

ZEAL

SCIENCE UPDATE

CLINICAL TRIAL VALIDATIONS

Clinical studies confirm the benefits of Zeal Wellness.



Bernie Landes
Scientific Advisory Board
Executive Director

Results from a landmark clinical study conducted by independent third-party research firm KGK Synergize, confirmed that the positive benefits of drinking Zeal every day include, but are not limited to: improved overall mood, greater vigor and vitality, less anxiety and fatigue, and less anger and hostility.

The objective of this study was to confirm the positive effects of Zeal for healthy, moderately stressed adults using the accepted clinical tool for measuring overall mood state, and the multiple sub-elements that affect it. Using a randomized, double blind, placebo controlled model, this "gold standard" study was conducted using the POMS (Profile of Mood State) questionnaire on people who had no health issues and who were not trying to improve mood, reduce stress or enhance their current health through an organized nutrition, exercise or

stress reduction program. The individuals in the study were average people leading average lives.

"Zurvita took this bold and unprecedented step of studying people who had absolutely nothing wrong with them to confirm that Zeal could make them feel significantly better in a scientifically measurable way in only four weeks, and they succeeded," explains Zurvita Scientific Advisory Board Executive Director, Bernie Landes. Landes is globally sought after for his expertise in nutritional product development, clinical research and regulatory affairs.

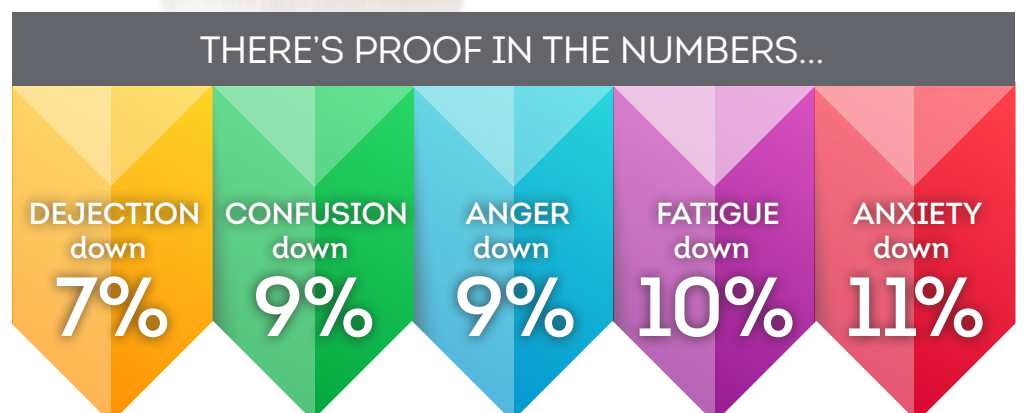
"The Zurvita "Blue Ribbon" Scientific Advisory Board was empanelled to challenge the science underlying Zurvita products, and prove that the science and products based on that science have genuine merit," according to Landes. "After just 28 days of drinking Zeal twice a day, 85% of the study participants reported feeling better."

Other highlights included experiencing the following: increased calm with greater feelings of vitality, coupled with decreased tension, diminished irritability, anger and hostility.

Like the clinical trial participants, you and so many other people now have these powerful results to share, which support the numerous healthy benefits of this nutritional all-in-one powerhouse drink.



Clinical study results show that, **by drinking two Zeals a day**, 85% of healthy participants experienced a variety of **positive results...** including a **23% increase** in vigor and activity!



Bernie is an elected member of the American College of Nutrition, a member of the Editorial Advisory Board of the Nutrition Business Journal and the President's Circle of Advisors of the American Botanical Council. He is the Founder and President of Nutritional Products Consulting Group and a 40-year veteran of the global nutritional products industry.

Zeal's proprietary products contain a wide range of nutritional elements including:

Complex Carbohydrates

The complex carbohydrates in rice bran have a low glycemic index and may support steady blood sugar levels that are already at a normal range while providing a source of slow releasing energy.

Insoluble and Soluble Fiber

Insoluble fiber helps support a healthy digestive system. Soluble fiber can support already healthy cholesterol levels.

Essential Fatty Acids (Omega 3 & 6)

Help maintain normal nerve-cell function in the brain, already healthy cholesterol levels, and overall cardiovascular health.

Beta-Sitosterol

A specific phytosterol that may provide specific support for the maintenance of a healthy prostate.

Alpha-Lipoic Acid

Is an antioxidant and may also promote healthy vitamin E and C levels, while supporting previously noted healthy blood sugar levels.

Carotenoids

A plant form of Vitamin A that can support your immune system and play an important role in vision.

Tocopherols (T)

Like alpha, beta, gamma, and delta, are forms of vitamin E that act as key antioxidants and play numerous roles in staying healthy.

Tocotrienols (T3)

Similar to vitamin E, they are known for antioxidant properties and are an essential nutrient for the body.

Phytosterols

May also support already healthy cholesterol levels.



FