minor toxicity to normal epithelial and normal peripheral blood and myeloid cells. The antitumor functions of these flavones are largely due to their abilities to scavenge oxidative radicals, to attenuate NF-kappaB activity, to inhibit several genes important for regulation of the cell cycle, to suppress COX-2 gene expression and to prevent viral infections.

Direct-Dissolve™ Delivery Technology

Qivana's Proprietary Direct-Dissolve™ delivery system offers an incredibly unique, convenient and flavor-filled way to enjoy the benefits of our proprietary herbal blend without having to endure another pill. Capsules and tablets have been used for decades to mask the unpleasant flavor of bitter nutrients. Qivana has finally created a revolutionary way to micro-encapsulate these powerful phytonutrients at a microscopic level with a proprietary masking technology, coupled with a sweet flavor system that makes for an enjoyable experience. Pouring the QORE Essentials powder directly onto your tongue facilitates more rapid absorption of the nutrients immediately through buccal and sublingual mucous membranes in your mouth and then onward to digestive pathways.

Crystalline fructose was identified as a superior sweetener for this application. Crystalline fructose and high-fructose corn syrup are often mistakenly confused as the same product; however, they are quite different in their composition and their function in your body. Crystalline fructose is at least 98% fructose. High-fructose corn syrup is often mistakenly confused for pure fructose, but it is an entirely different ingredient, usually supplied as a 50/50 mixture of fructose and glucose.⁷ Crystalline fructose, a safe, all-natural sugar commonly found in fruit and vegetables, adds the perfect amount of sweetness and bulk. It has a comparatively very low glycemic index, so as not to contribute to temporary blood sugar spikes that are associated with other sweeteners. Several health benefits have been associated with moderate amounts of fructose including improved blood sugar control, lipid metabolism, appetite control, and metabolic control.⁸⁻¹¹

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Wild-Crafted Herbs

QORE Essentials is a proprietary botanical blend of the highest quality standardized extracts which includes pure, six-year-old Korean Ginseng with wild-crafted Immortality Herb leaf and Chinese Skullcap roots. Wild-crafting of herbs is the traditional method for ethically and sustainably harvesting plant materials from their indigenous habitats, whether for food or medicine. As nature would have it, plants do thrive in their own self-selected territories and develop potent medicinal values from their surroundings. These native plants or plant parts are chosen and collected in a way that preserves the local ecology and environment and leaves it essentially unchanged. The local experts ideally harvest the best crops in their optimal season, and leave adequate representative members undisturbed to thrive for yet another season. This time-honored practice allows and helps ensure continued growth and supplies year after year, generation after generation. These uncultivated, non-GMO natural plant species flourish as nature intended, without human intervention or added chemicals. Wild crafted herbs can provide some of the most potent, most pristine, truly natural products we can consume, whether food, spice, or medicine.

Quality Control and Potency Guarantee

At Qivana, we are committed to safety, and your good health. We are active and vigilant in providing the highest quality products, made with the finest ingredients available. Because many of the benefits we can derive from plants are a result of their “active” nutrients, plants are not all created equal; they are only as effective as their active nutrient content levels. Surprisingly, the nutrient content of plants can vary dramatically from season to season and field to field based multi-factorial issues, including the region of the world, the quality of the soil, and local growing conditions.

To overcome this natural variation, QORE Essentials is made from high-potency, standardized nutrient extracts that are able to ensure each serving consistently and reliably contains an efficacious level of these powerful phyto-nutrients. Qivana has formed relationships with highly experienced partners that have the most advanced technologies available to guarantee each dose of QORE Essentials contains 400 mg of our powerful phytonutrient blend.

As a final check, we have formed partnerships with several third-party agencies that are able to reliably certify the authenticity and the potency of each batch of QORE Essentials. High Performance Thin-Layer Chromatography is used as an extra measure to quantify the exact level nutrients in each batch. In this manner, any non-conforming or out-of-spec material is rejected. In addition to nutrient content validation, they put each batch through rigorous screening and testing to verify that the material is authentic, unadulterated, and free of toxins, pathogens, heavy metals.

Suggested Use – Take one or two packets daily as needed. Pour a small amount directly onto your tongue, allow it to moisten naturally, swirl around as desired, and then swallow.

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Safety and Contraindications

As always, please consult with a licensed health care provider before taking dietary supplements. This will ensure that you and your doctor stay informed and aware of your condition, and it supports effective health monitoring. This is especially important if you are being prescribed any drugs. From a scan of the literature and science, here is an encapsulated review of the literature on the safety and contraindications.

Scutellaria is considered safe; the American Herbal Products Association has given Scutellaria a class 1 rating, which means that it can be safely consumed when used appropriately.

The Memorial Sloan-Kettering Cancer Center Herbal Database reports, “Baicalein supplementation at therapeutic doses appears to be safe, with no reports of significant side-effects or toxicity. Baicalein or Chinese Skullcap is not known to be contraindicated for any health conditions.”⁶

Early research data suggests baicalin increases the activity of the organic anion-transporting polypeptide 1B1 (OATP1B1), which transports various medications and substances, which includes HMG-CoA reductase inhibitors, commonly referred to as statins, into the liver. If these early indications are proven by clinical study, this may mean that while Baicalin could possibly decrease plasma concentrations of the statins, it may increase their concentration in the liver where it performs its action.¹²

Please note that scutellaria, in general, is not recommended for people who have the TCM diagnosis of blood deficiency pattern of illness.

Early research suggested that patients use caution when taking the cyclosporine drugs and scutellaria simultaneously. Cyclosporine is an immunosuppressant drug given to prevent rejection of transplanted organs. It is metabolized in the body by CYP 3A4 liver enzymes and by P-glycoprotein. Some early research, though limited, suggested that scutellaria may decrease the absorption of cyclosporine along with drugs known to be metabolized by CYP 3A4 and P-glycoprotein.¹³ Despite these early reports, experts from more recent animal (dog model) studies have determined that these effects are highly unlikely.^{14, 15}

Some studies suggest that the herbal ingredients in QORE Essentials could have additive effects with anticoagulants and antiplatelets and these people should consult with their health care professional prior to use.^{16, 17} The potential additive effect by all accounts would be modest and within normal limits, but you should inform your prescribing doctor for full disclosure and effective monitoring.

The Commission E Monograph states that in their numerous findings on Ginseng, side effects are very rare and it is usually tolerated by most people. They further concluded that many misperceptions and warnings regarding side effects of pure panax Ginseng is often overstated and even unwarranted.¹⁸ Data from clinical trials suggest the incidence of adverse events with ginseng is similar to a placebo.¹⁹



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As it relates to the Immortality Herb™, information provided by Ankang Pharmaceutical Institute of the Beijing Medical University indicates total gypenoside extracts are safe, without side effect and without toxicity. The Dictionary of Chinese Medicine describes *Gynostemma pentaphyllum* as having 'no toxicity'. In the Practical Chinese Herbal Preparations Handbook, it was stated that gypenoside extract tablets and capsules have no contraindications. If patients felt any discomfort after taking a large dosage, the medicine should be stopped.²⁰

Pregnant or breastfeeding women are always advised to consult their health care professional prior to taking supplements.

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*These statements have not been evaluated by the food and drug administration.
This product is not intended to diagnose, treat, cure, or prevent any disease.



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Qore™ *essentials*



VITALIZE YOUR SYSTEM DAILY WITH QORE™ ESSENTIALS, A PROPRIETARY BLEND OF PROVEN HEALING BOTANICALS FROM ASIA FOR ENHANCED ENERGY AND CELL PROTECTION .

Qore Essentials is a proprietary blend of some of the most proven herbs in the world. These herbs are delivered using Qivana's Direct Dissolve™ technology, an exclusive microencapsulation process. This herbal blend consists of concentrated extracts of powerful phytonutrients from gynostemma pentaphyllum, known as the Immortality Herb™, Chinese Skullcap and White Korean Ginseng. White Korean Ginseng and the Immortality Herb fall into a rare class known as adaptogens; a category reserved only for those herbs that have been proven to help the body respond to various stresses put upon it. This synergized botanical blend promotes energy and stamina while fortifying against stress and fatigue, supports healthy cardiovascular, respiratory and immune functions, and helps your body maintain healthy cholesterol, blood pressure and blood sugar levels that are within a normal range.*

Supplement Facts

Serving Size 1 Packet
Servings per Container 30

Amount Per Serving	% Daily Value
Calories	17
Total Fat	0
Total Carbohydrates	3g 1%
Sugars	3g
Protein	0

Amount Per Serving	% Daily Value
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Qore™ Essentials Proprietary Blend	400 mg*
Immortality Herb™ leaf (Gynostemma pentaphyllum) (SAX 80% gypenosides), White Korean ginseng root (SAX 5% ginsenosides), Baikal skullcap root (Scutellaria baicalensis) (SAX 80% baicalin).	

* Daily Value not established.

OTHER INGREDIENTS: Fructose (natural sweetner), all natural flavors, stevia, sodium bicarbonate, silicone dioxide.

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



qore™ detox

QORE™ Detox Product Profile

Supports

Healthy

*Chelation**

Creating Better Health through Regular All-Natural Systemic Detoxification

Detoxify, detox, and detoxification have become overused marketing buzz words in the health and wellness industry, especially during the last decade. At its most basic level, detoxification is about removing and eliminating toxins from your body. Detoxifying can help protect the body from disease and renew its ability to maintain optimum health. While there are a variety of detox diets, programs, foods, products, fads, systems, and methods, nearly all of these traditional ways of detoxification focus solely on the intestinal tract, and do not address the deeper detoxification needs of the blood, cells, and tissues. Heavy metals are the most difficult toxins to remove from the body—and they are the most detrimental ones to your health. Now there is an all-natural solution that addresses the detoxification of the intestinal tract and, more notably, it successfully accomplishes the most difficult detoxification task of all, which is systemic removal of heavy metals from the blood, cells, and tissues.

Qivana's QORE Detox is an exclusive blend of all-natural products with a scientifically validated ability to rid the body of heavy metals and toxins. Unlike other products, QORE Detox is the only oral, scientifically validated product with the ability to be assimilated into the bloodstream, selectively bind to heavy metals, and systemically remove them from the blood, cells, and tissues. This master formulation also contains a specialized seaweed extract and organic kelp, which simultaneously cleanse the intestinal tract and prevent the reabsorption and redistribution of these toxins.

What are heavy metals?

Heavy metals are everywhere; from mercury in fish and dental fillings; cadmium in cigarette smoke, car exhaust and brake dust; and lead in pesticides, paints, food, water, and even in children's toys. Metals permeate our air, drinking water, and food supply. Heavy metal toxicity is now being recognized as a major underlying cause of a variety of illnesses, including impaired immune function, arteriosclerosis, hypertension, multiple sclerosis, autism, the overgrowth of yeasts and fungi in the intestinal tract, and a host of other chronic diseases and conditions.¹⁸



qore™ detox

Heavy metals are metals with a specific gravity at least 5 times that of water. Your body can't easily rid itself of these heavy metals, so they accumulate in soft tissues, the nervous system and even in bones. These metals are extremely harmful and toxic to humans. Unfortunately, heavy metals are unavoidable in today's industrialized world, and are even passed up the food chain and found in foods consumed on a regular basis such as seafood, produce, and processed foods.

Fortunately, we are becoming more aware of our toxic environment and taking steps to change and lessen the toxic load on the planet and on our bodies. Yet how many of us pay any attention to the toxic load we are already carrying from our past? And what about the hidden heavy metals that we're exposed to every day? Have you ever thought about what heavy metals might be stored in your body and how they may be adversely affecting your health?¹⁷

Qivana QORE Detox is the first all-natural, proven, oral chelation treatment that addresses these issues and concerns. The ingredients have been proven to have significant efficacy in numerous scientific studies and in human clinical trials.

Lead

Environmental sources of lead include smoke from burning fossil fuels, batteries, ammunition, x-ray shields, pipes, municipal drinking water, printing ink, gasoline, fertilizer, cosmetics, and hair dyes. Up until 1990, paint in the United States contained lead, so buildings that were painted before 1990 still emit lead. Symptoms of lead exposure include abdominal pain, headaches, numbness, fatigue, dizziness, hypertension, kidney dysfunction, loss of appetite, infertility, and insomnia. Chronic low level exposure can lead to birth defects, mental retardation, autism, psychosis, allergies, dyslexia, hyperactivity, weight loss, shaky hands, muscular weakness, and paralysis. Children are especially sensitive to lead and absorb up to 50% of lead contained in food.¹⁷

Mercury

Dangerous levels of mercury exposure occur most frequently from certain foods and consumer products. The most common sources of mercury include mercury amalgam dental fillings, cosmetics, certain vaccines, and fish. Mercury is also found in fossil fuels, agricultural products such as fungicides, and in many industries, such as battery, thermometer, and barometer manufacturing. The effects of long-term exposure to mercury can develop gradually. Symptoms of mercury toxicity may include shaking of the hands, eyelids, lips, tongue, or jaw; headaches, insomnia, personality change, memory loss, irritability, indecisiveness, physical exhaustion, sensory impairment (vision, hearing, speech), emotional disturbances, and loss of intelligence.¹⁹ Symptoms of mercury toxicity in young children are very similar to those of autism. Mercury affects your immune system, alters genetic and enzyme systems in your body, and damages your nervous system by impairing your motor coordination and senses of touch, taste, and sight.¹⁷



Qore™ detox

Cadmium

Cadmium is found in PVC plastics, nickel-cadmium batteries, paint pigments, agricultural insecticides, fungicides and fertilizers; as well as cigarettes, dental alloys, motor oil, and exhaust fumes. Approximately 15-20% of the cadmium we absorb is through our lungs by breathing, and an additional 2-7% is ingested and absorbed in the digestive tract. Cadmium adversely affects the liver, kidneys, lungs, brain, and bones, and passes through the placenta.

Aluminum

Although aluminum is not technically classified as a heavy metal, aluminum is regularly found in food additives, drinking water, antacids, and buffered aspirin. Aluminum is also found in antiperspirants, nasal sprays, and astringents and thereby absorbed through the skin. It can also enter the body through breathing car exhaust fumes, using aluminum foil and cookware, soda cans, ceramics, and fireworks. Although it hasn't been designated as the cause for Alzheimer's disease, aluminum is present in large amounts in the brains of people with the disease. Aluminum affects the nervous system, kidneys, digestive system, and can cause degenerative muscular conditions and cancer.¹⁷

Arsenic

Arsenic is found in the natural environment in the Earth's crust and in small quantities in rock, soil, water and air. About one third of the arsenic in the atmosphere comes from natural sources, such as volcanoes, and the rest comes from man-made sources. Mining, smelting of non-ferrous metals and burning of fossil fuels are the major industrial processes that contribute to arsenic contamination of air, water and soil. Historically, use of arsenic-containing pesticides has left large tracts of agricultural land contaminated. The use of arsenic in the preservation of timber has also led to contamination of the environment. Even low levels of exposure for long periods of time can eventually cause significant damage to the central nervous system and eventually lead to neuropathy. Arsenic exposure has also been linked to birth defects and liver damage.¹⁷

The Limitations of Traditional Heavy Metal Removal Therapies

There is no way to completely eliminate heavy metals from our environment. But we can eliminate them from our bodies and protect against future exposure by using a highly effective chelating treatment. By definition, chelation is a method of removing certain heavy metals from the bloodstream, used especially in treating lead or mercury poisoning.¹⁶ Traditional chelation therapy is, "the use of chelating agents to detoxify poisonous metal agents such as mercury, arsenic, and lead by converting them to a chemically inert form that can be excreted without further interaction with the body."¹⁵ Chelating heavy metals from the body is not a new practice. It was first used in World War I and has evolved since that time.¹⁷



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There are several conventional, synthetic chelation treatments which have been used over the last century, however, these types of chelation have both minor and potentially life threatening side effects, and must be used under the supervision of a physician. Even then, synthetic chelation treatments can leach out essential nutrients your body needs, including iron, zinc, copper, and magnesium, leading to a host adverse health effects. And potentially worse, while these treatments can loosen toxins from your tissues, often they are only re-shuffled around, but ultimately re-deposited elsewhere back into the body. This is especially dangerous, if the toxin is redistributed into vital organs and tissues, causing acute symptoms and distress. This creates a vicious cycle where these heavy metals are moved around, but not fully eliminated from the body.¹⁸

This creates the need for QORE Detox—a natural, gentle, yet highly effective chelator of metals; a chelator that will loosen and bind toxins from your tissues, and then successfully block their reabsorption back into the body so they can be fully excreted from the body.

QORE™ Detox

QORE Detox contains Puratox™, an exclusive, scientifically validated blend of natural ingredients that can rid your blood, cells, and tissues of heavy metals, free radicals, and toxins. Puratox is made with a unique, molecularly-modified citrus pectin (MCP). It can be assimilated into the blood stream, bind to toxins, and provide a deep cleansing of heavy metals. The Puratox blend also has QAI Certified Organic Kelp and Modified Alginate Complex. These cleanse the digestive tract and help prevent the reabsorption of toxins. These ingredients have been proven in scientific research and human clinical studies and offer a host of unique benefits as part of a health regimen.

QORE™ Detox is designed to:

- *Promote removal of toxins without depleting essential minerals with no unpleasant side effects**
- *Function both systemically and intestinally**
- *Bind toxins tightly to prevent reabsorption and relocation**
- *Prevent absorption of fats and cholesterol**
- *Support the metabolism for healthy, natural detoxification**
- *Maintain strong hair, nails, and skin**

Key Ingredients: Modified Citrus Pectin (MCP), QAI Certified Organic Kelp, Modified Alginate Complex

Modified Citrus Pectin (MCP)

QORE Detox contains a highly specialized form of Modified Citrus Pectin (MCP), proven to remove these heavy metals from our system. MCP is rapidly being recognized as one of the most important single nutraceuticals available today for both the prevention and treatment of serious health conditions. Because pectin's molecules are too large to be digested and absorbed into the bloodstream, its actions are limited to its activity in the digestive tract. Scientists have modified its larger molecules into smaller, less complex ones, creating modified citrus pectin. The smaller molecules are able to travel across the intestinal lining and through the bloodstream where they can interact with other cells in the blood or tissues.



qore™ detox

Puratox™ is the Superior Form of MCP

The best, and most expensive, process for creating MCP involves taking pectin through the enzymatic process that chops pectin's long molecular chain into smaller, uniform pieces. The less expensive methods don't break the pectin down into uniform pieces and typically cannot produce molecules less than 30,000 Daltons. Presently, Puratox™ is the only product found to contain molecules between 10,000 and 20,000 Daltons, all of uniform size. Anything smaller than 10,000 Daltons seems to break down too quickly and may be too small for the immune system to recognize; whereas 30,000 may be too large to be absorbed.

QORE™ Detox contains an advanced, next generation proprietary blend of MCP, modified alginates, and organic kelp formulated for optimal toxin removal.* The addition of the QAI certified organic kelp brings a vital force and an ocean of nutrients to this unique and incomparable formula. The use of alginates and pectinates for metal chelation is protected by US patents #6,462,029 and #7,026,302. The MCP component works systemically throughout the circulatory system and the alginates work predominantly in the gastrointestinal tract to prevent re-absorption of toxins.* They also bind to fats, cholesterol, and toxins in the diet before they are absorbed by the body and support their elimination. The organic kelp is rich in natural iodine, benefiting thyroid function, metabolism, immunity, and energy.*

Clinical Studies

MCP's ability to support the removal of toxic metals from the body via the urinary tract was validated by a pilot study. Oral administration of MCP to healthy humans resulted in significant increases in the urinary excretion of lead, arsenic, cadmium, and mercury.^{4*} The results of this clinical trial were published in collaboration with the USDA-ARS in *Phytotherapy Research*⁵ a peer reviewed journal. This study shows that MCP safely and effectively chelates lead, mercury, arsenic and other toxic metals out of the human body, without disrupting or removing essential minerals in the body.

A clinical trial to investigate the ability of MCP to decrease mercury burden as measured by DMPS (2,3-dimercapto-1-propanesulfonic acid) challenge, showed a significant reduction in mercury levels after 5-10 months of oral administration of MCP.^{6,7} * Heavy metal removal with MCP and modified alginates has been shown in case studies to play a possible role in clinical outcomes of chronic diseases.⁸ Plus, another recent study shows that MCP significantly decreased blood lead levels in children, ages 5 to 12, hospitalized for severe lead poisoning.⁹

Alginates have been researched extensively in preventing absorption and removing selective toxic elements, as well as decreasing absorption of fats, sugars, and cholesterol from dietary intake.¹⁰ By nature's design, they are unique natural absorbents of radioactive elements, heavy metals, and free radicals. For example, they are recommended and have been used in decontamination protocols for heavy metal/radioactive exposures, including the Chernobyl nuclear contamination disaster.



Qore™ detox

Organic Kelp with its high iodine, full sea-nutrients, and soothing mucilage content has been shown to remove toxic chemicals and biological toxins.¹¹ It suppresses autoimmunity, strengthens the T-cell adaptive immune system,¹² and protects against abnormal growth of bacteria in the stomach, *Helicobacter pylori*, in particular.¹³ One species of kelp, *Laminaria*, has shown how iodine functions as an antioxidant; it neutralizes hydrogen peroxide, thereby preventing it from becoming a hydroxyl radical.¹⁴

Polyuronide Perfected Biochemistry

Polyuronides, such as pectins and alginates, are naturally occurring soluble dietary fibers, also known as complex polysaccharides. Citrus pectin is composed predominately of repeating galacturonic acid units. Alginate, from seaweed, is made of long linear chains of D-mannuronic (M) and L-guluronic (G) acid subunits. Their specific structure and electrical charge make these compounds naturally superior toxic metal chelators.* Qivana's unique, patented process further enhances their natural chelating capabilities. The result is QORE™ Detox, an unparalleled detoxification product.

Metal Chelation Properties

The toxic metal binding properties of polyuronides is dependent upon the degree of their esterification (think of this as branches on a tree), and the type of molecules that comprise the pectin or alginate chains. The highest binding affinities are found in pectins with a low degree of esterification (fewer branches) and alginates that are rich in guluronic acid blocks.^{1*}

Enzymatically Enhanced Excellence

QORE™ Detox contains citrus pectins and alginates that have been molecularly modified to create superior absorption and chelation properties. The polysaccharide fibers of citrus pectin are one of nature's strongest detoxifiers, however in their native state they are too large to be absorbed into the circulatory system. Without our proprietary enzymatic modification they would simply remain in the gastrointestinal tract without the benefit of scavenging the bloodstream for hostile heavy metal invaders. However, through our proprietary process, the MCP is produced under strict pH controls using a non-GMO food grade pectinase enzyme, where it cleaves the naturally long fibers into shorter, lower molecular weight fibers. This unique process transforms the molecules, making them highly absorbable- sized at only 5-12 kDA. The alginates are enzymatically processed as well, resulting in very low viscosity (low gelling), low molecular weight fiber with a high ratio of guluronic acid subunits. Their enhanced performance remains inside the GI tract almost exclusively.



Qore™ detox

Metal Complex Formation

Polyuronides line up in stack formations in solution. These structures are biochemically referred to as an “egg box.”² Each pocket of the “egg carton” contains a positively charged ion to balance the negatively charged chains. Toxic metals, especially lead, mercury, arsenic, cadmium, and radioactive metals, like strontium, have a higher affinity for these unique fibers than the essential ions like calcium, magnesium, and zinc.^{1,3} The toxins become tightly trapped in this charged “egg box” structure and are effectively eliminated from the body.* USDA-ARS scientist have specifically attributed the 10% rhamnogalacturonan II content in our MCP as the key component possessing the selective binding affinity to these toxic metals.^{4*}

Manufacturing

QORE™ Detox is produced from select citrus peels and seaweed starting material using a scientifically validated proprietary process that carefully controls both the molecular weight (MW) and degree of esterification (DE). Additionally, our Quality Control ensures we create a highly specific molecular weight MCP which fosters easy absorption into the bloodstream. The MW and DE for each batch are verified by state-of-the-art analytical methods in a certified laboratory.

Quality Control

QORE™ Detox is produced under conditions that meet or exceed current good manufacturing practices (cGMP) as defined by the FDA. Every batch is thoroughly tested with independent 3rd party laboratories to ensure microbiological or heavy metal contamination is within strict specification.

Suggested Use

Take one to three servings per day, preferably on an empty stomach for best absorption with water.

Contraindications

The scientific research on MCP and alginates as well as observations report no adverse affects or toxicity with long-term consumption.

Although there are no known drug interactions with MCP or alginates, it is recommended that this product be taken two hours before or after intake of drugs or other supplements because dietary fibers have the potential to bind to drugs and may affect absorption.

Due to the high iodine content in kelp, please consult your health care professional before using this supplement if a thyroid condition exists.

*These statements have not been evaluated by the food and drug administration.
This product is not intended to diagnose, treat, cure, or prevent any disease.



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qore™ defense

QORE™ Defense Product Profile

*Supports healthy
immune function
while increasing
energy, endurance,
and stamina**

Qivana's QORE™ Defense

The QORE Defense Organic Mushroom Complex is a combination of six of the most immune-potent varieties of medicinal mushrooms known in the world. Recognized for their nutritional content, medicinal mushrooms have a well-documented history of supporting immune system activity in humans. Each mushroom variety has a very specific role in this formula. Together, they complement and enhance one another and work synergistically to accomplish outstanding and incomparable immune support. Each mushroom variety has been extensively researched, validated, and is known to have very specific health benefits. This powerful complex is designed in harmony with the principles of ancient Tibetan and traditional Chinese medicine.

QORE™ Defense is designed to:

*Support healthy immune function**

*Activate the Natural Killer cells (NK) of your immune system**

*Help maintain health during challenging seasonal changes**

*Increase energy, endurance, and stamina**

*Protect against chronic infection**

Key Ingredients: The medicinal mushrooms utilized in the formula are: Reishi (*Ganoderma lucidum*), Cordyceps (*Cordyceps sinensis*), Coriolus (*Coriolus versicolor*), Zhu Ling (*Polyporus umbellatus*), Maitake (*Grifola frondosus*), and Shiitake (*Lentinus edodes*). These mushrooms are all organically grown and cultivated in the United States, under fully controlled conditions, and without the use of harsh herbicides or pesticides.

Introduction to Medicinal Mushrooms

When most people think of mushrooms, they consider only the handful of varieties available in a grocery store used in common food applications. However, the use and relevance of mushrooms reaches far beyond the edible species. According to a recent publication, the number of identified mushroom species on earth is estimated at about 140,000, with only about 10% of the total species known and identified on the planet. Of those known, about 50% are considered to possess some degree of edibility and over 1,800 species are estimated to have some known medicinal benefit.^{7,14} While medicinal mushrooms are not recommended for eating because of their unpleasant taste, they do make up a significant portion of the total mushroom species. They are

**Qore™** defense

distinguished for their unique, complex, and potent nutritional content. They can deliver a wide variety of health benefits, yet they are best known for their ability to activate immune-defense mechanisms.

Examining the life cycle of mushrooms, the logic of their immune effects becomes intuitive. Mushrooms are among the lowest level of vegetation in the ecosystem, thriving on decaying materials in an antagonistic environment. Because the mushroom must absorb the food through its cells to survive, it has to first deactivate any potentially harmful pathogens. Therefore, mushrooms become proficient at expelling undesirable chemicals and contaminants absorbed during ingestion. In order for a mushroom to continue to exist, it must have an aggressive, proactive, innate immune system.

Traditional Uses of Mushrooms

Mushrooms are considered one of the most ancient of medicines, with a history of use dating back many millennia. While mushrooms have always been consumed as food, in the Far East ancient healers were more concerned with its distinctive healing properties, above and beyond that of traditional food. The earliest book on medicinal materials in China, the Shen Nong's Herbal Classic (Shen Nong Pen Ts'ao Jing) (100-200AD), recorded the medicinal effects of several mushrooms.¹⁷ Historically these mushrooms were prepared with hot water-soluble fractions, known as decoctions.⁸ Long before they were available commercially, many of the rare varieties were sought out and reserved only for use by emperors.⁴ Nowadays, almost all of the important medicinal mushrooms have been subjected to large-scale cultivation, thus removing the historical scarcity factor. In the past few decades the world-wide scientific community has taken note and research has exploded on mushrooms, isolating and exploring the value of its treasured components, particularly that of its biologically active polysaccharides.¹⁴

QORE Defense Combines Proven Medicinal Mushrooms with Adaptogenic Herbs

In the early stages of growth, mushrooms actively assimilate nutrients from their surroundings, digest them, and store them for later use. Using a breakthrough cultivating technology, the mushrooms in the QORE Defense formula are grown on a bed of potent, immune-modulating adaptogenic herbs with valuable nutrients. Naturally, this means that as the mushrooms grow, they are absorbing the powerful benefits from these herbs and nutrients. These herbs and nutrients are specifically designed to strengthen the potency of the mushrooms, as well as advance their nutritional content and enhance their intrinsic benefits.



Qore™ defense

The Modern Immune System

When a person's immune system weakens due to stress from daily living or exposure to pollution and contaminants, opportunistic pathogens can invade, gain the upper hand, and cause sickness. While a single incident of illness carries insignificant consequence, the long-term effects of accumulated bouts of illness may pose a more serious problem. With today's challenges it is best to be prepared.

Most of us today live in an artificially cleansed environment with hand sanitizers, harsh soaps, disinfectants, detergents, filtered air, processed foods, and frequent antibiotic treatments. This can create several significant implications on our immune system. Our immune systems are designed to constantly monitor and respond to foreign invaders and pathogens. Once discovered this pathogen data is stored in our immune data bank, allowing our defense system to mount a fast immune response. But a meager data base in an under-trained immune system can make one incapable of dealing with many pathogens. A slow, uncoordinated immune response will not be able to cope with a sudden onslaught from new or clever pathogens.¹⁸

More often than not, nature holds the answers to many of our challenges. Regular mushroom supplementation could hold the key to keeping our immune systems alert, active, and more prepared to defend. Mushrooms play a critical role at the bottom of the ecosystem. They grow most often in an extremely hostile environment, among dead and decaying matter, and are active in recycling and purifying organic matter. To protect themselves against the variety of harmful pathogens they encounter mushrooms must have an extremely powerful chemical immune and detoxification system. Their very survival depends on its ability to protect itself by deactivating these toxins. Their secret to a strong immune system is a special chemical, called a polysaccharide, which resides inside the mushroom's cell wall through which food travels. This process is thought to be the source of its well-documented immune supporting power in humans.¹⁶

Mushrooms Hold an Important Key to a Vibrant Immune System

Research in the 1980's began to make the connection between medicinal mushrooms and the activation and stimulation of the immune system.¹⁶ Interestingly, the polysaccharide molecules in mushrooms are very similar to the ones found in harmful bacteria, and thus cause our immune systems to mount an immune response without their being an actual threat. Thus, mushrooms provide a constant challenge to the immune system by presenting many different molecules to the system in a non-hostile manner.^{15,18} This is of deep importance and growing significance since the immune defenses of the aging population are in a weakening state and in need of constant nourishing, stimulation, and strengthening. Mushrooms may literally hold the key to the strengthening immune defenses.

**Qore™** defense

Immune system modulators work mainly by increasing the macrophage activity. Macrophages are a type of white blood cell that serve several important functions such as the removal of cell debris and the killing of pathogenic microorganisms.^{1,2} When the body is stimulated by pathologic stimuli or injury, macrophages release proinflammatory cytokines, chemokines and chemoattractants that allow it to literally eat and destroy harmful pathogens.³ Therefore, the activation of macrophages is a key event for proper immune system function. Macrophages are the body's own version of the marine corps.¹⁵

Researchers from Harvard University observed how beta-glucans, specific polysaccharide components of the mushroom cell-wall, have an immune-enhancing effect. The beta-glucans found in medicinal mushrooms are typically far more complex than those found in plants. Mushroom beta-glucans are sometimes called “long-chain” because they are made up of spiraling, repeating patterns of molecular molecules.¹⁶ Most common to mushrooms are the beta 1-3 and beta 1-4, which are named to describe the molecular structure. The 1-3 beta-glucan means that it has links from the first to the third carbon atom, while the 1-4 has links going from the first to the fourth.¹⁶

Beta-glucan molecules have a “lock and key” relationship with the surface receptors of important immune cells.¹⁶ The beta-glucan molecule latches on the surface of macrophage, and this linking-up process with the beta-glucan molecule stimulates macrophage activity.¹⁶ Continued research found other receptor sites on other immune cells, such as the natural killer cells, and neutrophils, which demonstrated that different shaped beta-glucan molecules produced different immune responses that dramatically improved immune responses to a number of different conditions and pathogens.

QORE Defense's Proprietary Cultivation and Processing Method

Qivana's QORE Defense is the first on the market to ever combine the power and value of adaptogenic herbs with proven medicinal mushrooms. Because mushrooms are known to assimilate and recycle nutrients from their environment, this powerful complex is made up of a combination of six potent varieties of medicinal mushrooms which are grown organically on a matrix of immune enhancing, adaptogenic, circulatory and balancing botanicals, and organic brown rice. Clinical observations of the novel growing approach suggest that the health benefits of the mushrooms are greatly increased when the nutrients from medicinal herbs are used as a primary food source and assimilated by the mushrooms during cultivation.

One approach to creating dietary supplements and pharmaceuticals has been to isolate, extract, and delivery a highly-purified, single active compound in extremely high concentrations. While this may have some limited therapeutic value, several studies have suggested that the broader spectrum nutrient extracts may have additive and even synergistic effects, above and beyond a single purified compound.⁸ In fact, there are numerous studies in which mushrooms prepared with traditional water-extract decoctions, containing a full complement of bioactive components,

**Qore™** defense

deliver significant health benefits, confirming their efficacy.⁹ Phytonutrients in mushrooms play a specific role and eliminating any of the compounds potentially compromises the benefits. The benefit of mushrooms, “could be attributed to several compounds present...the tetero-glucans, lectins, terpenoids, steroids, nucleic acids, and immunomodulatory proteins.” This means that the synergistic effects of several components are responsible for the therapeutic or prophylactic properties rather than a single active chemical ingredient.¹⁴

As a result, Qivana’s QORE Defense does not process or extract single nutrients from the mushrooms, but rather mills each mushroom whole, thus capturing the complete spectrum of nutrients for synergistic effect.

QORE Defense is Made with Organic Ingredients

The mushrooms in Qivana’s QORE Defense are all organically grown and cultivated in a greenhouse environment under fully controlled conditions in the United States. Unlike many of their counterparts that are grown in Asia, the mushrooms in this complex are grown without the use of harsh herbicides or pesticides and are free of pollutants and contaminants, such as heavy metals. While the wisdom and powerful advantages of these medicinal mushrooms are legendary, the QORE Defense formula has leveraged these benefits using a revolutionary cultivating technology. The mushrooms in QORE Defense formula are grown on a bed of potent, immune-enhancing adaptogenic herbs with valuable nutrients. As the mushrooms grow, they assimilate the powerful benefits from these herbs and nutrients, which are specifically designed to strengthen the potency of the mushrooms, advance their nutritional content, and enhance their intrinsic benefits.

Modern Research on Medicinal Mushrooms

Reishi (*Ganoderma lucidum*) and Shiitake (*Lentinus edodes*) have the oldest pedigree and traditional use, they are the most well-known, and are among the most researched mushrooms in the world. These mushrooms exhibit extraordinary ability. According to a study commissioned in the UK on medicinal mushrooms, “Several mushroom compounds have been shown to potentiate the host’s innate (non-specific) and acquired (specific) immune responses and activate many kinds of immune cells that are important for the maintenance of homeostasis, e.g. host cells (such as cytotoxic macrophages, monocytes, neutrophils, natural killer cells, dendritic cells) and chemical messengers (cytokines such as interleukins, interferon, colony stimulating factors) that trigger complement (a biochemical process that helps to clear pathogens) and acute phase responses. They can also be considered as multi-cytokine inducers able to induce gene expression of various immunomodulatory cytokines and cytokine receptors. Lymphocytes governing antibody production (β -cells) and cell-mediated cytotoxicity (T-cells) are also stimulated.”¹⁷



qore™ defense

In one of the most comprehensive human studies on mushrooms ever conducted, Reishi efficacy was tested on 2,000 patients with chronic respiratory health concerns. Amazingly, this mushroom brought about a marked improvement in 60-90% of the patients, with the elderly benefiting the most.¹⁵ The immune stimulating effects of Shiitake are also well documented in vitro, in vivo, and in human clinical trials. For example, in a human study of patients with compromised immune systems, an extract of Lentinula edodes was administered and patients had an increase in T-cells from a baseline of 1,250/mm³ to 2,045/mm³ after 30 days and then up to 2,542/mm³ after 60 days with improvements in symptoms noted.¹⁵

A recent in-vitro study at a University in Korea found that one of the components of Lentinus edodes enhance the host immune system by activating various mechanisms in immune cells, including macrophages. In this study, polysaccharides from Lentinus edodes were found to stimulate the functional activation of macrophages to secrete inflammatory mediators and cytokines and increase the phagocytotic uptake.⁵

Another recent in-vitro model, confirmed with several in-vivo experiments demonstrated that a specific immunomodulatory protein (LZ-8) found in Reishi (*Ganoderma lucidum*) can effectively promote the activation and maturation of immature Dendritic Cells, important antigen-presenting cells, which suggests that this specific protein molecule in Reishi may possess a beneficial effect in upregulating immune responses.⁶

Wang et al.¹⁰ reported that after treatment of macrophage cultures with a polysaccharide from fresh fruiting bodies of *G lucidum*, the levels of IL-1 β , TNF- α , and IL-6 were 5.1-, 9.8-, and 29-fold higher than in cultures of untreated cells. In addition, the release of INF- γ from T lymphocytes was also greatly enhanced in the presence of this polysaccharide.⁹

Maitake mushroom extracts stimulated the natural immunity related to the activation of NK cells indirectly through IL-12 produced by macrophages and DCs in normal mice.¹¹ IFN- γ production by splenic NK cells increased significantly 3 days after administration. Additionally, Kodama et al.¹² reported the activation of macrophages and DCs in normal mice as well. Based on this encouraging research, it has been suggested that administration of Maitake extracts to healthy individuals may serve to prevent infection by microorganisms.⁹

The medicinal fungus water extract (FWE) is made from a variety of mushrooms in equal amounts, including *Coriolus versicolor*, *Cordyceps sinensis*, *L edodes*, *A blazei*, and *G lucidum*. Zhang et al.¹³ reported that FWE enhanced the phagocytosis of peritoneal macrophages and promoted NK activity in mice.⁹



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METABOLIQ®
infusions

METABOLIQ® Infusions

Product Profile:
Reds and Greens



METABOLIQ®—A Complete Lifestyle Management System

Qivana’s comprehensive METABOLIQ® System is based on the most exciting breakthroughs in weight loss research in decades. This new understanding has led to the development of a total lifestyle approach to weight loss and weight management proven to be simple to use and sustainable for life.

The METABOLIQ® Burn and Max Burn Systems were originally formulated to nourish and maintain your active muscles, reset and recharge your metabolism, and naturally maximize loss of body fat. These Systems are based on eating the right proportions of high-quality proteins, smart carbohydrates, and intelligent portions of friendly fats. Getting these components correctly balanced will burn fat and improve lean muscle tissue as well as stabilize your blood sugar, reduce typical energy crashes, eliminate cravings, and halt hunger pangs. METABOLIQ is about improving your body’s ability to function and achieve optimal health. The METABOLIQ Systems have now been expanded to long-term health maintenance with the addition of Qivana superfood antioxidant Reds and Greens.

A Diet Rich in Superfoods—Fruits and Vegetables

We all know we should eat plenty of vegetables and fruits every day as a part of a nutritious and balanced diet, and to maintain a healthy weight. In fact, a Harvard University study concluded that there is compelling evidence demonstrating a diet rich in fruits and vegetables promotes good health and helps prevent the onset of disease. Fruits and vegetables contain phytonutrients that aren’t found in other foods. These micro-nutrients are essential for optimal health. So what does “plenty” mean and how does the average American measure up? On average, Americans get a total of just three servings of vegetables and fruits each day with very little of the bright green vegetables or the red, purple and blue fruits. The latest dietary guidelines call for at least five servings of vegetables and 2 to 3 servings of fruits per day. Chances are you’re not getting enough.

METABOLIQ® Infusions: Reds and Greens

METABOLIQ Infusions Reds and Greens are an incredibly convenient, tasty, and satisfying way to ensure you get more of the fruits and vegetables your body requires every day for increased health and longevity. Simply adding 1-2 Infusions packet(s) to your METABOLIQ Shake allows you to dramatically increase your daily fruit or vegetable servings and provide the most powerful combination fruits and vegetables found in nature. That’s because each Infusions Greens or Reds is packed with micro-nutrient rich green and red superfoods. What is a superfood? According to the Oxford English Dictionary, a superfood is a food that is considered especially nutritious and beneficial to health and well-being. Combined with a METABOLIQ Shake, Infusions offer a complete meal-on-the-go packed with a complete macronutrient



formula plus micro-nutrients from the best red and green superfoods. For optimal flavor, you can add 1-2 Greens or one Reds packet in each shake.

Infusions: Reds

The METABOLIQ Infusions Reds is a blend of red, purple, and blue fruits in the form of dried fruit powders, extracts, concentrates, or juice powders. The dried fruits include black currant, raspberry, and blueberry powder. The powders are dried under gentle conditions to maintain nutrient content. The blend also contains a unique grape concentrate. This concentrate is made from whole grape pomace (including juice and skin) from the Rubired grape variety grown in Central California. The Rubired cultivar is rich in the anthocyanin Malvidin 3,-5 diglucoside, which has been shown to have the highest free radical scavenging activity of any of the grape anthocyanins. The grape concentrate is standardized to a potent 40% grape polyphenols.

This formula also contains a pomegranate water extract standardized to 10% polyphenols and 4% ellagic acid. Ellagic acid is a natural compound with antioxidant, antiviral, anti-microbial and immune enhancing activity. Lastly, this formula contains spray dried strawberry juice powder, which is a good source of Vitamin C.

Research suggests that dietary supplementation with red or purple fruits (such as blueberries, strawberries and grapes) that are high in antioxidants can decrease free radicals and oxidative stress. Overall, free radicals and oxidative stress have been implicated in the development of at least 50 conditions associated with aging. Oxidative stress increases as we age, but also increases with a poor diet, stress, pollution, and even with intense exercise. Diets high in antioxidants have the potential to protect our cells from free radical damage.

Consuming a diet high in nutrient and antioxidant-rich fruits and vegetables can promote good health and prevent the onset of disease. With Infusions Reds, you will provide your body with the nutritional anthocyanin equivalent of three cups of red grapes, plus two grams of fiber. Infusions Reds contains all natural ingredients and is gluten free with no preservatives or artificial flavors.

Infusions: Greens

The Greens blend contains nutrient rich green superfoods including barley grass, blue-green algae, green tea and green vegetables such as spinach and broccoli powders. We use the barley grass leaf of the plant as opposed to the grain. Our barley grass has greater nutritional value because it is harvested at its peak young growth phase, with its shoots being less than 1 foot tall. It is carefully dehydrated to maintain its nutrient content. Barley grass is rich in beta-carotene, B vitamins, amino acids, antioxidants, and chlorophyll. It also contains numerous minerals such as potassium, calcium, phosphorus, and magnesium, as well as fiber.

In addition, it has a complex polysaccharide from the African Acacia plant. This dietary fiber can help support normal cholesterol levels, promote satiety, and absorb and eliminate toxins in the digestive system.

Our proprietary Green Tea Extract from premium select green tea leaves is



standardized to 90% polyphenols, 80% catechins, and 40% EGCG. Green Tea extract is one of the most thoroughly researched herbal products and has been shown to have numerous health benefits. Research on green tea extract and its health benefits has shown it can help support healthy cholesterol levels already within a normal range, increase energy expenditure and fat oxidation (for weight management programs), support healthy blood sugar levels already within a normal range, provide liver support for detoxification, and support the immune system*. The green tea extracts protective action appears to be the destruction of free radicals.

Chlorella and spirulina are nutrient-dense natural blue-green algae, providing key nutritional elements including an array of vitamins, minerals, essential fatty acids, amino acids, nucleic acids (RNA and DNA), chlorophyll, and a broad spectrum of phytochemicals such as carotenoids and phycocyanins. Both ingredients are good sources of a digestible vegetarian protein. These green superfoods support optimal immune health, detoxification and nervous system health. The spirulina and chlorella in our Greens blend are Fair-Trade Certified. This independent certification assures that our high quality ingredients satisfy the stringent fair trade social and environmental standards required for Fair for Life Social & Fair Trade certification by IMO.

Research suggests that dietary supplementation with green vegetables which are high in antioxidants (such as spinach, broccoli, and kale) can decrease free radicals and oxidative stress and make important contributions to one's health. Overall, free radicals and oxidative stress have been implicated in the development of at least 50 conditions associated with aging. Oxidative stress increases as we age, but also increases with a poor diet, stress, pollution, and even with intense exercise. Diets high in antioxidants have the potential to protect our cells from this free radical damage.

Consuming a diet high in nutrient and antioxidant-rich fruits and vegetables can promote good health and prevent health challenges. With just a single serving of METABOLIQ Infusions Greens, you will provide your body with the nutritional equivalent antioxidant value of a full serving of broccoli, the potent power of a cup of green tea's catechins, plus two grams of fiber. The chlorella adds another unique advantage because it supports the removal of GI toxins. Infusions Greens contains all natural ingredients and is gluten free with no preservatives or artificial anything.*

METABOLIQ® shake

the world's first and only **system** that corrects metabolism™

Breakfast is the most crucial meal of the day. Most people set themselves up for failure for the rest of the day by eating too many carbohydrates for breakfast. If you consume too many carbohydrates, you will have a spike in blood sugar levels. When your blood sugar levels spike, insulin is activated to quickly stabilize the sugar from your bloodstream by transporting the sugar into your cells. This large swing in blood sugar levels after consuming large amounts of carbohydrates is often called a “crash” and can make you feel fatigue, mood swings, lower energy levels and hunger. Most people then eat again because they are feeling hungry, causing another a spike, followed by a crash. The cycle continues to repeat itself, and can result in over-eating.

It's important to remember your food choices each morning will determine if your body will store or burn fat. In addition, your breakfast choices help determine whether you'll feel hungry or satisfied, tired or energized. Even if you're on the go, you can still get the nutrients and fuel your body needs to energize itself.

That's why we created the METABOLIQ® Shake. Formulated at about 200 calories, it's truly the perfect meal replacement, especially for breakfast. Based on real science and proven in clinical trials, the METABOLIQ Shake contains the optimal metabolic balance of quality proteins, essential amino acids, fiber, Qivana's smart carbohydrate blend and the healthy fats you need to maximize fat burning. The METABOLIQ Shake was specifically developed to help you energize your lean muscles to burn body fat and rapidly stabilize your blood sugar while reducing cravings and eliminating hunger pangs. In addition, you should see improvements in your mood, appetite control and overall health.

Supplement Facts	
Serving Size 1 packet (60.5gm)	
Servings per Container 30	
Amount Per Serving	% Daily Value*
Calories 220	
Calories from Fat 45	
Total Fat 5g	8%
Saturated Fat 4g	20%
Trans Fat 0g	0%
Cholesterol 60mg	20%
Total Carbohydrates 19g	6%
Sugars 13g	†
Dietary Fiber 4g	16%
Protein 29g	58%
Calcium 154mg	15%
Sodium 100mg	4%
Potassium 55mg	2%
Stevia Extract 300mg	†

* Percent DV based on 2,000 calorie diet.
† Daily Value not established.

SUGGESTED USE:

Mix packet with 8-10 oz (240-300ml) of water or milk.

VANILLA SHAKE INGREDIENTS:

Ingredients: METABOLIQ® Protein Blend (Whey protein concentrate, whey protein isolate [contains soy lecithin], non-fat dry milk, L-leucine, egg white protein, L-isoleucine, L-valine), organic cane juice powder, medium chain triglycerides, natural vanilla flavor, inulin, oligofructose powder, chia seed powder, guar gum, xanthan gum, rice syrup solids. **Contains: Milk, Egg and Soy.** Produced in a facility that also processes milk, soy, wheat, egg, peanut and tree products.

CHOCOLATE SHAKE INGREDIENTS:

Ingredients: METABOLIQ® Protein Blend (Whey protein concentrate, whey protein isolate [contains soy lecithin], non-fat dry milk, L-leucine, egg white protein, L-isoleucine, L-valine), organic cane juice powder, medium chain triglycerides, dutch cocoa powder, inulin, oligofructose powder, natural chocolate flavor, natural vanilla flavor, chia seed powder, guar gum, xanthan gum, dried honey powder, rice syrup solids. **Contains: Milk, Egg and Soy.** Produced in a facility that also processes milk, soy, wheat, egg, peanut and tree products.

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

METABOLIQ® bar

the world's first and only **system** that corrects metabolism™

Qivana's METABOLIQ® Bar is a great-tasting bar that is made with Qivana's high-quality protein blend, yet macronutrient (proteins, carbohydrates and fats) balanced, making it the perfect snack. METABOLIQ Bar, an all-natural bar, is one of the only bars in the world that utilizes an oven to produce a baked bar superior in taste, flavor, moisture and shelf life. Use the METABOLIQ Bar as an afternoon snack—or it can be taken together with the METABOLIQ Shake as a complete lunch replacement.

Supplement Facts		Amount/Serving	% DV*	Amount/Serving	% DV*	Amount/Serving	% DV*
Serving Size: 1 bar (48g/1.7oz)		Total Fat 6g	9%	Sodium 140mg	6%	Vitamin A 180 IU	3%
Amount Per Serving		Saturated Fat 2g	10%	Total Carbohydrates 20g	7%	Vitamin C 0mg	0%
Calories 180		Trans Fat 0g		Dietary Fiber 2g	8%	Calcium 100mg	10%
Calories from Fat 54		Cholesterol 60mg	20%	Sugars 6g		Iron 0.6mg	3%
* Percent Daily Values based on 2,000 calorie diet		Potassium 90mg	2.5%	Protein 15g	30%		

CHOCOLATE BAR INGREDIENTS: METABOLIQ® Protein Blend: (Whey Isolate, Whey Concentrate, Egg, Leucine, Isoleucine, Valine), Vegetable Glycerin, Maltitol, Chocolate Chips: (Maltitol, Chocolate Liquor [processed with Alkali], Cocoa Butter, Sorbitan Tristearate, Soy Lecithin [an emulsifier], Vanilla), Invert Sugar, Soy Isolate, Chocolate Coating: (Sugar, Palm Kernel and Palm Oil, Cocoa [processed with Alkali], Non-Fat Dry Milk, Soy Lecithin [an emulsifier], and Vanilla), Cocoa, Water, Evaporated Cane Juice, Wheat Isolate, Oat Fiber, Monoglycerides, Flax Powder, Natural Flavors, Citric Acid, Soy Lecithin, Beta Carotene, Palmitate, Salt, Potassium Sorbate, and Guar Gum. **Contains: MILK, SOY, WHEAT AND EGG PRODUCTS. MANUFACTURED IN A PLANT THAT PROCESSES MILK, SOY, WHEAT, EGG, PEANUT AND TREE NUT PRODUCTS.**

Supplement Facts		Amount/Serving	% DV*	Amount/Serving	% DV*	Amount/Serving	% DV*
Serving Size: 1 bar (48g/1.7oz)		Total Fat 6g	9%	Sodium 150mg	6%	Vitamin A 190 IU	4%
Amount Per Serving		Saturated Fat 2g	10%	Total Carbohydrates 20g	7%	Vitamin C 0mg	0%
Calories 190		Trans Fat 0g		Dietary Fiber 2g	12%	Calcium 100mg	10%
Calories from Fat 54		Cholesterol 60mg	20%	Sugars 8g		Iron 0.4mg	2%
* Percent Daily Values based on 2,000 calorie diet				Protein 15g	30%	Potassium 70mg	<1%

LEMON BAR INGREDIENTS: METABOLIQ® Protein Blend: (Whey Isolate, Whey Concentrate, Egg, Leucine, Isoleucine, Valine), Vegetable Glycerin, Lemon Flavored Pieces (Sugar, Vegetable Oil [Palm Oil, Palm Kernel], Wheat Flour, Corn Syrup Solids, Lemon Juice with Lemon Oil, Natural Flavors, Citric Acid, Mixed Tocopherols), Maltitol, Invert Sugar, Yogurt Compound Coating (Sugar, Palm Kernel and Palm Oil, Non-fat Dry Milk, Whole Milk, Soy Lecithin [an emulsifier] and Vanilla), Palm Oil, Soy Isolate, Oat Fiber, Monoglycerides, Wheat Flour, Flax Powder, Natural Flavors, Citric Acid, Soy Lecithin, Beta Carotene, Palmitate, Baking Soda, Salt, Potassium Sorbate, and Guar Gum. **Contains: MILK, SOY, WHEAT AND EGG AND WHEAT PRODUCTS. MANUFACTURED IN A PLANT THAT PROCESSES MILK, SOY, WHEAT, EGG, PEANUT AND TREE NUT PRODUCTS.**

Supplement Facts		Amount/Serving	% DV*	Amount/Serving	% DV*	Amount/Serving	% DV*
Serving Size: 1 bar (44g/1.5oz)		Total Fat 9g	14%	Total Carbohydrates 14g	5%	Vitamin A	0%
Amount Per Serving		Saturated Fat 4g	21%	Dietary Fiber 1g	4%	Vitamin C	0%
Calories 200		Trans Fat 0g	†	Sugars 6g	†	Calcium	8%
Calories from Fat 80		Cholesterol 5mg	2%	Sugars Alcohol 4g	†	Iron	15%
* Percent Daily Values based on 2,000 calorie diet		Sodium 105mg	4%	Protein 15g	†		

PEANUT BUTTER BAR INGREDIENTS: METABOLIQ® Protein Blend: (Whey Protein Concentrate, Milk Protein, Egg White Protein, Leucine, Isoleucine, Valine), Chocolate Coating (Sugar, Palm Kernel Oil, Whey Protein Concentrate, Cocoa Powder, Soy Lecithin [an Emulsifier], Vanilla Extract), Peanut Paste (Peanuts, Salt), Glycerine, Peanut Flour, Gelatin, Soy Protein Isolate, Powder Sugar, Maltodextrin, Peanuts, Palm Kernel Oil, Lecithin (an Emulsifier), Salt, Peanut Oil, Potassium Sorbate. **Contains: PEANUTS, EGG, MILK AND SOY. PRODUCED ON EQUIPMENT THAT ALSO PROCESSES TREE NUTS (ALMONDS), AND WHEAT.**

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

METABOLIQ® resist

the world's first and only **system** that corrects metabolism™

People have a natural attraction to sweets. Scientists are trying to understand the calorie imbalances causing the obesity epidemic, which is partly fueled by eating too many sweets. Our brain chemistry plays a crucial role. Research shows that sweets, like many antidepressants, increase the brain chemical serotonin, which helps regulate moods and appetite. Basically stated, people associate sweet tastes with mood improvement and have thus run the risk of developing binge eating behavior and obesity.

Qivana has developed a revolutionary, patent-pending product that has a powerful dual action against sugar. First, it puts you in control and gives you the power to say “no” every time.

This all-natural tablet is based on an Indian herb that temporarily blocks your sugar receptors on your tongue and helps repress powerful sweet cravings for up to two hours. Simply place it on your tongue and allow it to dissolve. METABOLIQ® Resist is your will power on demand.

Second, the METABOLIQ Resist tablet takes it a step further by also blocking the sugar absorption into the intestinal tract for a period of time as well. You can't taste sugar and you can't absorb it.

Use of this powerful tablet over time can actually change your behavior and reduce your sugar intake. Lose your sweet tooth, and lose your weight.

Supplement Facts	
Serving Size: 1 Tablet Servings per Container: 60	
<i>Gymnema Sylvestre</i> Leaf SE 25%	2.5mg
* Daily Value not established.	

OTHER INGREDIENTS:

Fructose, natural flavors, guar gum, stearic acid, and silica.

SUGGESTED USE:

To help minimize intake of sweet foods, dissolve one mint on your tongue five minutes prior to eating sweet foods. It will temporarily inhibit sweet receptors on your tongue for 1-2 hours.

NOTE:

Pregnant or lactating women, diabetics, hypoglycemics, and people with known medical conditions should consult with a physician prior to taking supplements.

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METABOLIQ[®] boost

the world's first and only **system** that corrects metabolism™

METABOLIQ[®] Boost is a small but incredibly powerful capsule that contains an exclusive, patent pending and proprietary blend of clinically validated weight-loss ingredients. These ingredients have all demonstrated an ability to increase metabolism and reduce body weight.

This formula consists of Puratea™, a proprietary, highly purified, non-caffeinated green tea extract, which has been found to stimulate the metabolism and accelerate weight loss. It stimulates the central nervous system and causes fat to be released into the blood stream for the body to use as fuel. This process of fat being used for energy is called “thermogenesis.” It provides extra energy, sheds excess water and also helps to burn body fat.

METABOLIQ Boost also contains a micro-enrobed capsicum annum extract, which has been shown in multiple studies to burn calories and support healthy weight loss. But that’s not all. METABOLIQ Boost contains L-Carnitine, a naturally-occurring amino acid which plays a vital role in the metabolism of protein, carbohydrates and fat.

The METABOLIQ Boost is backed by human clinical research in which subjects lost three times as much weight as those on a restricted diet who did not take the METABOLIQ Boost. In addition, subjects improved both their waistline and their BMI (Body Mass Index) over a 90-day period.

Supplement Facts

Serving Size: 1 capsule
Serving per Container: 60

Amount Per Serving	% Daily Value*
Vitamin B6 2 mg	100%
Vitamin B12 6 mcg	100%

Proprietary Blend: 215 mg †
Green Puratea™ (Decaffeinated Green Tea leaf extract with absorption technology),
Capsicum annum (5Ax 2% capsaicinoids),
Carnitine L-tartrate

* Percent Daily Value (DV) based on a 2000 calorie diet.

† Daily Value not established.

OTHER INGREDIENTS:

Microcrystalline cellulose, phospholipids, sucrose, natural glaze, magnesium stearate (vegetable source), hypromellose, silicon dioxide, dicalcium phosphate.

NOTE:

Pregnant or lactating women, diabetics, hypoglycemics, and people with known medical conditions should consult with a physician prior to taking supplements.

SUGGESTED USE:

For best results take two times daily, 30 minutes before breakfast and lunch.

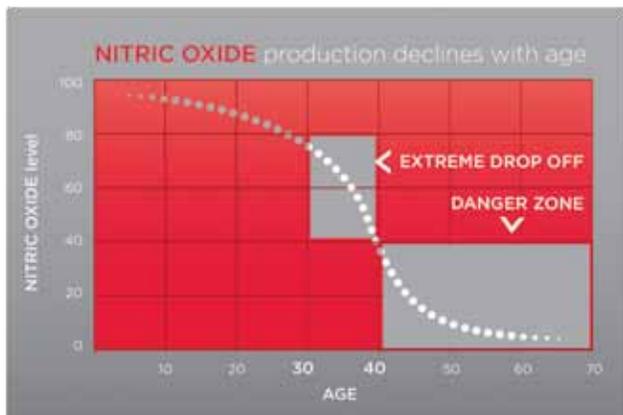
*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

PRIME nitric oxide **activator**

CONCEPT

The new PRIME Nitric Oxide Activator is a cutting-edge nutritional supplement, nearly a decade of research investment. It is scientifically designed with a completely unique and improved method for restoring Nitric Oxide back to optimal levels in adult men and women.

Nitric Oxide is a gaseous molecule that plays a critical role in cell signaling, and has serious consequences on the health of the cardiovascular system and many other physiological processes. It's documented that the human body produces less Nitric Oxide with age; a typical 40-year-old adult creates approximately 50 percent less Nitric Oxide than a healthy 20-year-old. Scientific evidence suggests that increasing Nitric Oxide production may improve cardiovascular health by facilitating highly specific circulatory system processes, including vasodilation. The PRIME Nitric Oxide Activator contains several Nitric Oxide precursors, oral probiotics and other phytochemicals designed to improve and optimize endogenous Nitric Oxide production. PRIME also comes with a novel Instant Indicator that gives accurate measurements of total body Nitric Oxide availability based on a saliva sample. PRIME provides the tools needed to improve cardiovascular health and overall well-being.



PUBLIC HEALTH RELEVANCE

Approximately 17.3 million people died from cardiovascular disease in 2008, according to the World Health Organization (WHO). Cardiovascular disease accounted for 30 percent of all deaths

worldwide. Rising levels of obesity, hypertension, type 2 diabetes, and other chronic illnesses are a growing public health concern. These chronic diseases are significant risk factors for later cardiovascular disease. The WHO estimates that cardiovascular disease will become the leading cause of death by 2030, contributing to 23.6 million deaths worldwide.

In addition to reducing longevity, cardiovascular disease causes significant public health burdens. Individuals with cardiovascular disease experience increased functional disability, utilize primary care and hospital resources more frequently, use more prescription medications, and often require rehabilitation services. In 2008, the total cost of cardiovascular disease and stroke in the United States was \$297.7 billion, according to a 2012 report from the American Heart Association.

Growing awareness of the serious medical and financial burden of cardiovascular health has generated interest in biological mechanisms and pharmaceutical interventions that can lower cardiovascular risk. Nitric Oxide (N-O), sometimes known as nitrogen monoxide has emerged as a compound of interest in improving overall cardiovascular functioning as well as benefiting other body systems. Nitric Oxide is a cell-signaling molecule that is implicated in a host of physiological processes including blood circulation, memory, cognitive functioning, neurotransmission, gastrointestinal processes, gene regulation and delivery of nutrients to cells. Because of the varied effects of N-O, dysregulation of the Nitric Oxide signaling pathway is implicated in several health conditions including memory and cognition disorders, sexual dysfunction, autoimmune disorders and nearly all cardiovascular risk factors.

Although N-O has a recognized role in a variety of physiological processes, it is perhaps best known as a molecule beneficial to cardiovascular health. In 1992, the American Association for the Advancement of Science proclaimed N-O the "Molecule of the Year" for its role as a biological messenger with beneficial effects on the cardiovascular system.

PRIME nitric oxide activator

N-O has been demonstrated to improve circulation, facilitate efficient delivery of oxygen and nutrients to cells, dilate arteries and support healthy blood pressure already within a normal range*. The PRIME Nitric Oxide Activator facilitates natural N-O production pathways in the body by providing the best raw materials by which the body can synthesize Nitric Oxide. It does this by providing the body with several Nitric Oxide precursors and compounds proven to efficiently and effectively convert to N-O in the body. This product increases the body's natural production of this beneficial molecule.

Although scientists have found N-O to be a potent activator of circulatory processes, the general population remains uninformed of the potential benefits of this molecule. In a 2003 survey conducted by NFO Plog Research Inc., **researchers found that less than 1 percent of individuals correctly identified Nitric Oxide as a compound that benefits blood circulation.** Nearly one-fourth of respondents confused Nitric Oxide with laughing gas, or nitrous oxide. As scientific research about the benefits of Nitric Oxide continues to accumulate, it is important for scientists and health professionals to disseminate this crucial information to the public.

DID YOU KNOW?

- *In 1998 a Nobel Prize in Medicine was awarded scientists for their discovery of Nitric Oxide as a cellular signaling molecule.*
- *Well over 100,000 scientific articles have been published about the effects of Nitric Oxide on cardiovascular health and other physiological processes.*
- *More than 200 government-approved Nitric Oxide clinical trials are currently underway.*
- *African-American populations have been shown to naturally produce less Nitric Oxide than people of other ethnicities.*
- *The average 40-year-old produces 50 percent less Nitric Oxide than he or she did at age 20.*
- *Declining N-O production causes hardened arteries, restricted circulation and plaque accumulation.*
- *Lower natural endothelial Nitric Oxide production is associated with future atherosclerotic disease progression.*

A BRIEF HISTORY OF NITRIC OXIDE SCIENTIFIC RESEARCH

The physiological effects of Nitric Oxide were first recognized in 1876 by physician Thomas Lauder Brunton. Brunton experimented on a patient with angina by placing nitrite drops on a cloth for the patient to inhale. Within one minute, the patient's pulse improved, his face became flushed with blood and his pain subsided. Brunton concluded that the nitrite compound caused blood vessels to dilate, decreasing chest pain. However, he did not know the specific molecule that caused the effect nor its mechanism of action.

In the hundred years following Brunton's discovery, scientists further explored the effects of Nitric Oxide on the cardiovascular system. English pharmacologist Henry Dale performed several experiments on vasodilators in the early 1900s, including work with amyl nitrite, a biological source of Nitric Oxide. Dale found



PRIME nitric oxide **activator**

that amyl nitrite operates peripherally to dilate blood vessels without acting through the nervous system. Scientists did not identify Nitric Oxide as the messenger molecule or understand its action until the late 20th century.

In the mid-1970s, Albanian-American physician Ferid Murad demonstrated that nitrite-containing compounds stimulated soluble guanylate cyclase, an enzyme found in smooth muscle that increases cyclic guanosine monophosphate (cGMP) levels. Murad demonstrated that this rise in cGMP caused smooth muscle relaxation, dilating blood vessels. The researchers proposed that this smooth muscle relaxation occurred via the action of Nitric Oxide, although they did not experimentally demonstrate this association. In 1981, pharmacologist Louis J. Ignarro performed the experiments that identified Nitric Oxide as a gaseous messenger molecule capable of acting on smooth muscle and other types of cells. As a result of these experiments, Murad, Ignarro, and Robert F. Furchgott received the 1998 Nobel Prize in Physiology or Medicine. The Swedish Nobel committee commented that “The signal transmission by a gas that is produced by one cell, penetrates through membranes and regulates the function of another cell, represents an entirely new principle for signaling in biological systems.” Before its identification as a molecule responsible for circulatory system improvement, Nitric Oxide was thought to be a waste byproduct of fossil fuel combustion and other chemical reactions.

The researchers who discovered Nitric Oxide and first explored its actions were hailed for their profound contribution to the understanding of cardiovascular health. In 1998, the then-president of the American Heart Association, Dr. Martha Hill, remarked that “the discovery of Nitric Oxide and its function is one of the most important in the history of cardiovascular medicine.” Since the Nobel Prize award in 1998, thousands of scientific articles have further explored the association between Nitric Oxide activity and cardiovascular health.

NITRIC OXIDE MECHANISMS OF PRODUCTION

L-Arginine N-O Production Pathway

The most well known N-O pathway is the conversion of L-arginine to Nitric Oxide. The body naturally produces Nitric Oxide as an intermediate compound in the conversion of L-arginine, a semi-essential amino acid, to nitrite. L-arginine is commonly found in dietary sources of proteins including dairy products, beef, pork, poultry, nuts, and seeds. A class of enzymes called Nitric Oxide synthases (NOS) act on L-arginine, oxidizing one of its nitrogen molecules. The activity of NOS relies on the presence of six cofactors. Two types of NOS, endothelial NOS-3 and neuronal NOS-1, depend on calcium to oxidize L-arginine and generate Nitric Oxide. These enzyme isoforms produce relatively low levels of N-O, allowing the molecule to diffuse to nearby cells to exert its effects. The other NOS isoform, inducible NOS-2, creates Nitric Oxide through a calcium-independent process. NOS-2 produces larger amounts of Nitric Oxide than the calcium-dependent enzyme isoforms.

The N-O that is formed through the L-arginine reaction exists as a gaseous molecule that lasts only a few seconds. Nitric Oxide is highly reactive, meaning that it easily reacts with other molecules to form new compounds. The most prominent example of Nitric Oxide reactivity is the reaction of N-O with oxygen to form nitrogen dioxide. As a result of its reactivity, Nitric Oxide has the ability to act upon nearby cells but cannot travel long distances to act upon faraway physiological targets. This makes N-O ideally suited to act as a messenger with localized action between groups of related cells.

Many products on the market are entirely based on the conversion of L-arginine. An entire category of bodybuilding supplements are being marketed as Nitric Oxide producing, all using this pathway.

PRIME nitric oxide **activator**

However L-arginine supplements have significant limitations. Because this pathway is highly complex and has 6 required co-factors, very little L-arginine is actually converted into N-O. In fact there are at least 8 different pathways L-arginine can be used in, other than Nitric Oxide, so less than 3% of L-arginine is actually converted into N-O. Therefore, supplementation with L-arginine has serious limitations and studies show it can make many health conditions worse if it goes unconverted. This is especially true in patients with existing heart conditions and in people over the age of 60. In one notable study the researchers in the Journal of the American Medical Association concluded that L-arginine will probably only work in people with “preexisting L-arginine deficiency” (such as chronic kidney disease or people with elevated ADMA). They also noted that people over age 60 won’t experience any benefit as they undergo metabolic changes that make inhibit their use of the amino acid. Finally, they noted that without NOS cofactors guaranteeing production of N-O, L-arginine generates cell-damaging “reactive oxygen species.”

So while L-arginine can stimulate production of N-O and provide the benefits of N-O, supplements based entirely on L-arginine are limited in their efficacy and safety profile.

Alternate N-O Production Pathways

In addition to Nitric Oxide production from the conversion of L-arginine, the body also creates N-O through a pathway independent of NOS activity. People receive nitrate and nitrite through dietary sources such as green leafy vegetables, certain root vegetables, meat products, and drinking water. Several strains of anaerobic bacteria in the tongue and in the gastrointestinal tract perform a reduction reaction that converts nitrate to nitrite. Human cells cannot effectively metabolize nitrate, meaning that the body relies on oral bacteria to perform this nitrate reduction function.

Approximately 25 percent of nitrate from dietary sources is secreted in saliva. Of that salivary nitrate, nearly 20 percent is converted to nitrite by these

oral probiotic bacterial strains. The result of this bacterial activity is a concentration of nitrite in the saliva; salivary nitrite levels are nearly 1,000 times higher than plasma nitrite levels.

As the saliva travels through the digestive system, it comes into contact with gastric acid in the stomach. Approximately 1 to 1.5 liters of saliva enter the stomach in this way every day. When nitrite comes into contact with stomach acid, it reacts to form nitrous acid, or HNO₂. The gastric acid further reduces nitrous acid to form N-O. This reaction occurs independently of NOS, constituting a separate pathway of Nitric Oxide production. This N-O synthesis pathway depends on dietary intake of nitrate and nitrite, not the presence of L-arginine.

Although considerable Nitric Oxide production occurs in the reaction of nitrite with gastric acid, not all available nitrite is converted in this way. The gastrointestinal system absorbs excess nitrite, storing it in cells throughout the body. Once within the cells, nitrite can form Nitric Oxide through a reaction with a ferrous heme protein. However, this process does not produce N-O as efficiently as other pathways. The storage of nitrite within cells creates a reserve pool that the body can access to create more N-O molecules.

NITRIC OXIDE MECHANISMS OF ACTION

cGMP-Mediated Pathways

Once created through NOS-dependent pathways or the nitrate/nitrite conversion pathway, Nitric Oxide acts on its physiological targets through several mechanisms. A primary mechanism of N-O action is through cGMP-dependent signaling. Soluble guanylyl cyclase, or sGC, is directly activated by Nitric Oxide. In turn, sGC activates cyclic guanosine monophosphate, or cGMP. This important signaling molecule acts upon a variety of physiological targets, including cells in the cardiovascular, nervous and digestive systems. For example, Nitric Oxide in endothelial cells of blood vessels diffuses into the blood cell lumen to

PRIME nitric oxide activator

activate smooth muscle receptors. These receptors trigger a cascade of events resulting in a decrease in intracellular calcium levels. This change in calcium causes smooth muscle relaxation, increasing blood vessel diameter and facilitating blood flow. Nitric Oxide also acts upon neurons, cells in the gastrointestinal system, and other tissue types through similar cGMP-mediated processes.

S-nitrosothiol (RSNO)-Mediated Pathways

Nitric Oxide also works through a biological pathway independent of cGMP. A group of molecules called S-nitrosothiols (RSNOs) affect circulatory system activity and other physiological processes. These S-nitrosothiols act as carriers of Nitric Oxide, allowing it to affect other cellular systems. S-nitrosothiols activate ion channel proteins, proteolytic enzymes, gene transcription factors, and proteins involved in energy transduction. Nitric Oxide works through S-nitrosothiol activity to regulate programmed cell death, cell signaling, inflammatory responses and vascular tone. Many of these physiological processes cause the cardiovascular benefits for which N-O is best known.

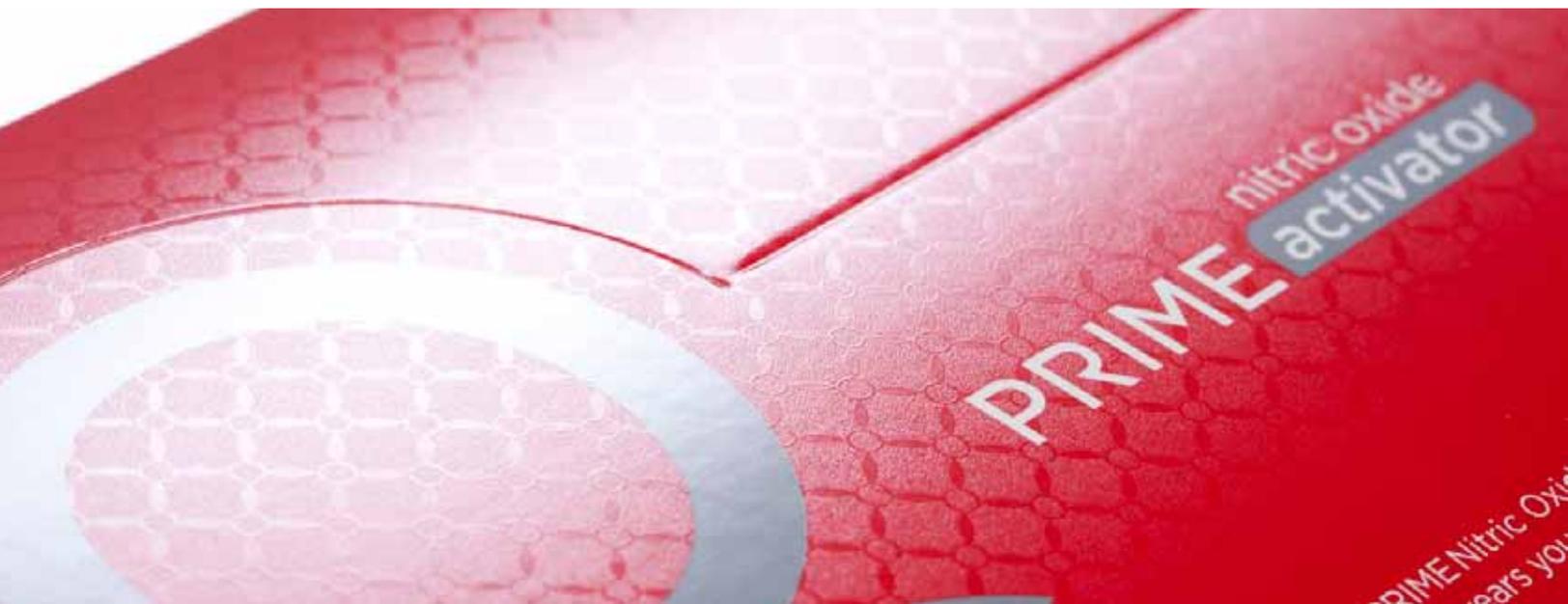
PRIME NITRIC OXIDE ACTIVATOR FEATURES

PRIME Nitric Oxide Activator is a nutritional supplement that enhances endogenous Nitric Oxide production. The supplement contains a blend of natural ingredients that provide the body with

nitrate and nitrite, precursor compounds required for Nitric Oxide production. After taking the supplement, individuals experience an increase in systemic Nitric Oxide availability, meaning that their bodies have the molecules necessary to produce N-O naturally. Unlike other available Nitric Oxide supplements, PRIME Nitric Oxide Activator provides multiple sources of N-O precursors that the body can utilize, rather than relying solely upon L-arginine as a source of N-O synthesis.

Significant research, method development and quantitative testing went into selecting the ingredients most likely to have the best ability to convert to N-O in the most efficient manner. For the first time, PRIME researchers developed a new method for testing and quantifying the N-O potential of different organic substances. A new algorithm was created to measure the Nitric Oxide potential of hundreds of foods, roots, plants, leaves, extracts, herbs and botanicals. Each was measured and scored to determine its Nitric Oxide potential in humans. Only the top scoring N-O ingredients were selected, making PRIME the most reliable and efficient formula on the market for generating N-O. In addition to nitrates, other cofactors were also included in the formula to ensure the most effectual conversion ratios.

PRIME also contains L-citrulline, which converts to L-arginine in the body. Researchers have suggested and reported that L-arginine made from L-citrulline is much more effective at raising N-O levels than taking L-arginine directly. This is because while L-arginine can travel down one of eight pathways, L-citrulline



PRIME nitric oxide activator

converted to L-arginine is directed toward the Nitric Oxide pathway, make L-citrulline much more efficient at fueling N-O.

PRIME Nitric Oxide Activator also contains the ProBiora3[®] Oral Probiotic Blend, a proprietary formula of beneficial bacteria. Each dose of PRIME contains 600 million colony-forming units of *Streptococcus oralis*, *S. uberis* and *S. rattus*. These healthy bacteria proliferate in the mouth, fostering an environment that facilitates N-O production. Without a strong population of probiotic bacterial strains in the mouth, an individual would be unable to efficiently produce Nitric Oxide.

FREQUENTLY ASKED QUESTIONS

What are the benefits of using PRIME Nitric Oxide Activator?

The PRIME Nitric Oxide Activator contains a proprietary blend of natural ingredients proven to boost an individual's Nitric Oxide production. Having higher levels of available N-O in the body is beneficial to adults. The health benefits of increasing Nitric Oxide production through use of the PRIME supplement include:

- *Maintenance of healthy blood pressure levels.**
- *Improvement in circulation by signaling arterial smooth muscle to relax, dilating blood vessels.**
- *Prevention of premature cardiovascular aging by improving blood vessel health.**
- *Improvement of sexual functioning by increasing blood flow to penile and vaginal tissues.**
- *Support for neuronal communication, memory processes, and overall cognition.**
- *Improvements in energy, mood, and general feelings of well-being.**

These benefits of Nitric Oxide have been demonstrated by several scientific studies. Each of these benefits of the PRIME Nitric Oxide Activator is discussed in greater detail below:

- *Endothelial cells that form the lining of artery walls naturally produce N-O. Nitric Oxide diffuses from these endothelial cells to affect smooth muscle contractility. A steady release of Nitric Oxide from these cells maintains vascular tone, preventing arteries from becoming too tightly contracted or too relaxed. As individuals age, their natural production of N-O significantly decreases. One result of this lower basal N-O production is dysregulation of vascular tone, causing artery walls to become too constricted. Elevated vascular tone contributes to changes in blood pressure, a major risk factor for cardiovascular disease. Taking PRIME Nitric Oxide Activator stimulates natural N-O production in endothelial cells, causing arterial walls to relax. This dilates blood vessels, supporting normal blood pressure already within normal range and promoting overall cardiovascular health.*
- *Increased N-O production improves overall circulatory system activity. Arterial dilation promotes efficient blood flow through the circulatory system. This speeds delivery of oxygen and other nutrients to cells while facilitating the efficient removal of waste products. These circulatory system improvements are another key benefit of taking PRIME Nitric Oxide Activator.*
- *Increasing natural N-O production by taking the PRIME supplement also improves blood vessel health, preventing premature cardiovascular aging. Unhealthy blood vessels are characterized by inflammation, circulatory constriction, hardening of arteries, platelet aggregation and adhesion of leukocytes to arterial walls.*

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Nitric Oxide diffuses from endothelial cells into the lumen of the blood vessels, allowing it to interact with platelets and leukocytes. N-O has an inhibitory effect on platelet aggregation, breaking apart existing aggregations and preventing formation of new platelet clumps. It also inhibits adhesion of leukocytes to blood vessel walls. These functions improve vascular endothelial integrity, keeping blood vessels free of blockages and improving cardiovascular health. Studies have demonstrated that increasing N-O production in endothelial cells supports healthy blood vessels by signaling relaxation and expansion, improving circulation, inhibiting platelet aggregation and returning them to normal, healthy function.

- *Using PRIME Nitric Oxide Activator also supports normal sexual functioning. Eighty percent of sexual dysfunction is related to circulation. In males it occurs because of impaired blood flow to penile tissue, preventing the individual from achieving a full erection or sustaining his erection. Reduced blood flow to vaginal tissue may also be implicated in sexual dysfunction in women.*

Because Nitric Oxide acts as a vasodilator, it improves blood flow to the penis. Commonly used interventions for dysfunction make use of the Nitric Oxide pathway to boost blood flow to the sex organs. PRIME Nitric Oxide Activator regulates Nitric Oxide levels through natural means, improving blood flow and sexual performance.

- *In addition to its effects on the cardiovascular system, Nitric Oxide has been implicated in key nervous system processes. Nitric Oxide has been demonstrated to act as a neurotransmitter in the brain, facilitating healthy and normal communication between neurons. Because*

the molecule can diffuse through cellular membranes, it is an ideal messenger for engaging multiple nearby neurons. N-O can even transmit a signal between two neurons unconnected by a synapse, giving it a greater ability to communicate than traditional neurotransmitters that are more spatially limited. Nitric Oxide's relatively short lifespan allows it to activate several neurons in close proximity without affecting neural networks in other areas.

Nitric Oxide affects cognitive performance through the action of cGMP, a second messenger that triggers a cascade of reactions that affect neural activity. The Nitric Oxide-cGMP cascade is involved in long term potentiation, a process by which two or more neurons become associated following synchronous activation. Long-term potentiation underlies learning and memory processes by allowing neurons to become linked in complex networks. N-O activity facilitates memory processes, maintenance of attention and the activity of other neural networks involved in cognition. Taking PRIME Nitric Oxide Activator increases Nitric Oxide production, enhancing cognitive abilities. In a 30-day clinical trial of the PRIME supplement, more than 50 percent of participants reported improvements in anxiety symptoms, indicating that the enhanced N-O production has significant effects on mental health and cognition.

- *In the clinical research study of adults taking the PRIME supplement, more than half of the participants reported improvements in overall energy. Because Nitric Oxide facilitates circulatory processes, most people experience a boost in energy. Other common effects of PRIME include improved mood, enhanced sleep quality and better sustained energy levels.*

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How does the PRIME Nitric Oxide Activator work to enhance N-O production?

The PRIME Nitric Oxide Activator makes use of a multi-pronged approach to enhance in vivo Nitric Oxide production. The central approach of the PRIME supplement is to make use of the natural physiological process by which the body converts nitrate and nitrite to Nitric Oxide. PRIME maximizes endogenous Nitric Oxide production by:

- *Increasing the availability of Nitric Oxide precursors. PRIME ingredients contain high levels of nitrate and nitrite, which the body converts into N-O. Excess nitrate and nitrite are stored in cells, creating a reserve pool that can be accessed to synthesize more Nitric Oxide when levels drop.*
- *Facilitating the conversion of nitrate into nitrite. Although the body naturally contains anaerobic bacteria in the oral cavity and gastrointestinal system, PRIME supplements these existing bacteria with 600 million colony-forming units of bacterial strains that are equipped to convert nitrate into nitrite. This increases the amount of nitrite available for synthesis of Nitric Oxide.*
- *Enhancing the efficiency of the conversion of nitrite to Nitric Oxide. PRIME contains ingredients that have high nitrite reductase activity, increasing the speed and efficiency with which N-O is created from available nitrite. This ensures that the body can quickly produce Nitric Oxide and maintain high levels over a sustained period of time.*

What makes PRIME Nitric Oxide Activator unique?

Although there are several other Nitric Oxide supplements on the market, the PRIME Nitric Oxide Activator provides several benefits over its alternatives. The key differentiator of PRIME over existing supplements is that PRIME is the only supplement on the market to engage multiple pathways in the body to product Nitric Oxide, not just L-arginine.

Benefits of using the PRIME Nitric Oxide Activator include:

- *PRIME contains all-natural ingredients.*
- *The proprietary blend of ingredients is specially formulated to optimize N-O production and restore balanced levels of N-O.*
- *PRIME supplements nitrate levels rather than only providing L-arginine to stimulate N-O production.*
- *PRIME Nitric Oxide Activator contains special ingredients that boost nitrite reductase activity, enhancing conversion of nitrite into N-O.*
- *The product contains several strains of oral probiotics, required for the conversion of nitrate to nitrite.*
- *PRIME makes use of a novel N-O Instant Indicator, the first scientific measurement of total body Nitric Oxide availability.*



Unlike other N-O supplements and pharmacological interventions, PRIME Nitric Oxide Activator is the first product to contain a blend of natural ingredients, proven to produce N-O through all the body's systems known to produce Nitric Oxide. While PRIME does make efficient use of the L-arginine pathway with efficacious doses of L-citrulline (which converts to L-arginine to Nitric Oxide), PRIME employs much more efficient and effective pathways for generating Nitric Oxide.

Qivana partnered with leading Nitric Oxide researchers to investigate and quantify the N-O potential in hundreds of botanical ingredients and

PRIME nitric oxide activator

desiccated food products to determine which compounds contained the ideal amounts of Nitric Oxide precursors. PRIME contains a proprietary blend of ingredients that optimize endogenous Nitric Oxide production. Because natural Nitric Oxide production decreases with age, this blend of ingredients has a unique ability to replace N-O and restore balanced levels of the signaling molecule.

Most other Nitric Oxide supplements make use of the synthesis of N-O as an intermediate during the conversion of L-arginine to nitrite. This pathway is highly inefficient and requires megadoses of L-arginine daily (10-30 grams) to have an impact on N-O production. While there is no doubt Nitric Oxide can be affected by L-arginine supplementation, studies show that less than 3% of L-arginine is actually converted into Nitric Oxide. Additionally, this N-O production pathway depends on the action of NOS enzymes as well as six cofactors. In clinical trials, supplementation of L-arginine has consistently failed to optimize N-O levels and improve cardiovascular functioning. PRIME Nitric Oxide Activator is unique in that it targets the conversion of nitrate and nitrite to N-O. Converting nitrite to Nitric Oxide requires considerably less energy than the L-arginine pathway of N-O production. This makes PRIME an ideal N-O supplement, providing precursors to Nitric Oxide and allowing the body to sustain balanced levels of the molecule.

PRIME also differs from other supplements on the market because it includes a compound that improves the reaction that converts nitrite to Nitric Oxide. This reaction depends on a class of nitrite reductase enzymes. By including a compound with excellent nitrite reductase activity, PRIME simultaneously boosts nitrite availability and stimulates conversion of nitrite to Nitric Oxide. This blend of ingredients increases the efficiency of N-O synthesis and promotes the sustained production of the messenger molecule.

One primary reason that PRIME Nitric Oxide Activator improves efficiency of N-O production is the inclusion of oral probiotics in the supplement. With each PRIME dose containing 30 milligrams of ProBiora3[®] Nitric Oxide Probiotic Blend, the supplement populates the mouth and gastrointestinal system with three probiotic bacterial strains: *S. oralis*, *S. uberis* and *S. rattus*. These bacteria have been shown to enhance the conversion of nitrate into nitrite, significantly increasing nitrite availability. This probiotic blend allows the body to build up a reserve of nitrate and nitrite levels, making N-O precursor molecules constantly available for use.

What are indicators that PRIME is working?

Several factors indicate that PRIME is restoring healthy Nitric Oxide levels and improving cardiovascular health. Common effects include sharper mental acuity, greater sleep quality, boosted mood, improvements in energy levels and overall feelings of well-being. Checking the body's N-O levels with the N-O Instant Indicator provides an accurate measurement of how well PRIME is working.

How long does it take to see results?

The length of time it takes to experience changes after taking PRIME depends on individual biochemistry and personal health variables. Some people experience improved mood and feelings of well-being after just three days. It is generally recommended that individuals begin by taking 2 packets per day, 12 hours apart, for the first 30-60 days. This initial phase acts as a loading phase. After a 30-60 day loading phase, most individuals can maintain optimal levels of N-O by taking a single packet per day. However, each individual will see different results, and should gauge their N-O health using the N-O Instant Indicator to monitor their N-O levels.

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INGREDIENTS

PRIME contains a proprietary blend of ingredients designed to maximize N-O production through natural physiological processes. The ingredients include:

- *Beet root powder*
- *Quercetin (95%)*
- *L-citrulline*
- *Cultured celery juice extract*
- *Pomegranate extract (40 % ellagic acid)*
- *Shisandra chinensis extract (9% schisandrins)*
- *Hawthorn berry extract*
- *Pine bark extract (50%)*
- *ProBiora3® Nitric Oxide Probiotic Blend with 600 million colony-forming units of S. oralis, S. uberis and S. rattus*

Qivana has optimized the dosage of each of these ingredients to ensure that each packet of PRIME Nitric Oxide Activator maximizes N-O production. Beet root powder and natural fruit and vegetable extracts contain high levels of nitrate. The body converts this nitrate into nitrite, which is made available for N-O production.

Hawthorn berry extract has been shown to have very high nitrite reductase activity. This is the process by which N-O is synthesized from nitrite molecules. Including hawthorn berry extract in the PRIME supplement enhances the efficiency of N-O production.

Scientific research has validated the use of ProBiora3® Nitric Oxide Probiotic Blend for use as a supplement that improves oral flora. The bacteria in this probiotic blend enhance the conversion of nitrate to nitrite, increasing N-O levels.

DIRECTIONS FOR USE

Take once or twice daily, 12 hours apart. Pour a small amount of powder on your tongue and allow to dissolve before swallowing. Two packets per day are recommended for the first 30 - 60

days as a loading phase. After 30-60 days, take one packet per day as a maintenance phase. It is best to take the product on an empty stomach, either early in the morning or just before dinner or bedtime at night.

SIDE EFFECTS

There are no serious known side effects of PRIME. Some individuals experience mild gas shortly after taking the product. This is a normal side effect and indicates that the product is working to improve Nitric Oxide synthesis.

Because PRIME contains B-vitamins, taking the product shortly before bedtime may cause sleeplessness. If this is the case, take the PRIME supplement earlier in the evening, being careful to space doses at least 12 hours apart.

CONTRAINDICATIONS & HEALTH WARNINGS

Keep out of reach of children. Pregnant or lactating women, people with low blood pressure and individuals taking nitrates for chest pain should consult a doctor before using this product. Because PRIME changes circulatory system functioning, it may increase the rate of medication absorption. Individuals taking vitamins or prescription medications should consult a physician before taking PRIME to make sure it is safe to use with other pharmaceutical interventions.

NITRIC OXIDE INSTANT INDICATOR

What is the Instant Indicator?

The PRIME Instant Indicator provides a method to track current Nitric Oxide levels. This at-home test allows real-time tracking of Nitric Oxide production before and after using the PRIME Nitric Oxide Activator.

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How does the Instant Indicator work?

The N-O Instant Indicator measures the total Nitric Oxide available in the body by assessing N-O levels in a saliva sample. The test pad changes color depending on the amount of available N-O in the sample. Comparing the test pad color to the provided N-O color chart gives an accurate assessment of Nitric Oxide levels.

Why is measuring N-O levels important?

Other Nitric Oxide supplements do not provide a method for measuring current Nitric Oxide levels. The Instant Indicator gives a baseline measurement of N-O levels before taking the product. Tracking Nitric Oxide levels before PRIME supplement use, shortly after taking the product, and later in the day gives an accurate measurement of fluctuations in Nitric Oxide levels over time. After several days or weeks of use of PRIME Nitric Oxide Activator, users report higher sustained Nitric Oxide levels. This indicates that the product is improving natural Nitric Oxide synthesis in the body and increasing general Nitric Oxide availability.

DIRECTIONS FOR USE

The most accurate way to use the N-O Instant Indicator is to measure Nitric Oxide levels before and after taking the PRIME supplement. Take an N-O reading first thing in the morning before eating breakfast or drinking fluids. To obtain an accurate reading, place a small amount of saliva on the test pad by spitting, using a cotton swab or using a clean finger. The Instant Indicator should never be placed directly in the mouth. Approximately 20 minutes after taking the PRIME supplement, perform another reading to measure the improvement in available Nitric Oxide. Taking a third reading just before lunch provides a measurement of sustained N-O levels, giving an indication of whether the PRIME Nitric Oxide Activator dosage is appropriate.

HOW TO OBTAIN THE MOST ACCURATE N-O READINGS

A variety of factors may affect Instant Indicator measurements of Nitric Oxide levels. Do not eat or drink for at least 30 minutes before taking a N-O reading. Using antiseptic mouthwash or antibiotics may eliminate oral bacteria that are an essential part of the N-O synthesis pathway. Avoid using mouthwash before using the Instant Indicator and be aware that use of antibiotics may affect results.



PRIME nitric oxide activator

KEY SOURCES

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

Section

3



SIMPLE 7 WORKBOOK

30-DAY FOLLOW UP & FOLLOW THRU GUIDE

The Simple 7 LIVE!

30-Day Follow Up & Follow Thru Guide

Congratulations on attending a Simple 7 LIVE! This is a major step in learning what to do, how to do it and how to leverage the Qivana Success System. It's what winners do.

As you learned at the Simple 7 LIVE!, successful IBOs simply do the things unsuccessful IBOs make a conscious decision not to do.

The Simple 7 defines the 7 behaviors that winners engage in and make habits. All IBOs need to do to build a big team and manifest their expectations are 4 simple things.

ONE:

Simply copy the 7 easy-to-learn and easy-to-teach behaviors.
Remember, duplication is just a 4 syllable word for copy.

TWO:

It takes most people about 30 days to establish a new habit. Use this guide for 30 days to both reinforce and expand what you learned at the Simple 7.

THREE:

Keep the Main Thing the Main Thing. The training Qivana provides is designed to help you improve on the Main Thing and you will.

FOUR:

Work the 3-Deep Pattern. Put pressure on your up-team and teach your teams to put pressure on you. How? By keeping the Main Thing the Main Thing. Keep introducing non-IBOs to your up-team and teach your team to keep introducing non-IBOs to you. Learn what to do and teach it, hands on, with your teams. Teach by doing.

This Simple 7 LIVE! 30-Day Follow Up & Follow Thru Guide is a way to make all 4 of those things happen and avoid the temptation to train instead of work. Winners follow up and follow through so print this document out and let's do what winners do, one day at a time.

SUNDAY

Statistics on adults and seminars are startling. Not in a good way. They tend to forget 50% of what they learned within 24 hours and 95% within a week. You did not attend a seminar—the Simple 7 LIVE! is a workshop, so you've got a massive edge.

A couple of quick things a day will ensure you get all you need.

ON A DAILY BASIS, BE SURE TO:

- Review the workbook you used at the Simple 7 LIVE!.
- Convert the Power Week from the back page of the workbook you received onto the calendar you normally use to schedule things. **KEY:** *Make sure that 80% of the time you have scheduled in on the Main Thing.*
- If you attended The Simple 7 LIVE! with teammates, contact them and create accountability with this follow-through workbook.

Writing down your thoughts is a powerful way to really drive the new habits into your daily actions faster.

The difference between knowing what to do and doing it is whether or not we schedule it.

If it isn't written it isn't true.

Write down your thoughts about those two statements?

MONDAY

There are many resources that were identified at the Simple 7 you and your teams can leverage. They are all available, at no charge, to premium website members.

IF YOU'VE ALREADY COMPLETED THE FIRST FEW THINGS ON TODAY'S LIST, JUST CHECK THEM OFF.

- Complete Silver Training [*located under 'Training' at MyQivana*]
- Take Silver Test
- Gain access to Qivana's Go90Grow
- Contact [talk to] a minimum of 1 new person about your business
- Add 2 new names and phone numbers to your list

Networkers who are successful look for leverage.

What is leverage? Using tools, meetings and systems to off-load things we would have to do ourselves.

How do we leverage the QSS? By learning something daily then directing teammates to the training they need. While they are getting trained, you can contact non-IBOs about Qivana.

Write down your thoughts about leverage.

TUESDAY

At the Simple 7 you were introduced to The Science of Achievement and Behavior 1 was Definite Major Purpose. Hill was clear in the granddaddy of all self-help books that no one makes it without a DMP; a Definite Major Purpose.

- Review behavior 1 in your workbook.
- Review Gold 210 'Upping the Ante.'
- Fill out the document in Gold 210.
- Consider and decide on the additional suggestion about DMP in Gold 210.
- Add 2 new names and numbers to your list.
- Contact at least 1 new person about your Qivana business.

"No one makes it without a definite major purpose, that's just the way it is." Napoleon Hill

Write down your thoughts about that statement.

WEDNESDAY

So far, so good? Generally what happens a few days into the review we start to get blown away by the resources and it can feel a little overwhelming. Don't worry; we've got your back...that is what this guide is for!

Just keep following the directions, step-by-step and you'll make progress that will turn into momentum. Make certain that you do training, studying and practicing during NON-PRIME TIME. Meaning? Keep the Main Thing the Main Thing during business hours—learn and grow during non-business hours.

BY NOW YOU'VE TAKEN THE SILVER TRAINING AND TEST. IF YOU HAVE AND DON'T HAVE ACCESS TO QIVANA'S GO90GROW, JUST EMAIL:

go90growqivana@gmail.com

- Review behavior 3 in your Simple 7 Workbook.
- View Networking 101 videos in Qivana's Go90Grow. *(There are 6 of them, 1 or 2 a day is fine. You can listen to them on your phone while driving [leverage].)*
- Add 2 new names and numbers.
- Contact at least 1 new person about Qivana.
- Schedule 45 minutes to view 'What Goes Through the Prospect's Head' *[it's located in the 'Resources' section of Qivana's Go90Grow].*

The Main Thing is to keep the Main Thing the Main Thing.

What are your thoughts about the Main Thing?

THURSDAY

You've noticed, no doubt, that everyday we're adding 2 names and numbers and contacting at least 1 new person about our business.

This is a tremendously powerful concept because it simply cannot be done. Huh? One of two things happens, 100% of the time.

ONE. WE DON'T DO IT.

TWO. WE INCREASE BOTH NUMBERS.

See, very quickly we build 'name consciousness' to meet the habit of 2 & 1. Soon it seems so easy, we are gathering more than 2 names and talking to more than 1 person.

YOUR TEAM WILL DO WHAT YOU DO, NOT WHAT YOU SAY.

COMMIT TO THIS 2 & 1 HABIT FOR 30 DAYS.

- Go to Qivana's Go90Grow - go to Networking 101 - View OATS.
- Add 2 new names and numbers to your list.
- Contact minimum of 1 new person about your business.

If we are going to make some money, we need to learn some skills.

Your thoughts?

FRIDAY

People don't plan to fail they simply fail to plan. We've asked you to review both Behavior 3 in the workbook, WPOA [written plan of action] and OATS in Qivana's Go90Grow. Why? Today is the day we plan out the next week, setting up a power week.

- Build a Power Week using the OATS formula.
- Schedule 80% of your time on The Main Thing.
- Got teammates? Sow some OATS with them.
- Continue viewing Networking 101 if not completed.
- Add 2 new names and numbers to your list.
- Talk to at least 1 new person about your business.

Plan your work and work your plan.

Your thoughts?

SATURDAY

“Winning is a habit. Unfortunately, so is losing.” Vince Lombardi

Remember, it's not that winners do certain things, it's that they do things in a certain way. They all follow through. It's been a week since you attended a Simple 7 and you've already begun the habits that win.

- You've reviewed.
- You've expanded your knowledge base.
- You've added new names to your list.
- You've contacted new people about your business.

This habit forming formula is powerful; gaining knowledge, reinforcing behaviors and talking to new people. You've got it going so keep going. It takes 30 days to develop a habit.

- Review Behavior 2 in the Simple 7 workbook.
- Plan how to complete your TUBAS daily effortlessly.
- Add 2 new names to your list and their numbers.
- Talk to at least 1 new person about your business.

Congratulations! You are doing the right things. Learning, reinforcing, adding to your list and talking to people will make you a better IBO and help you grow your business.

Your thoughts?

SUNDAY

The decision about to work on Sunday or not is a personal one. Certainly at this point if you want it to be a work day, you know what you can do to keep moving towards your Definiteness of Purpose.

**IN EITHER CASE, WHETHER YOU WORK OR NOT, TRY THIS OUT.
IT'S A TREMENDOUS EXERCISE EITHER WAY.**

- Make a list of 10 things you are grateful about.
 - These can be as simple as running water, food, or a cup of coffee.
 - Making a list of 10 things daily, first thing in the morning, is a wonderful way to start the day.

Gratitude is a cause, not an effect.

Your thoughts? Jot them down.

MONDAY

If we are going to make some money, we need to talk to people. Doing it with a good attitude seems to work better for most people.

- Review Behavior 2 from Simple 7 Workbook.
- Play your TUBAS.
- Add 2 names and numbers.
- Talk to at least 1 new person about your business.

Some people believe attitude is everything

Your thoughts?

TUESDAY

The main thing is to keep the main thing the main thing. IBOs talking to people who are not IBOs.

- Review behavior 5 in your Simple 7 Workbook.
- Add 2 new names and numbers.
- Talk to at least 1 NEW person about your business.
- Play your TUBAS.

I believe pressure makes diamonds, always has, always will. I pressure my up-team to make calls with me, knowing it will lead to my team pressuring me and turning me into a Diamond.

Your thoughts? Write them out.

WEDNESDAY

New IBOs are the blood of our business. To convert more 'suspects' into prospects, you'll need to improve your skills.

- Review Gold 202.
- Begin Framed Firelighters in Qivana's Go90Grow.
- Add 2 new names and numbers.
- Talk to a minimum of 1 new person about your business.
- Play your TUBAS.

I've got to have at least 2 surefire approaches that I can share with my team so they hear 'yes.'

Your thoughts?

THURSDAY

The Qivana recruiting cycle is called the 3-Step Plan. Mastering this skill and being able to execute is difference in the world between feeling fabulous and feeling frustrated.

- Review Gold 207.
- Add 2 new names and numbers to your list.
- Talk to at least 1 brand new prospect about your business.
- Schedule at least 2 sets of 3 way calls [up-team help or your team].
- Play you TUBAS.

Everybody knows my team will do what I do, not what I say. In reflecting what I am doing daily, I know it will make them successful.

Your self-evaluation and your thoughts? Write them down.

FRIDAY

Friday is not only the day we set up the next week, it's a time when we evaluate what we scheduled the previous week and how well we executed. Where did we do well? Where do we need improvement?

No business stays in business very long without inventory. It's not about punishment; it's about honesty and improvement.

Take your inventory, [we started you thinking about this yesterday, always a method to the madness] and use it as a basis for this weeks OATS.
(See *behavior 3* in *Simple 7 workbook* if you need a refresher.)

- OATS—build a power week in writing.
- Keep working through Framed Firelighters [*remember, you can listen while driving if you've got a SMART Phone/mp3 hook-up*].
- Add 2 new names and numbers to your list.
- Talk to at least 1 new person about your business.
- Play your TUBAS.

**No business stays in business without taking inventory.
My inventory is “What did I do with my time?”**

Jot down your thoughts.

SATURDAY

It's been 2 weeks since you attended the Simple 7 LIVE! And if you're working through this follow-through document, completing the simple tasks, you really need to acknowledge that. More than likely, you attended with some folks you know, up-team, teammates or friends. Check in with them and see how they are doing with the follow-through workbook. Encouraging others is one of the best ways to encourage yourself.

- Add 2 new names to your list.
- Talk to at least 1 new person about your business.
- Review Gold 204 and commit to the 3-Deep Pattern.
- Play your TUBAS today.

Decision comes from the Latin and means: to cut ourselves off from any other possibility.

What decision or decisions have you made since the Simple 7?

Write the decisions out you have made and how you feel about them.

SUNDAY

The decision about to work on Sunday or not is personal.

- Make a list of 10 things you are grateful about.
 - These can be as simple as running water, food, a cup of coffee.
 - Making a list of 10 things daily, first thing in the morning, is a wonderful way to start the day.

Gratitude is a cause, not an effect.

10 THINGS I AM GRATEFUL FOR :

- 1
- 2
- 3
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MONDAY

Everybody knows we get paid on volume not on the number of IBOs in our organization. Building more volume per IBO means bigger checks for everyone.

- Add 2 new names to your list, and the phone #'s of course.
- Talk to at least 1 new person today about your business.
- View Gold 209 and get committed boosting volume with Fusion.
- Play your TUBAS today.
 - At this point, with TUBAS, you should be building excitement towards the next event every time you talk to another IBO. One sentence is enough and make sure you set it in motion on your team.
 - The S is TUBAS covers this building from event to event daily, so review your Simple 7 workbook for tips, you'll find it in Behavior 2; Positive Mental Attitude.

Events like Simple 7's and Corporate events build belief, re-charge batteries and have a dramatic effect on your team if you support them as a crucial part of your business. Pros and Big Earners have this knowledge, go to events, sit in the front row and set an example—always hearing it like it was the first time they have.

Write your thoughts about this proven method of success, building, ENTHUSIASTICALLY, from event-to-event.

TUESDAY

There is no question that thoughts, the ones we hold consistently, we manifest. You learned at the Simple 7 HTHATTTITPE. Meaning? *Human thoughts have a tendency to transform themselves into their physical equivalent.*

At this point you've either filled out the Definite Major Purpose, [DMP], guideline worksheet in Gold 210 and/or decided to take it to the next level and immerse yourself in the Science of Achievement, [Think and Grow Rich found in Qivana's Go90Grow] and developed a more detailed version.

IT'S TIME TO BEGIN FOCUSING ON THAT DAILY.

- Read your DMP out loud with excitement.
- Sit and think about what you want to become for a minimum of 5 minutes once you finish reading. In the beginning your mind will wander. Don't worry, you will improve.
 - Just like you learned at the Simple 7, the last hour of the day is crucial.
- Add 4 new names & numbers today and talk to least 2 people about your business.
- Play your TUBAS.

I become what I think about all day long.

Write your thoughts about that statement.

WEDNESDAY

We are all human and change, as much as we want to, is a challenge. The early signs of slipping into old behaviors and undermining the change we want to make are generally slipping away from basics.

Fabled football coach Vince Lombardi walked into the first day of training camp, every year, and told his teams, “Gentlemen, this is a football.” He’d hold a football up in the air. His message was always clear and his 5 time Champions [*in 6 years*], focused on mastering the basics.

LET’S DO THAT THE NEXT COUPLE DAYS.

- Read DMP out loud, sit and think about it for 5+ minutes.
- Add 2 new names and numbers.
- Talk to a minimum of 1 new person about your business.
- Play your TUBAS.
- View Gold 203.

It’s simple. We get names, contact them and ask them to view the Qivana opportunity. The ones who see what we see, we enroll them and teach them to *do that same thing* [DTST].

Successful people simply find what works and repeat it over and over and over. The 3 Step Plan works.

Write your thoughts about staying with and reinforcing the basics.

THURSDAY

Reviewing and mastering the basics is the focus for the week. Leadership, as you learned at the Simple 7, is much easier in Qivana. We simply have to lead people to the next step. We also discovered a basic truth, “*We simply cannot teach what we do not know.*”

LET’S DO THAT THE NEXT COUPLE DAYS.

- Read DMP out loud, sit and think about it for 5+ minutes.
- Add 2 new names and numbers.
- Talk to a minimum of 1 new person about your business.
- Play your TUBAS.
- View Gold 203 Gold 207 ‘The 3 Step Plan Skill.’

When we sponsor someone or help someone else sponsor someone, we are directly or indirectly promising to help them improve the quality of their life. They join because they believe that we can help them.

Write down your thoughts about what it really means to be a ‘responsible’ sponsor.

FRIDAY

Big day today! You are coming into your 3rd OATS exercise and your strong points and weaknesses in terms of execution of your written plan for a power week should be getting really easy to identify.

Use accountability partners by finding 1 or more IBOs who will do OATS with you and then the next week review with them. Some people need weekly accountability while others need daily. Don't make resolutions in areas you may need help in executing your plan. Areas of weakness are best improved with daily accountability.

- Do your OATS and plan, in writing your Power Week. Make certain 80% of your time is scheduled on **THE MAIN THING**.
- Read DMP out loud, sit and think about it for 5+ minutes.
- Add 2 new names and numbers.
- Talk to a minimum of 1 new person about your business
- Play your TUBAS.

"The best way to improve the team is to improve yourself" John Wooden

Write out where you can improve and where you can help others improve.

SATURDAY

Basics and improvements! Everybody knows it we are going to make some money, we need to talk to people. If we are more effective talking to people, we'll make more money. Talking to people is a skill.

- Read DMP out loud, sit and think about it for 5+ minutes.
- Add 2 new names and numbers.
- Talk to a minimum of 1 new person about your business.
- Play your TUBAS.
- View at least 1 video in the Framed Firelighters Skills section of Qivana's Go90Grow to improve your skills when talking to people.

To get something we've never had, we've got to do things we've never done before.

Jot down your thoughts about that statement and what it is you're going to do that you haven't done before.

SUNDAY

The decision about to work on Sunday or not is personal.

- Make a list of 10 things you are grateful about.
 - These can be as simple as running water, food, a cup of coffee.
 - Making a list of 10 things daily, first thing in the morning, is a wonderful way to start the day.

Gratitude is a cause, not an effect.

10 THINGS I AM GRATEFUL FOR :

- 1
- 2
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MONDAY

At this point you seen and heard from various places that the choices we make with our time is everything. High quality time choices lead to more growth, volume and checks.

One of the very few things people talk about it 'sacrifice'—authentically giving something up to create windows of time. Oddly enough the average person can easily create 30 hours a week simply by looking closely at their habits.

- Read DMP out loud, sit and think about it for 5+ minutes.
- Add 2 new names and numbers.
- Talk to a minimum of 1 new person about your business.
- Play your TUBAS.
- View Gold 208.

There is never a traffic jam when you go the extra mile.

Put down in writing how you feel about that statement and 1 or 2 things you can give up [or have given up] to create more time for 90 days.

TUESDAY

Let's challenge ourselves. Every once in a while it's a great idea to 'up the ante' for a day or 2...and stretch ourselves. We are all capable of more than we think we are for short spurts and there is something wonderful about raising the bar and doing whatever it takes to get over it.

- Read DMP out loud, sit and think about it for 15+ minutes.
- Add 10 new names and numbers.
- Talk to a minimum of 5 new people about your business.
- Play your TUBAS.
- View at least 1 video in the Framed Firelighters Skills section of Qivana's Go90Grow to improve your skills when talking to people.

Finish this short paragraph: I accept the challenge for getting more names and contacting today because it will...

WEDNESDAY

Worked yesterday do let's do it again.

- Read DMP out loud, sit and think about it for **15+ minutes**.
- Add **10 new names** and numbers.
- Talk to a minimum of 5 new people about your business.
- Play your TUBAS.
- View at least 1 video in the Framed Firelighters Skills section of Qivana's Go90Grow to improve your skills when talking to people.

How did you feel about this brief 2 day challenge? Write your thoughts here and jot down what you think would be a good challenge for you and your teammates.

THURSDAY

LUCK? LUCK: A BY-PRODUCT OF EFFORT. DOING THE RIGHT THINGS RIGHT. THINK OF LUCK THIS WAY:

L - abor

U - nder

C - orrect

K - nowledge

In the past 3+ weeks you've followed a systemic method to learn and improve your skills and knowledge while simultaneously contacting people about your business. There is a tremendous lesson in here for choosing to follow the directions. This is exactly the combination you want to work with your new & veteran people. Keep the Main Thing the Main Thing while educating. As you review Gold 204 today, notice how the same pattern is constructed for new people; Main Thing, education and application. Learn and implement Gold 204—pay close attention to the 3-Deep Pattern contained in Gold 204.

- Read DMP out loud, sit and think about it for 5+ minutes.
- Add 2 new names and numbers.
- Talk to a minimum of 1 new person about your business.
- Play your TUBAS.
- View Gold 204.

The reason it is imperative to build the list with new IBOs is
[finish this in your own words after viewing Gold 204].

FRIDAY

Remember, the more the merrier when putting together a power week with the OATS format. And it is a massive time saver.

The old saying, “Not planning is planning to fail” is true, 100% of the time. IBOs do not have that problem, ever, if we work the 3-Deep Pattern.

- Read DMP out loud, sit and think about it for 5+ minutes.
- Add 2 new names and numbers.
- Complete OATS and schedule, in writing your power weeks for yourself and other IBOs you are working with.
- Talk to a minimum of 1 new person about your business.
- Play your TUBAS.
- View a Framed Firelighter or Up Front Contract.

A couple days this week we asked you to sit for 15 minutes, not 5 minutes after you read your DMP. What was that like for you? Are you starting to get a clear picture of who you want to become, what you want to achieve?

Write down your thoughts about sitting and visualizing. Then compare it to how it first felt to do this exercise.

SATURDAY

Failure to copy a profitable action prevents success.

Most profitable action? The Main Thing.

- Read DMP out loud, sit and think about it for 5+ minutes.
- Add 2 new names and numbers.
- Talk to a minimum of 4 new person about your business.
- Play your TUBAS.
- View at least 1 video in the Framed Firelighters Skills section of Qivana's Go90Grow to improve your skills when talking to people *[If you've completed the Framed Firelighters, move on to Up Front Contracts in Qivana's Go90Grow].*

Building a residual or on-going income of over 6 figures has requirements. One of the requirements is skills. How do you feel about the skills you have access to and your effort to learn, apply and master the skills needed to succeed? Write it down.

SUNDAY

The decision about to work on Sunday or not is personal.

- Make a list of 10 things you are grateful about.
 - These can be as simple as running water, food, a cup of coffee.
 - Making a list of 10 things daily, first thing in the morning, is a wonderful way to start the day.

Gratitude is a cause, not an effect.

10 THINGS I AM GRATEFUL FOR :

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MONDAY

We have come to the end of our time together and if you made it this far some astonishing things have taken place for those who printed this out and found a way or made a way to complete the 3-5 tiny habit building tasks every day.

Educating yourself is now a habit.

Keeping the main thing the main thing is now a habit.

You've been doing something the top 5% of the earners do—plan your week ahead, in writing.

This list could go on and on but you've already discovered if we just to those 3 things, we'll set some records.

CONGRATULATIONS!

AND I CHALLENGE YOU!

- Read DMP out loud, sit and think about it for 15+ minutes.
- Add 10 new names and numbers.
- Talk to a minimum of 5 new people about your business.
- Play your TUBAS.
- View at least 1 video in the Framed Firefighters Skills/UFC section of Qivana's Go90Grow to improve your skills when talking to people.
- Go back over this entire workbook and read your daily thoughts

How do you feel professionally?



SIMPLE 7 WORKBOOK

SIMPLE 7 LIVE!

The 7 Behaviors of Successful IBOs

1. **Definiteness of Purpose**
2. **Positive Mental Attitude**
3. **Written Plan of Action**
4. **Retail**
5. **Recruiting**
6. **Follow-up & Follow-thru**
7. **Knowledge & Leadership**

-
- It's a workshop, not a seminar.
 - People absorb only 40% of what they hear and see and forget 90% within a week.
 - IBOs remember 80-95% of what they hear, see and do.
 - The Qivana Success System has additional systems to support IBOs and help each type of learner get 100%.
 - Action step: Review this workbook within 24 hours. **ACTION**
 - Duplication is a 4 syllable word for

MYQIVANA.COM PREMIUM OFFERS:

- I'm In, Now What?
- Silver
- Gold
- Platinum
- Weekly audio downloads.
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- The Go90Grow section of your Premium MyQivana website contains a detailed skills and personal development course.
- Access to Q-Certified Trainers via live Q&A conference calls.
- Simple 7 taught 1 behavior at a time via webcasts.

1. BEHAVIOR ONE: Definiteness of Purpose

“No one succeeds without definiteness of purpose, that’s just the way it is.” Napoleon Hill

The Science of

DMP + PMA + WPOA + MMA = Success

Starting Point of All Achievement

The sad Think and Grow Rich ‘stats’

- 95% do not have one
- 95% fail

MOTIVES

ACTION

- Legacy
- Liberty
- Autonomy
- Helping Others
- True Health
- Recognition for Creative Expression
- Spiritual Growth

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• R

• T

A brand new car—not a SMART goal

A new, black Honda Accord EXL V6 on or before 12/15/2013

ACTION

All achievement requires sacrifice **ACTION**

What are you willing to give up or overcome?

.....

.....

.....

.....

WRITE A DMP **ACTION**

Got it done? Great. Share it with your Up-Team—When & How

Date How

Not done, pick time and date now and schedule it*

Let's do that right now—Date

Need help with DMP? Good half step is found in Gold 210—Upping the Ante

Really want to develop DMP? See the Think and Grow Rich Challenge located in the Bonus area of the Go90Grow section of your Premium MyQivana website.

2. BEHAVIOR TWO: Positive Mental Attitude—PMA

“The Creator gave us total control over one thing, not two, not three, just one.” Napoleon Hill

DMP + + WPOA + MMA = Success

1 Rich	←	B	I
4 Financially Fit	←		
<hr/>		e	s
5 Still Work	←		
28 Dead	←		
62 Flat Broke			

- **B = BUSINESS OWNER** You own a system and people work for you.
- **I = INVESTOR** Money works for you.
- **E = EMPLOYEE** You have a job.
- **S = SELF EMPLOYED** You own a job.

INCOME OPTIONS

- Work for someone
- Be a professional
- Own a business
- Buy a franchise
- Qivana Success

QSS is a hybrid without negatives.

Proven system is a blueprint for success.

The QSS has taken the best of direct sales, network marketing and franchising and eliminated the

Build a PMA personally

Our mind is like a fertile

Seeds or Weeds

Choose to control your thoughts.

Direct thought towards your

Charge them with feeling.

How would it "feel" to obtain your DMP **ACTION**

.....

.....

.....

.....

.....

.....

TO MAINTAIN A PMA DAILY BUILD A BAND OF MARCHING: ACTION

- **T**
- **U**
- **B**
- **A**
- **S**

The successful IBO simply does the things the unsuccessful IBO makes a conscious decision not to do.

3. BEHAVIOR THREE Written Plan of Action

DMP + PMA + + MMA = Success

Failing to plan is planning to

$T^Q = G^{EP} = GV = \$$

T^Q means

G^{EP} means

GV is my group volume

\$ is my check

THE 3 CIRCLES THAT IBOS CONSISTENTLY WORK ARE:

1. The 3-Step Plan (see page 12)
2. Communication
3. Event to Event

The main thing is to keep the main thing the main thing

IBOs that succeed spend % on The 3-Step Plan.

Decide: How many hours weekly

ACTION

- O
- A
- T
- S

EVERY FRIDAY

ACTION

The difference between knowing what to do and doing it is whether or not you schedule it.

Convert OATS—Which is my plan for the week—to a Qivana Power Week

ACTION

Duplication is a by-product of

The bullseye is Qivana Convention. Successful IBOs always get tickets with their team at the break together.

OATS CHART FOR:

WEEK OF:

OBJECTIVES

ACTIONS

TIME (12 HRS)

SCHEDULE

4. BEHAVIOR FOUR Retail

If we educate, then demonstrate, we will

What's the Difference between Al and Nancy?

.....

All businesses that are authentic have real

100 Reps doing 100 PV is 10,000.

100 Reps doing 1000 PV is 100,000.

Successful IBOs use the skill of to build themselves and teammates towards 1,000 in new volume monthly.

KEY: An IBO's job is to collect from

Fusion is combining retail and recruiting.

Fusion helps IBOs collect as many decisions and more decisions means more income.

COLLECTING THE DECISION

- **HEALTH**

- Everybody knows we are in the health & nutrition business.
- Everybody says their health is their greatest asset.
- Is there any reason you don't want to try our product so you'll take the best care of yourself that is possible?

- **INTEGRITY**

- They all have high integrity
- They simply could not consider this.
- Unless they knew 100% the product worked.
- Ask, "Does that describe you?"
- Trust me, 100% 'yes'every single time.

- **STORY**

- Tell Alexander the Great Story.
- Does that make sense?

- **PRODUCT**

- So the only way to really think this over is to do what Alexander suggests, try the product for yourself, does that make sense?
- Cha-ching!! They arrived at their own decision..

5 EASY PRINCIPLES OF SALES

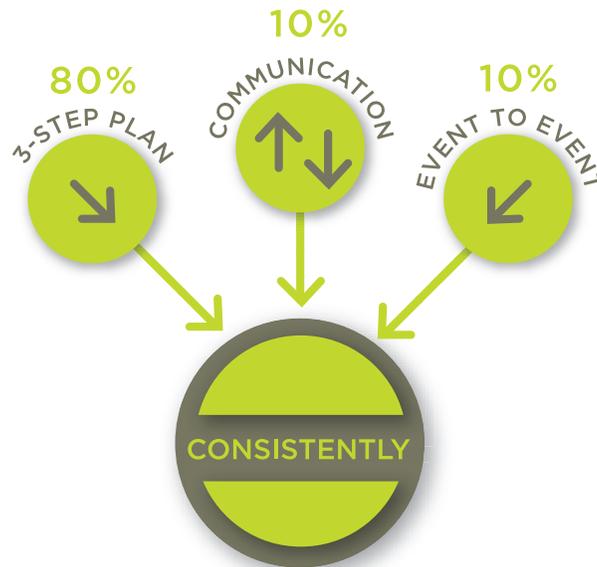
1. Be a product of the
2. People on impulse.
3. Convey don't
4. Offer proof.
5. ABC =

5. BEHAVIOR FIVE Recruiting

“The more concerned we are about the things we cannot control the less concerned we will be about the things we can control.” John Wooden

The main thing is to keep the main thing the main thing

$$T^Q = G^{ED} = GV = \$\$\$$$



Plan, Product and Company = Vehicle

Up-team and Qivana Success System = GPS

Fuel =

A is a name and a phone number.

A is a Suspect who's agreed to look at Qivana.

A is a Possibility who had shared a reason why they should look.

UPGRADING

Suspect to Possibility see Framed Firelighters in the Go90Grow section of your Premium MyQivana website.

Possibilities to Prospects to enrolling see Up Front Contracts in Go90Grow.

THE 3-STEP PLAN

STEP 1 - Strike Interest and Sort and Book Follow Up

STEP 2 - Prospect Reviews Information (consult with Up-team for best option)

STEP 3 - Collect

The 3 Things In a Suspect/Prospect's Mind

1.
2.
3.

THE KEY TO THE VAULT Step 1

Work with your Up-team to help you with Step 1 - help your IBOs at Step 1.

You'll find scripts and options in Gold 208 - Scheduling, Skills & Scripts.

Learn rejection-free recruiting there.

It's all about what's in the Suspect's head.

The more you make networking, seems the more likely people are to try it.

"It would take me about 3 hours to draw pictures with words, which I am happy to do, but then you're going to want to see it anyway.

What would be easier for you—to have me draw pictures with words for a couple of hours or just get you the information?"

PERSONAL RECRUITING

ONE - Initial Approach

TWO - Answer to

THREE - Know what Step 2 tool you'll use

(Tool = What your prospect will view or hear)

3 RULES OF SUCCESSFUL RECRUITING

1. Rejection free
2. Does not embarrass or pressure
3. Extremely high probability of striking interest

Sponsoring Quotient - SQ

Highest SQ occurs with highest personal involvement and level of control.

Lowest SQ occurs when there is no personal involvement and no control.

WHAT IS IT?

"I can give you a presentation but, it would take an entire minute.

When do you think you could give me an entire minute?"

What they want

Set appointment for 3-way

- S
- M
- E
- A
- R

6. BEHAVIOR SIX Follow up and Follow Thru

“Never mistake activity for achievement.” John Wooden

Following up is being there, a positive activity.

Follow thru is the at the follow Up.

Always book a Follow Up at Step 1 – be very

We measure our success at Step 1 in only one way.

Do not rely on new IBOs to book the Follow Up.

Educate, demonstrate and it will

100% of the people you pick up, show up.

Never ask “What do you?” Or “Do you have any questions?”

Ask leading questions. Whoever is asking questions is in control.

The conversation at Step 3 should be about

CLOSING

Make a positive statement that includes feeling, ask positive question, obtain positive answer and enroll.

Example – *“Having Jack and Jill walk out of college is going to feel great, yes?!”*

Following Up is setting a specific appointment and showing up.

Following Thru is the “action” of collecting

WHAT IF THEY SAY “YES”?

Get them started right.

Never fail to set up first coaching session once enrollment is completed.

Teach “We never get off the phone without setting up the next

STEP 1: ONCE ENROLLED

- Schedule - first coaching call as part of the enrollment
- Teach - ‘never get off without next appointment’
- Assign - “I’m In, Now What?”

STEP 2: DURING COACHING SESSION

- Build the list with them—Highly profitable action.
- Schedule 3-ways on coaching call.

STEP 3: WORK 3 DEEP PATTERN, REPEATING 1 & 2

- Don’t rely on new IBO to get another new IBO started right, work the 3-Deep Pattern.
- Always schedule next activity when finishing activity.

See and study Gold 204—Get Them Started Right

Commit to the 3-Deep Pattern

7. BEHAVIOR SEVEN Knowledge and Leadership

"It's what I learn after I know it all that makes the difference." John Wooden

Duplication is a 4 syllable word for

LEADERSHIP ACTION 1

FOLLOWING

Great leaders are great

Lead them to the next step in the QSS.

LEADERSHIP ACTION 2

HELP IBOS DEVELOP PERSISTENCE

- Answer to the Riddle. Who Am I?
- Persistence is a by-product of 4 easy

LEADERSHIP ACTION 3

BEING IN

- Obtain other IBOs
- Commit to others' DMPs

LEADERSHIP ACTION 4

BUILD EVENT TO EVENT—STAY FOCUSED ON TARGET

- Duplication is a by-product of education.
- Lead by getting tickets with your team. Go as a group.
- Call not in attendance.
- Put in prospect's hands.
- Sell to new IBOs.

LEADERSHIP ACTION 5

IMPROVE YOURSELF

“The best way to improve the team is to improve” John Wooden

Leaders cheat—they practice.

PPPPP = Perfect Practice Prevents Poor Performance.

Master and leverage the QSS.

Identify IBO challenges, direct them to the solution in QSS, then demonstrate.

KEY: Create reciprocity with IBO’s accountability.

LEADERSHIP ACTION 6

RANK AND RECOGNITION AWARENESS

- People will work just as hard for recognition as money.
- Rank advancement leads to recognition.
- Learn comp plan and help your team break ranks.
- When recognition comes their way let the light shine on them alone.
- By helping others advance, you do.

LEADERSHIP ACTION 7

EMERSON’S LAW OF COMPENSATION

- “Give more, get more.”
- To get more support, give more.
- Give more love, hate, help, selfishness, faith, fear and get more of each. Choose wisely.
- More positive downline, more positives come up.
- Problems? Up-team only!

qivana® POWER WEEK



	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7AM	<input type="checkbox"/> TUBAS						
NOON							
7PM							

Section

4

SELECT YOUR INITIAL ORDER

COMPLETE BUSINESS PACK
\$1,000/1,000PV

★ **BEST VALUE** ★



\$1,100 retail value **SAVE \$100**
Includes one month's supply & business use

- 1 METABOLIQ® Burn System (choc)
- 1 METABOLIQ® Shake - 15pk (vanilla)
- 1 METABOLIQ® Infusions (reds)
- 1 METABOLIQ® Infusions (greens)
- 1 METABOLIQ® Bar - 15pk (choc)
- 1 METABOLIQ® Bar - 15pk (lemon)
- 2 QORE® System
- 2 QORE® Detox
- 2 QORE® Defense
- 1 QORE® Essentials - 60pk
- 2 PRIME Nitric Oxide Activator - 30pk
- 1 Instant Indicator Test Strips - 25pk
- 1 METABOLIQ® Lifestyle by Dr. Layman
- 1 Synergistic Systems Brochure - 15pk
- 1 Discover Why - 15 pk
- 2 Shaker Cups
- 1 BOGO Convention 2013

QUANTITY
part # 201535

BUSINESS PACK
\$500/400PV



\$600 retail value **SAVE \$100**
Includes one month's supply

- 1 METABOLIQ® Burn System (vanilla)
- 1 METABOLIQ® Shake - 15pk (choc)
- 1 METABOLIQ® Bar - 15pk (choc)
- 1 QORE® System
- 1 QORE® Detox
- 1 QORE® Defense
- 1 PRIME Nitric Oxide Activator - 30pk
- 1 Instant Indicator Test Strips - 25pk
- 1 METABOLIQ® Lifestyle by Dr. Layman
- 1 Discover Why - 15 pk
- 1 Synergistic Systems Brochure - 15pk
- 1 Shaker Cup
- 1 BOGO Convention 2013

QUANTITY
part # 201530

TOTAL HEALTH PACK
\$255/200PV



\$285 retail value **SAVE \$30**

- 1 METABOLIQ® Burn System
- 1 QORE® System
- 1 PRIME Nitric Oxide Activator - 30pk

QUANTITY
CHOCOLATE
part # 201545

QUANTITY
VANILLA
part # 201540

OTHER: ITEM DESCRIPTION _____ **QUANTITY** _____

SELECT YOUR AUTOSHIP ORDER

TOTAL HEALTH PACK
\$255/200PV

★ **MOST POPULAR** ★



\$285 retail value
SAVE \$30

- 1 METABOLIQ® Burn System
- 1 QORE® System
- 1 PRIME Nitric Oxide Activator - 30pk

QUANTITY
CHOCOLATE
part # 201545

QUANTITY
VANILLA
part # 201540

METABOLIQ® BURN SYSTEM
\$135/100PV



\$155 retail value
SAVE \$20

- 1 METABOLIQ® Boost (60 capsules)
- 1 METABOLIQ® Shake 30 pk
- 1 METABOLIQ® System Guide Booklet

QUANTITY
CHOCOLATE
part # 260100

QUANTITY
VANILLA
part # 260000

QORE-PRIME SYSTEM
\$130/100PV



\$150 retail value
SAVE \$20

- 1 QORE® System
- 1 PRIME Nitric Oxide Activator - 30pk

QUANTITY
part # 271000

OTHER: ITEM DESCRIPTION _____ **QUANTITY** _____

SELECT YOUR MYQIVANA WEBSITE SUBSCRIPTION LEVEL

- Premium Annual \$129.95** (billed annually)
- Premium Monthly \$19.95** (billed monthly)
- Free**

User Name* _____
*WEBSITE URL WILL BE MYQIVANA.COM/USER NAME

Password _____

PLEASE FILL OUT THE IBO APPLICATION ON THE OTHER SIDE OF THIS FORM IN ITS ENTIRETY.

CUSTOMER SERVICE : 1-888-8QIVANA (888-874-8262)

APPLICANT/CO-APPLICANT INFORMATION

Applicant Name (legal name) _____ Gender (male/female)

SSN _____ Date of Birth (MM/DD/YYYY) _____ Email _____

Day Phone _____ Evening Phone _____ Cell _____ Fax _____

Co-Applicant Name (if applicable) _____ Date of Birth (MM/DD/YYYY) _____

Business/Entity Name (if applicable) _____ EIN or Fed ID# _____

*ADDITIONAL INFORMATION REQUIRED. PLEASE ATTACH THE BUSINESS ENTITY FORM.

Shipping Address (no PO boxes) _____ City _____ State _____ Zip _____

Billing Address* (if different) _____ City _____ State _____ Zip _____

*BILLING ADDRESS MAY BE PO BOX OR APO

SPONSOR/PLACEMENT INFORMATION

Sponsor Name _____ Sponsor IBO Number _____ (must be completed)

Placement Name* _____ Placement IBO Number _____ Position: [] Left [] Right

*IF PLACEMENT INFORMATION IS NOT KNOWN, PLEASE LEAVE BLANK AND YOU WILL BE PLACED IN YOUR SPONSOR'S FIRST AVAILABLE POSITION.

PAYMENT INFORMATION

Credit Card# (MC, Visa, AmEx, Discover) _____ Exp (MM/YY) _____ Security Code* _____

Name (as shown on card) _____ Cardholder Signature _____

*THE SECURITY CODE IS FOUND ON THE BACK OF MASTERCARD, VISA AND DISCOVER CARDS (3 DIGITS) AND ON THE FRONT OF AMERICAN EXPRESS CARDS (4 DIGITS).

By signing and submitting this form and payment of my starter kit fee, I acknowledge that I am applying to become a Qivana Independent Business Owner (IBO). I consent to Qivana contacting the telephone number(s), fax number, and/or e-mail address listed on my application or as updated.

I understand that any commissions I earn will be loaded directly onto my Qivana Pay Card and no physical check will be issued. I understand that my provided credit card will be charged automatically for any AutoShip orders I request on a rolling 4-week schedule.

I certify that I have read and agree to the application/agreement Terms and Conditions. I further have received, have read, understand, and agree to the Qivana Compensation Plan and the Qivana Policies and Procedures, which are incorporated herein and made part of this agreement.

Applicant Signature _____ Date _____

Co-Applicant Signature _____ Date _____

QIVANA, LLC INDEPENDENT BUSINESS OWNER APPLICATION TERMS AND CONDITIONS

References contained in these Independent Business Owner Application Terms and Conditions (these "Terms and Conditions") to the "Company" or "Qivana," refer to Qivana, LLC, a Delaware limited liability company. References contained herein to "you," "your," "me," "my" or "I" refer to you as independent business owner ("IBO") of the Company.

- I am at least 18 years of age, legally competent to enter into a written contract in the jurisdiction in which I reside, and I agree to abide by the terms and conditions of the following legally binding documents, policies, procedures and compensation plan of Qivana: (i) these Terms and Conditions, (ii) the Qivana Policies and Procedures, and (iii) the Qivana Compensation Plan [collectively (i) through (iii) the "Contract"].
- Upon acceptance by the Company of my signed (whether by E-signature, facsimile, PDF or original) Contract, I will become an IBO of the Company, and I will, at that time, have the right to purchase the Company's products directly from the Company according to the Company's Policies and Procedures. This Contract will be deemed accepted by the Company when it is date stamped upon actual receipt of the signed Contract by an officially authorized employee of the Company. The Company, in its sole discretion, may reject this Contract, without disclosing any reason therefor. If this Contract is not accepted or approved, I hereby release the Company and its officers, directors, employees, agents, advisors, affiliates and independent contractors from any and all liability incurred by me or by any other person or entity. I waive any associated claim(s) against the foregoing persons and entities that might be asserted by or for me.
- I understand that no purchases are necessary to become a Qivana IBO other than the purchase of a non-refundable starter-kit fee that allows me to purchase product at wholesale prices and to participate in the Compensation Plan. An annual, non-refundable renewal fee is required upon my anniversary date with Qivana to maintain my IBO status. I am responsible for renewing my IBO Business each year.
- If I wish to terminate this Contract, I will deliver written notification of my intent to terminate to the Company by email to support@qivana.com or at the Company's official address. My voluntary termination will be effective as of the date such notice is received by the Company. I understand that I may resign at any time for any reason.
- As an IBO, I am an independent contractor and am NOT an employee, partner, agent, franchisee or legal representative of Qivana. I agree that I am solely responsible for my compliance with any and all laws or regulations related to my activities and status in any jurisdiction exercising authority over me including, but not limited to, the duty to license my business and to collect and pay sales or use tax on sales and on products I consume. I will obey any and all federal and local laws, statutes and regulations applicable to my business and me.
- Although Qivana or any of its affiliated entities may assist me in becoming aware of applicable laws, rules and regulations, the sole responsibility to conduct my Qivana business lawfully in any jurisdiction rests with me. Therefore, I release Qivana and any of its affiliated entities and their officers, directors, agents, advisors, affiliates, independent contractors and employees from all liability for any of my actions or omissions. I also waive any claims or causes of action which I (or others acting in my interest) may assert regarding my status or conduct as an IBO for Qivana. I agree to indemnify and hold harmless Qivana and any of its affiliated organizations for any claim, action or liability asserted arising out of my actions, omissions or representations in sponsoring or conducting any activities under my business.
- I understand that only IBOs in good standing (as such status is determined by the Company) may act as recruiters, enrollers or Sponsors. I also understand that I am responsible for training and supporting any IBO or customer who I recruit, enroll and/or sponsor. I will perform bona fide supervisory, recruitment, training, advertising, sales and marketing functions in connection with the sale of Company products.
- I understand and agree that compensation from Qivana as established by the Qivana Compensation Plan (hereinafter "Compensation Plan") is solely related to the sale of products derived from in-person sales, solicitations or orders from ultimate consumers. I am entitled to receive IBO benefits and opportunities offered to an IBO through the Compensation Plan, provided I maintain a Qivana business that operates in compliance with the Contract. I agree to abide by the Contract as established by Qivana's Policies and Procedures and as modified from time to time and posted on Qivana's official website.
- I agree that I may not alter, repackage, re-label, affix additional labels of information or otherwise change any Company product, nor will I sell any such product under any other name.
- I understand and agree that I may not convey, assign, sell or otherwise transfer any rights arising under this Contract or my relationship with Qivana without the prior written consent of Qivana. However, Qivana may assign this Contract without my permission.
- I agree not to use proprietary trade names, trademarks, domain names or other property of Qivana without the prior written consent of Qivana.
- I agree that any websites used to conduct my Qivana business shall conform to the Company policies and specifications as described in the Qivana Policies and Procedures.
- I will make no claims of therapeutic or curative properties regarding the Company products or claims involving the Compensation Plan that are NOT contained in official Qivana literature that is distributed by an authorized Qivana source.
- I agree that I may not create or hold a beneficial interest in an additional Company IBO business(es) beyond the indirect benefits that are derived from enrolling, sponsoring and Downline sales volume without the express written consent of Qivana. I understand and agree that compensation benefits of my individual product purchases and sales may be paid to my Enroller(s) and Sponsor(s) and other Company IBOs Upline from me under the rules of the Compensation Plan.
- I agree that Qivana and its affiliated entities have proprietary rights to its independent contractors and to any Lists of IBO and Customer names. I will not use any Company IBO Lists or other Company contacts to promote the sale or use of any products, programs or services other than those offered through Qivana.
- For AutoShip orders, I understand that each month until this order is cancelled, the AutoShip product order will be shipped by the Company to my specified shipping address every month on or around the selected AutoShip date. To cancel an AutoShip order I will deliver to the Company written notification of my cancellation by email, fax or mail.
- In the event I choose to purchase Company products on my credit card or banking debit card, my signature (including my electronic signature) on this Contract hereby constitutes my authorization to process any order I place to those accounts and to use this signed Contract as my "signature on file." I understand that any cancellation of an order placed by me shall be made within three business days of the placement of a particular order or ten business days for cancellation of an AutoShip order, but all shipping, handling and restocking charges incurred will be paid by me.
- Other than this Contract, no other promises, representations, guarantees or agreements of any kind shall be valid unless in writing and signed by both me and an authorized officer of the Company. If any provision of this Contract is found to be unenforceable or invalid, the validity of the remaining provisions shall not be affected.
- I agree that regardless of the form of claim, whether in tort, contract or other, Qivana, its subsidiaries and affiliated companies and their officers, directors, employees and agents shall NOT be liable for any consequential, incidental, special or punitive damages, including lost profits or any other claims against Qivana. No legal action may be brought by either party to this Contract more than one year after the event giving rise to the cause of action has occurred.
- I certify the accuracy of all information provided by me in this Contract and agree that the providing of false or misleading information authorizes Qivana, at its election, to declare this Contract void from its inception.
- Qivana agrees to manufacture quality products available under the terms and conditions of the Contract and pay commissions according to the Compensation Plan.
- This Contract shall be governed under the laws of the State of Utah. You agree to exclusively resolve any claim or controversy arising out of the Contract or that otherwise concerns the Company solely in the state courts located in Utah County, Utah and the federal court for the district of Utah. Each party having a concern shall first give notice of the offense and allow at least thirty (30) days for the other party to cure. In the event of a dispute, the prevailing party shall be reimbursed its reasonable costs and attorney's fees.
- Taxpayer Identification Number. If you are a United States person (including a resident alien), you must provide Qivana with your correct taxpayer identification number ("TIN"), which for individuals is either your Social Security Number ("SSN") or, if you are a resident alien and you do not have and are not eligible to get an SSN, your Individual Taxpayer Identification Number ("ITIN"). For an IBO account that is a partnership, corporation, company or association organized in the United States or under the laws of the United States, you must provide Qivana with your Employer Identification Number ("EIN"). If you fail to provide Qivana with a TIN or the TIN you provide to Qivana is incorrect, at the request of the IRS, Qivana has the right to withhold and pay to the IRS 28 percent of your income over \$600, unless you certify to Qivana that you are a corporation exempt from backup withholding or otherwise not subject to backup withholding. By signing this Contract, you certify that the TIN you have provided to Qivana is correct, that you are a United States person (including a resident alien) and, if applicable, you are not subject to backup withholding.



Power Retailers Pack

Power Retailers Pack

\$4,500

QTY | PACK CONTENTS:

2 COMPLETE BUSINESS PACK

- 1 • METABOLIQ® Burn System - Chocolate
- 1 • METABOLIQ® Infusions - Greens (15 pack)
- 1 • METABOLIQ® Infusions - Reds (15 pack)
- 1 • METABOLIQ® Shake - Vanilla (15 pack)
- 1 • METABOLIQ® Bar - Chocolate (15 pack)
- 1 • METABOLIQ® Bar - Lemon (15 pack)
- 2 • QORE® System
- 2 • QORE® Defense (60 capsules)
- 2 • QORE® Detox (60 capsules)
- 1 • QORE® Essentials (60 pack)
- 2 • PRIME N-O Activator (30 pack)
- 1 • Test Strips, Instant Indicator (25 pack)
- 1 • Prosper Magazine (10 pack)
- 1 • BOGO Convention 2013
- 1 • METABOLIQ® Lifestyle Book by Dr. Layman (Single)
- 2 • Shaker Cup

3,000 PV

Instant Commission: \$400

\$6,800 Retail Value

QTY | PACK CONTENTS:

1 PRIME PRACTITIONERS PACK

- 5 • PRIME N-O Activator (30 pack)
- 5 • QORE-PRIME System pack
- 5 • Nitric Oxide Instant Indicator (25 pack)
- 3 • PRIME N-O trifold brochure (15 pack)

1 QIVANA PRACTITIONERS PACK

- 3 • METABOLIQ® Burn System - Vanilla
- 3 • METABOLIQ® Burn System - Chocolate
- 3 • METABOLIQ® Shake - Chocolate (15 pack)
- 3 • METABOLIQ® Shake - Vanilla (15 pack)
- 3 • METABOLIQ® Bar - Chocolate (15 pack)
- 3 • METABOLIQ® Bar - Lemon (15 pack)
- 6 • QORE® System
- 3 • QORE® Defense (60 capsules)
- 3 • QORE® Detox (60 capsules)
- 12 • QORE® Probiotics
- 4 • QORE® Essentials (60 pack)
- 1 • METABOLIQ® Correction Brochure (15 pack)
- 1 • QORE® Trifold Brochure (10 pack)
- 2 • METABOLIQ® Lifestyle Book by Dr. Layman (3 pack)
- 6 • Shaker Cup

HOW TO HOST A QIVANA TASTING PARTY

The word is out and people are talking about Qivana's METABOLIQ® System. The results are real and achievable, the products are delicious and the system is simple to follow! Now is a great time to share the success of the METABOLIQ System and products with others, and one of the best ways to do it is to host a METABOLIQ Tasting Party. Hosting a Tasting Party gives you an excellent opportunity to share the products, program and business opportunity with others in a casual, home-party atmosphere. You'll be able to give your guests a firsthand experience with the products and share your own success story. Tasting Parties are a fabulous way to generate new IBOs, new customers and new contacts. So if you're ready to add more growth and success to your business, here are some ideas for hosting a Tasting Party!

OBJECTIVE

The purpose of the Tasting Party is to introduce your guests to the METABOLIQ System and products and to pique their interest in becoming an IBO to receive the products at wholesale. Help your guests recognize the wonderful business opportunity at Qivana—these products are so effective that others need them and will want to use them. Throughout your presentation, ask your guests to think of the people they know who would benefit from these products. At the end, you will ask them which products they want to order, if they are interested in becoming an IBO and if they would like to host a Tasting Party at their home and invite their friends!



MAKING YOUR PARTY A SMASHING SUCCESS

qivana®

BEFORE THE TASTING PARTY

- Invite your guests. You can mail or deliver your invitations or use any of the following online resources: Facebook Events, Evite.com or ConstantContact.com (invitation below).
- Order extra products and materials.

DAY OF THE TASTING PARTY

- Set up display table with products and literature.
- Cut the METABOLIQ® Bars into bite-size sample pieces.
- Set up your blenders or Magic Bullet to blend the shakes.

AFTER THE TASTING PARTY

- Follow up with all your guests.
- Schedule a date with those who want to have a Tasting Party at their home.
- Make sure those guests who ordered product have received it and find out how the products are working for them.
- Help any guests who signed up as IBOs to set their goals and start working their business.
- Use your questionnaire to follow up with any guests who didn't purchase product or sign up as an IBO or to host a party.

RAFFLE TICKETS

Giveaway prizes from Qivana (*METABOLIQ and QORE Products, shaker cup, water bottle, t-shirts, pens, etc.*)



WHAT TO DO AT YOUR PARTY

qivana®

MEET AND GREET

Begin your Tasting Party with a short meet and greet time so guests can socialize before your presentation. Set up a display table with the METABOLIQ and QORE products, product profiles, books and DVDs that your guests can look at. You can provide your guests with a clipboard and a paper with the product descriptions and a questionnaire. This is helpful so they can write down any notes or questions they have during your presentation. If you are doing a prize drawing at the end of your party, give each guest a raffle ticket, or have them put their name in a jar.

PRESENTATION

Once the guests have arrived, welcome them and invite them to be seated. Introduce your guests to the METABOLIQ System and products. You can do this in a variety of ways, so choose the way that best suits you. You can use the Discover Why DVD, create a PowerPoint presentation or talk about the products using facts and information from the product profiles, METABOLIQ System brochures, Qivana.com, ShakeYourselfSlim.com or other Qivana product materials. Be sure to include the QORE™ System products and how these products work synergistically with the METABOLIQ products and system. Next, share your personal story and the success you are experiencing with the products. You can also show any before and after pictures of yourself or other IBOs who have had success with the products. If other IBOs are attending, you could invite them to share a brief testimonial.

TASTING

When your presentation is finished, invite your guests to sample the METABOLIQ® Shakes, Bars, Infusions and Resist. To demonstrate the effectiveness of Resist, you can have your guests follow up by using sugar packets or a lollipop.

GIVEAWAYS

Save the raffle or drawing until last because your guests will stay until the end to receive a prize. Prizes can include any of the following: METABOLIQ or QORE products, a Qivana Shaker cup, Dr. Layman's METABOLIQ® Lifestyle book, Qivana pens, hats or t-shirts.

TAKE PRODUCT ORDERS, SIGNUPS AND SCHEDULE TASTING PARTIES

While your guests are mingling, you and your IBO team members can talk individually with your guests. Be sure to have one or two laptop computers available. Help your guests decide which products to order, determine their level of interest in becoming an IBO and invite them to host a Tasting Party at their own home and invite their friends and family. Be sure to collect the completed questionnaires from each guest. You'll use this information to follow up.

shake
YOURSELF
slim

SHAKE YOURSELF SLIM CHALLENGE

If Qivana's Shake Yourself Slim Challenge is currently running, be sure to have a scale and tape measure in a separate room so guests who want to enter the Challenge can enter their information and sign up.

- Play energetic music while your guests arrive and after your presentation.
- Have each guest complete a brief questionnaire so that you can follow up with everyone, even if they don't order any product (see questionnaire sample below).
- Instead of doing a drawing, you can ask your guests questions and give a raffle ticket to those who respond correctly. You can create questions using information from Dr. Layman's METABOLIQ Lifestyle book, or create questions about being an IBO. Sample questions include: Who ate breakfast today? How often should you eat? Should you eat protein at each meal? Give a ticket to guests who raise their hands, then explain why eating breakfast is so important, and so on. Another question is: Ask me about what I do? Give tickets to people who ask you a question. They usually ask how many hours a week you work, how long you have been an IBO and what you like about being an IBO. These questions pique their interest in becoming an IBO.
- You, another team member or a fitness instructor can briefly talk about the importance of exercise. You can even include a quick activity to get all your guests on their feet. Turn on the music and do a few simple stretches; form a circle and toss a few medicine balls around; or let your guests give the hula hoop a whirl! Make it fun and easy for those who want to participate.
- If you have a team member who is a medical, fitness or health professional, you can invite them to briefly talk about the products and program. This third-party expert can help build confidence about the products as well as answer any questions afterward.
- It's often advantageous to have some extra product on hand for those guests who want to purchase and take home product that night instead of waiting for their order to arrive.

LIST OF SUPPLIES

- Display table
- Table cloth
- Chairs
- Music
- Serving glasses
- Serving trays
- Napkins
- Blender
- Clipboards
- Questionnaire (sample below)
- Pens
- Before and after pictures of people using the METABOLIQ System
- Scale and measuring tape

SUPPLIES FROM QIVANA

- All QORE and METABOLIQ products for display
- METABOLIQ Shakes for samples
- METABOLIQ Resist for samples
- METABOLIQ Lemon and Chocolate Bars for samples
- METABOLIQ Infusions: Reds and Greens
- METABOLIQ Lifestyle book by Dr. Donald Layman
- Product profiles for all products
- Discover Why Brochure and DVD
- METABOLIQ System brochures
- Order Forms
- Enrollment forms
- Qivana's Q Magazine
- Handout of the Shake Yourself Slim Overview from www.shakeyourselfslim.com

NAME PHONE NUMBER

EMAIL

WHEN IS THE BEST TIME TO CONTACT YOU?

DATE HOST

Please take a moment and circle yes or no to the following questions so we can better serve you.

YES | NO I would like to purchase METABOLIQ and QORE products at wholesale. For the \$45 enrollment fee, I can purchase any products at wholesale price for one year. (Fill out attached order form.)

YES | NO I would like to host a METABOLIQ Tasting Party at my home and invite my family and friends.

YES | NO I am ready for the 90-day Shake Yourself Slim Challenge and I want to purchase and get started on the products immediately.*

YES | NO I want to take the 90-day Shake Yourself Slim Challenge but I want to purchase the products at retail price. (Fill out attached order form.)*

YES | NO I am interested in learning how I can get my products paid for and/or make additional income by sharing these products with others.

YES | NO I am happy with my current health.

YES | NO I am financially secure and content with my current situation in life.

YES | NO I would like to learn more about Qivana's products and opportunity in the future. Call me at a later time.

THE BEST TIME TO CALL IS

YES | NO I would like to schedule a private consultation to discuss Qivana's products and opportunity.

Thank you for your feedback! We wish you the best of health and happiness! **The Shake Yourself Slim Challenge is held periodically by Qivana. Visit www.Qivana.com or www.ShakeYourselfSlim.com for more details.*

YOU ARE INVITED TO A
METABOLIQ TASTING PARTY

qivana®

You've heard about it! You know it works!
QIVANA'S METABOLIQ SYSTEM!

WHEN

WHERE

TIME

RSVP

Are you ready to
TRANSFORM YOUR BODY, LOSE WEIGHT,
IMPROVE YOUR HEALTH, **INCREASE YOUR ENERGY,**
& FEEL GREAT?

Come learn about and experience the latest breakthrough in weight loss and weight management and how proven product systems can optimize your health.

METABOLIQ products reset and recharge your metabolism! They not only help you to lose weight, but also help you lose the right weight, forever changing your body composition. This scientifically validated system is backed by award-winning research and designed to help you live well, lose weight and look and feel better at every age.

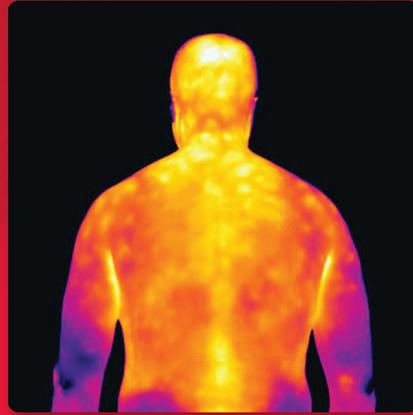
Together, Qivana's systems are the best anti-aging products available!

MARK YOUR CALENDAR AND BE SURE TO JOIN US!

IMPROVED CIRCULATION

LEADS TO HIGHER BODY TEMPERATURES

THERMAL IMAGING
PHOTO BEFORE
TAKING PRIME



THERMAL IMAGING
PHOTO 30 MINUTES
AFTER TAKING PRIME



PRIME | OPTIMIZES BLOOD FLOW AND CIRCULATION WHICH:

- Supports brain cell communication and memory
- Improves energy levels
- Supports sexual function
- Combats premature cardiovascular aging

Qivana®

PRIME nitric oxide
activator

NET WT 3g (0.11 oz)

This proprietary formula is sold exclusively by Qivana.

Section

5

THE QIVANA COMMISSION PLAN

Qivana's sole mission is to make you and others like you the most successful entrepreneurs in the world. Your success truly is our primary focus. With that in mind Qivana created the most profitable and fair commission plan in the industry. Qivana's Hybrid Commission Plan is a simple, yet lucrative approach to help you earn potentially hundreds or thousands of dollars each week.

WHAT MAKES QIVANA COMMISSIONS DIFFERENT?

- Qivana IBOs are paid weekly
- Qivana encourages a team building approach
- Qivana never flushes earned volume*
- Qivana allows you to get paid on unlimited binary tree depth
- Qivana rewards you for building leaders

**Must remain active with a 4-week rolling volume of at least 50PV*

Now that you understand what sets Qivana's Commission Plan apart, let's discuss some of the specific ways you can begin earning money with Qivana.

1. RETAIL COMMISSIONS

Qivana Independent Business Owners (IBOs) have the ability to maximize their commissions by simply selling Qivana products to individual customers. Retail commissions are paid on the difference between your customer's purchase price (retail) and your wholesale price.

Direct them to your replicated website and they can purchase directly from you without you handing over product. Qivana handles, ships and tracks the product for you. Each time an IBO sells a product, a retail commission is earned.

Regular customers that order on a continuous basis can become Qivana Preferred Customers by enrolling on AutoShip. Preferred customers enjoy a \$5 per system discount off the retail price.

When your customers order Qivana products the order volume will count towards your PV (personal volume). Any PV in excess of 200 rolls to your lesser leg volume.

**To receive retail commission you must first become a Qivana Independent Business Owner (IBO) and enroll a customer.*

2. QUICK START BONUS

The Quick Start Bonus pays you immediate income on the initial order of each new personally sponsored IBO you enroll. Quick Start is a one-time bonus, paid out based on the initial order of your personally sponsored IBOs. If you, the enroller, are on 100PV AutoShip, you earn 10% on the initial order volume of your enrollees. If you are on 200PV AutoShip, you earn 20% of the initial order volume of your enrollees.

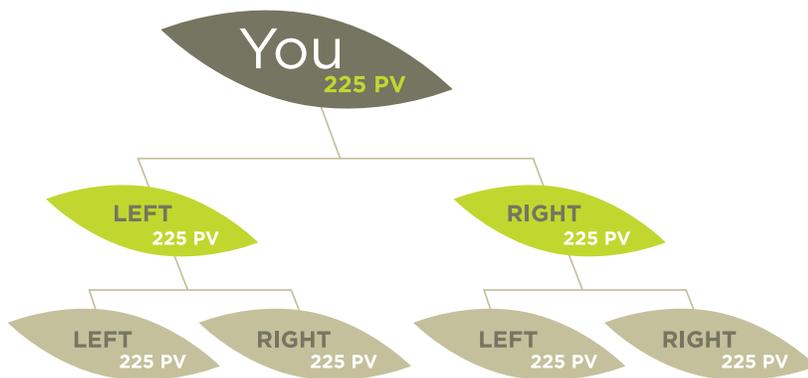
ENROLLER AUTOSHIP PV AMOUNT	100PV	200PV
1 ST LEVEL	10% OF FIRST ORDER VOLUME	20% OF FIRST ORDER VOLUME

DETAILS:

- The maximum an IBO can earn on a personal sponsor is \$200.

3. TEAM COMMISSIONS

Team Commissions are the foundation of the Qivana Commission Plan and are paid from the binary tree structure. Your binary tree has two legs—a left leg and a right leg. Everyone in your team will fall into one of these two legs. As you enroll new IBOs on your team and those IBOs enroll new IBOs (your downline), you are entitled to receive a Team Commission on your downline's weekly purchase volume. The calculation is simple. Your commission is 10% of the total volume in your lesser leg (lesser volume).



TO BEGIN EARNING TEAM COMMISSIONS, YOU NEED TO:

- Be active with 100PV Monthly
- Have 500GV (or greater) in lesser leg volume
- Personally sponsor at least 1 active* IBO in the left and right leg of the binary structure.

**An active IBO is defined as having at least 50PV 4-week rolling volume.*

DETAILS:

- If IBO's rolling 4-week volume is 100PV or greater, the lesser leg caps at 4,000GV if the other commission requirements are not met.
- If IBO's rolling 4 week volume is 50-99PV, the lesser leg will cap at 1,000GV.

4. EXECUTIVE GENERATION BONUS

The Executive Generation Bonus (EGB) offers another way to get paid by earning commissions on personal enrollees and their downline. The EGB allows you to earn a bonus on the team commissions paid in your personal enrollment tree. As your rank increases, so does the number of generations on which you can be paid an EGB bonus, to a maximum of seven generations.

A generation is defined as a qualified Silver Pro in your enrollment tree down to your next qualified Silver Pro. Everyone you personally sponsor is placed on your first level and each level pays out on unlimited width. This EGB tree is completely separate from the Team Commission tree, and simply follows the chain of personally sponsored IBOs.

TO BECOME EGB QUALIFIED, AN IBO NEEDS TO:

- Achieve the rank of Gold (or above) during the commission period
- Have 4-week rolling volume of 200PV or greater
- Have 4 active, personally sponsored IBOs

As your rank and the number of people you personally sponsor on AutoShip increases, the number of generations you can earn with the EGB also increases.

**Note: Purchasing 500PV as your initial order automatically qualifies you to receive the Executive Generation Bonus on your first generation for your first four weekly commission cycles with no other requirements. Purchasing 1000PV on your initial order automatically qualifies you to receive Executive Generation Bonus on your first generation for your first 12 weeks with no other requirements.*

EXECUTIVE GENERATION BONUS PAYOUT

RANK	GOLD	PLATINUM	PLATINUM PRO	DIAMOND	EXECUTIVE DIAMOND	PRESIDENTIAL DIAMOND	ROYAL DIAMOND
PV REQUIRED	200	200	200	200	200	200	200
PERSONALLY SPONSORED	4	6	8	12	16	16	16
G E N E R A T I O N S	1ST GENERATION	1ST GENERATION	1ST GENERATION				
		2ND GENERATION	2ND GENERATION	2ND GENERATION	2ND GENERATION	2ND GENERATION	2ND GENERATION
			3RD GENERATION	3RD GENERATION	3RD GENERATION	3RD GENERATION	3RD GENERATION
				4TH GENERATION	4TH GENERATION	4TH GENERATION	4TH GENERATION
					5TH GENERATION	5TH GENERATION	5TH GENERATION
						6TH GENERATION	6TH GENERATION
							7TH GENERATION

- GOLD AND ABOVE MUST BE 200-ACTIVE AND QUALIFIED TO EARN AN EGB BONUS. THE EGB BONUS IS PAID WEEKLY.
- QIVANA'S GUARANTEE OF A 50% PAYOUT OF ALL BONUS VOLUME IS DONE BY CALCULATING THE EGB BONUS ON A FLOATING PERCENTAGE. AFTER THE VARIOUS OTHER WAYS OF EARNING BONUSES WITH QIVANA ARE CALCULATED, ANY REMAINING VOLUME IS ALLOCATED TO THE EGB BONUS AND THEN PAID.



5. RAPID RANK BONUS PROGRAM

One of the most exciting ways to get started in the Qivana Commission Plan is by earning Rapid Rank bonuses. Designed specifically for the “go getter,” these bonuses pay big money for advancing through the Qivana ranks.



*All Rapid Rank and Rank Achievement Bonuses are one-time bonuses only.

**Rapid Rank bonuses are paid only if IBO qualifies within the outlined time requirements.

***Additional requirements needed to achieve rank.

****Promotion only. Please see website for details.

6. QIVANA CAR PROGRAM

Drive your dream with Qivana's incredible Car Program. Never before has a car program been so accessible. By utilizing a tiered approach, everyone from a new leader to our top IBOs will have access to a monthly car bonus. Make it your goal to become Car Program eligible and let Qivana make your car payments for you!

RANK	CAR BONUS*
PLATINUM	\$300 PER MONTH
PLATINUM STAR	\$300 PER MONTH
PLATINUM PRO	\$500 PER MONTH
DIAMOND	\$500 PER MONTH
EXECUTIVE DIAMOND	\$500 PER MONTH FOR 6 MONTHS
PRESIDENTIAL DIAMOND	\$750 PER MONTH FOR 6 MONTHS
CROWN DIAMOND	\$1,000 PER MONTH FOR 6 MONTHS



APPROVED MAKES & MODELS

- Mercedes Models: Any C, E, S, CL, CLS, GLK, M, GL, G, R, SLK, SL, or SLS series Mercedes
- BMW Models: Any 1, 3, 5, 7, X, Z, or M series BMW
- Car must be less than 3 years old at the time of purchase or lease.

DRIVE PROGRAM RULES

- ▶ IBOs that qualify at the rank of Executive Diamond or above are entitled to a Qivana Car Program bonus for 6 months. IBOs that re-qualify within their first 6 months will earn an additional 6 months car bonus (12 months total).
- ▶ IBOs that qualify at the rank of Platinum, Platinum Star, Platinum Pro or Diamond are entitled to a Qivana Car Program bonus for 1 month and every additional month that the rank is maintained.
- ▶ Approved Qivana Car Program makes and models are listed above.
- ▶ Qivana Car Program bonuses are nontransferable.
- ▶ IBOs earn the Qivana Car Program bonus upon first achieving a qualifying rank.
- ▶ Executive Diamonds and above that re-qualify for their achieved rank during the first 6 months will earn 6 additional months of Qivana Car Program bonuses. Offer is good for first-time qualifiers only.
- ▶ After providing proof of a qualifying car lease or purchase (approved makes and models are listed above), Qivana will issue monthly payments to Car Program qualified IBOs.
- ▶ Qualified IBOs that reach the rank of Executive Diamond or above may elect to receive a 50% monthly cash payment in lieu of their full Qivana Car Program bonus.
- ▶ When the initial Qivana Car Program qualification period ends for Executive Diamonds and above (6 or 12 months), Qivana will review the IBOs rank history to determine their eligibility for future Car Program bonuses. IBOs will be eligible to receive Car Program bonuses for 6 additional months, and for additional 6 month intervals beyond that, based on the number of times they requalified during the previous 6 months: Qualified 3 times = 100% of bonus; Qualified 2 times = 75% of bonus; Qualified 1 time = 50% of bonus.
- ▶ IBOs must be continually active with at least 200PV to be eligible for the Qivana Car Program.
- ▶ The Qivana Car Program is only available in the US and CANADA.
- ▶ Car Program Bonuses are subject to 1099 reporting requirements with the IRS.

7. QIVANA REWARDS

Sinking your feet into a sandy beach should be a priority. Enjoy some of the most incredible beaches, resorts and destinations found on earth. Qivana will seek out and take you to the most breath taking places in the world.



Each year Qivana takes its leaders to new and exciting locations. These incredible locations will provide extraordinary food, once-in-a-lifetime activities and plenty of sun.

See www.qivana.com/events for specific details on how to qualify for Qivana's Reward Trips.

EARNINGS DISCLAIMER: Your success as a participant in the IBO program is dependent upon, among other things, your own dedication, work ethic and business skill and practices and nothing in this document is intended to guarantee or should be interpreted as guaranteeing you any financial result. All statements in this document regarding the amount of money or the lifestyle you may attain by participation in the IBO program are for illustration purposes only, and the examples are not to be interpreted as any guarantee, promise, representation and/or assurance. Examples contained in this document do not reflect the performance of all participants in the IBO program or the average results of participants in the IBO program. Making decisions based on any information presented in this brochure or our other materials should be done only with the knowledge that you could experience losses or make no income at all.

THE QIVANA RANK REQUIREMENTS

** Qivana defines "active" as having 4-week rolling volume of at least 50PV*

RANK LEVEL SILVER	WEEKLY EARNING POTENTIAL
SILVER	\$750
<ul style="list-style-type: none"> • Active with 50 PV monthly • Two personally sponsored Active* IBOs 	
SILVER Star	\$1000
<ul style="list-style-type: none"> • Active with 100 PV monthly • 500 GV weekly in lesser volume leg • Two personally sponsored Active* IBOs 	
SILVER Pro	\$1250
<ul style="list-style-type: none"> • Active with 100 PV monthly • 1000 GV weekly in lesser volume leg • Two personally sponsored Active* IBOs 	

RANK LEVEL GOLD	WEEKLY EARNING POTENTIAL
GOLD	\$1500
<ul style="list-style-type: none"> • Active with 200 PV monthly • 2000 GV weekly in lesser volume leg • Two personally sponsored Active* IBOs • One personally sponsored paid as rank Silver or above 	
GOLD Star	\$1750
<ul style="list-style-type: none"> • Active with 200 PV monthly • 3000 GV weekly in lesser volume leg • Two personally sponsored Active* IBOs • Two personally sponsored paid as rank Silver or above 	
GOLD Pro	\$2000
<ul style="list-style-type: none"> • Active with 200 PV monthly • 4000 GV weekly in lesser volume leg • Two personally sponsored Active* IBOs • Two personally sponsored paid as rank Silver or above 	



RANK LEVEL PLATINUM	WEEKLY EARNING POTENTIAL
PLATINUM <ul style="list-style-type: none"> • Active with 200 PV monthly • 6000 GV weekly in lesser volume leg • Two personally sponsored Active* IBOs • Three personally sponsored paid as rank Silver or above 	\$2500
PLATINUM Star <ul style="list-style-type: none"> • Active with 200 PV monthly • 8000 GV weekly in lesser volume leg • Two personally sponsored Active* IBOs • Four personally sponsored paid as rank Silver or above 	\$3000
PLATINUM Pro <ul style="list-style-type: none"> • Active with 200 PV monthly • 10000 GV weekly in lesser volume leg • Two personally sponsored Active* IBOs • Four personally sponsored paid as rank Silver or above 	\$5000

RANK LEVEL DIAMOND	WEEKLY EARNING POTENTIAL
DIAMOND* <ul style="list-style-type: none"> • Active with 200 PV monthly • 15000 GV weekly in lesser volume leg • Two personally sponsored Active* IBOs • Three personally sponsored paid as Silver and three paid as Silver Star or above <p><i>*These requirements must be met each week for two (2) out of 4 rolling weeks.</i></p>	\$7500
EXECUTIVE DIAMOND* <ul style="list-style-type: none"> • Active with 200 PV monthly • 20000 GV in lesser volume leg for two consecutive weeks • Two personally sponsored Active* IBOs • Four personally sponsored paid as Silver and three paid as Silver Star or above <p><i>*These requirements must be met each week for three (3) out of 4 rolling weeks.</i></p>	\$10,000
PRESIDENTIAL DIAMOND* <ul style="list-style-type: none"> • Active with 200 PV monthly • 25000 GV in lesser volume leg for two consecutive weeks • Two personally sponsored Active* IBOs • Three personally sponsored paid as Silver and four paid as Silver Star or above. <p><i>*These requirements must be met each week for four (4) consecutive weeks.</i></p>	\$10,000 team commission
ROYAL DIAMOND* <ul style="list-style-type: none"> • Active with 200 PV monthly • 30000 GV in lesser volume leg for two consecutive weeks • Two personally sponsored Active* IBOs • Seven personally sponsored paid as rank Silver Star or above <p><i>*These requirements must be met each week for four (4) consecutive weeks.</i></p>	\$10,000 team commission
CROWN DIAMOND* <ul style="list-style-type: none"> • Active with 200 PV monthly • 50000 GV in lesser volume leg for two consecutive weeks • Two personally sponsored IBOs on AutoShip • Seven personally sponsored paid as rank Silver Star or above <p><i>*These requirements must be met each week for four (4) consecutive weeks.</i></p>	\$10,000 team commission



COMMISSION PLAN FAQ

WHAT IS AUTOSHIP?

AutoShip is an optional convenience program that allows IBOs to create a recurring order (every 4 weeks) that is automatically shipped to your house. IBOs on AutoShip receive Qivana products at wholesale price. To hold, change or cancel your AutoShip please call 1.888.874.8262.

WHY DOES MY AUTOSHIP RUN EVERY 4 WEEKS AND NOT MONTHLY?

Qivana's Commission Plan pays out on weekly commission cycles (rather than monthly), and the AutoShip follows these cycles. Qivana defines "active" as having an order in a rolling 4-week period rather than an entire month.

WHAT IS A COMMISSION PERIOD?

Qivana commission periods are one full week, beginning at 12:00 a.m. (CT) Sunday morning and ending at 11:59 p.m. (CT) Saturday night. All commissions are calculated based upon the volume and activity that happens during that timeframe.

IF I STOP ORDERING, WHAT HAPPENS TO MY ACCUMULATED (BANKED) VOLUME?

Qivana IBOs are considered "inactive" if their personal volume during a rolling 4-week period is less than 50PV. Inactive IBOs lose all banked volume. Volume can be banked again once orders of 50PV or greater are placed during the rolling 4-week period.

ONCE I HAVE EARNED COMMISSIONS, HOW AND WHEN WILL I GET PAID?

When an IBO has earned a commission, they are notified in their MyQivana Back. The notification will prompt them to sign-up for the Qivana PayCard—a Qivana-branded MasterCard for Qivana to automatically pay earned commissions to. Your Qivana PayCard includes an online account management system and includes the ability to transfer earned commissions to a personal bank account. The Qivana PayCard can also be used wherever MasterCard is accepted. Third party card fees may apply.

Qivana commission periods end at 11:59 p.m. (CT) each Saturday night. Any commissions earning during a commission period will be paid to the Qivana PayCard on the second Friday after the close of the commission period.

WILL TAXES AUTOMATICALLY BE WITHHELD FROM MY QIVANA COMMISSION PAYMENTS?

As a Qivana Independent Business Owner you are self-employed. Qivana does not withhold taxes from your commissions, but will issue a 1099 tax form at the end of the year. It is your responsibility to seek appropriate advice from a tax professional and submit applicable tax payments.

For any other questions, please contact Qivana IBO Support at 888-8QIVANA (888-874-8262).



QIVANA, LLC
INDEPENDENT BUSINESS OWNER APPLICATION TERMS AND CONDITIONS

References contained in these Independent Business Owner Application Terms and Conditions (these "Terms and Conditions") to the "Company" or "Qivana," refer to Qivana, LLC, a Delaware limited liability company. References contained herein to "you," "your," "me," "my" or "I" refer to you as independent business owner ("IBO") of the Company.

1. I am at least 18 years of age, legally competent to enter into a written contract in the jurisdiction in which I reside, and I agree to abide by the terms and conditions of the following legally binding documents, policies, procedures and compensation plan of Qivana: (i) these Terms and Conditions, (ii) the Qivana Policies and Procedures, and (iii) the Qivana Compensation Plan [collectively (i) through (iii) the "Contract"].
2. Upon acceptance by the Company of my signed (whether by E-signature, facsimile, PDF or original) Contract, I will become an IBO of the Company, and I will, at that time, have the right to purchase the Company's products directly from the Company according to the Company's Policies and Procedures. This Contract will be deemed accepted by the Company when it is date stamped upon actual receipt of the signed Contract by an officially authorized employee of the Company. The Company, in its sole discretion, may reject this Contract, without disclosing any reason therefore. If this Contract is not accepted or approved, I hereby release the Company and its officers, directors, employees, agents, advisors, affiliates and independent contractors from any and all liability incurred by me or by any other person or entity. I waive any associated claim(s) against the foregoing persons and entities that might be asserted by or for me.
3. I understand that no purchases are necessary to become a Qivana IBO other than the purchase of a non-refundable starter-kit fee that allows me to purchase product at wholesale prices and to participate in the Compensation Plan. An annual, non-refundable renewal fee is required upon my anniversary date with Qivana to maintain my IBO status. I am responsible for renewing my IBO Business each year.
4. If I wish to terminate this Contract, I will deliver written notification of my intent to terminate to the Company by email to support@qivana.com or at the Company's official address. My voluntary termination will be effective as of the date such notice is received by the Company. I understand that I may resign at any time for any reason.
5. As an IBO, I am an independent contractor and am NOT an employee, partner, agent, franchisee or legal representative of Qivana. I agree that I am solely responsible for my compliance with any and all laws or regulations related to my activities and status in any jurisdiction exercising authority over me including, but not limited to, the duty to license my business and to collect and pay sales or use tax on sales and on products I consume. I will obey any and all federal and local laws, statutes and regulations applicable to my business and me.
6. Although Qivana or any of its affiliated entities may assist me in becoming aware of applicable laws, rules and regulations, the sole responsibility to conduct my Qivana business lawfully in any jurisdiction rests with me. Therefore, I release Qivana and any of its affiliated entities and their officers, directors, agents, advisors, affiliates, independent contractors and employees from all liability for any of my actions or omissions. I also waive any claims or causes of action which I (or others acting in my interest) may assert regarding my status or conduct as an IBO for Qivana. I agree to indemnify and hold harmless Qivana and any of its affiliated organizations for any claim, action or liability asserted arising out of my actions, omissions or representations in sponsoring or conducting any activities under my business.
7. I understand that only IBOs in good standing (as such status is determined by the Company) may act as recruiters, enrollers or Sponsors. I also understand that I am responsible for training and supporting any IBO or customer who I recruit, enroll and/or sponsor. I will perform bona fide supervisory, recruitment, training, advertising, sales and marketing functions in connection with the sale of Company products.
8. I understand and agree that compensation from Qivana as established by the Qivana Compensation Plan (hereinafter "Compensation Plan") is solely related to the sale of products derived from in-person sales, solicitations or orders from ultimate consumers. I am entitled to receive IBO benefits and opportunities offered to an IBO through the Compensation Plan, provided I maintain a Qivana business that operates in compliance with the Contract. I agree to abide by the Contract as established by Qivana's Policies and Procedures and as modified from time to time and posted on Qivana's official website.
9. I agree that I may not alter, repack, re-label, affix additional labels of information or otherwise change any Company product, nor will I sell any such product under any other name.
10. I understand and agree that I may not convey, assign, sell or otherwise transfer any rights arising under this Contract or my relationship with Qivana without the prior written consent of Qivana. However, Qivana may assign this Contract without my permission.
11. I agree not to use proprietary trade names, trademarks, domain names or other property of Qivana without the prior written consent of Qivana.
12. I agree that any websites used to conduct my Qivana business shall conform to the Company policies and specifications as described in the Qivana Policies and Procedures.
13. I will make no claims of therapeutic or curative properties regarding the Company products or claims involving the Compensation Plan that are NOT contained in official Qivana literature that is distributed by an authorized Qivana source.
14. I agree that I may not create or hold a beneficial interest in an additional Company IBO business(es) beyond the indirect benefits that are derived from enrolling, sponsoring and Downline sales volume without the express written consent of Qivana. I understand and agree that compensation benefits of my individual product purchases and sales may be paid to my Enroller(s) and Sponsor(s) and other Company IBOs Upline from me under the rules of the Compensation Plan.
15. I agree that Qivana and its affiliated entities have proprietary rights to its independent contractors and to any Lists of IBO and Customer names. I will not use any Company IBO Lists or other Company contacts to promote the sale or use of any products, programs or services other than those offered through Qivana.
16. For AutoShip orders, I understand that each month until this order is cancelled, the AutoShip product order will be shipped by the Company to my specified shipping address every month on or around the selected AutoShip date. To cancel an AutoShip order I will deliver to the Company written notification of my cancellation by email, fax or mail.
17. In the event I choose to purchase Company products on my credit card or banking debit card, my signature (including my electronic signature) on this Contract hereby constitutes my authorization to process any order I place to those accounts and to use this signed Contract as my "signature on file." I understand that any cancellation of an order placed by me shall be made within three business days of the placement of a particular order or ten business days for cancellation of an AutoShip order, but all shipping, handling and restocking charges incurred will be paid by me.
18. Other than this Contract, no other promises, representations, guarantees or agreements of any kind shall be valid unless in writing and signed by both me and an authorized officer of the Company. If any provision of this Contract is found to be unenforceable or invalid, the validity of the remaining provisions shall not be affected.
19. I agree that regardless of the form of claim, whether in tort, contract or other, Qivana, its subsidiaries and affiliated companies and their officers, directors, employees and agents shall NOT be liable for any consequential, incidental, special or punitive damages, including lost profits or any other claims against Qivana. No legal action may be brought by either party to this Contract more than one year after the event giving rise to the cause of action has occurred.
20. I certify the accuracy of all information provided by me in this Contract and agree that the providing of false or misleading information authorizes Qivana, at its election, to declare this Contract void from its inception.
21. Qivana agrees to manufacture quality products available under the terms and conditions of the Contract and pay commissions according to the Compensation Plan.
22. This Contract shall be governed under the laws of the State of Utah. You agree to exclusively resolve any claim or controversy arising out of the Contract or that otherwise concerns the Company solely in the state courts located in Utah County, Utah and the federal court for the district of Utah. Each party having a concern shall first give notice of the offense and allow at least thirty (30) days for the other party to cure. In the event of a dispute, the prevailing party shall be reimbursed its reasonable costs and attorney's fees.
23. Taxpayer Identification Number. If you are a United States person (including a resident alien), you must provide Qivana with your correct taxpayer identification number ("TIN"), which for individuals is either your Social Security Number ("SSN") or, if you are a resident alien and you do not have and are not eligible to get an SSN, your Individual Taxpayer Identification Number ("ITIN"). For an IBO account that is a partnership, corporation, company or association organized in the United States or under the laws of the United States, you must provide Qivana with your Employer Identification Number ("EIN"). If you fail to provide Qivana with a TIN or the TIN you provide to Qivana is incorrect, at the request of the IRS, Qivana has the right to withhold and pay to the IRS 28 percent of your income over \$600, unless you certify to Qivana that you are a corporation exempt from backup withholding or otherwise not subject to backup withholding. By signing this Contract, you certify that the TIN you have provided to Qivana is correct, that you are a United States person (including a resident alien) and, if applicable, you are not subject to backup withholding.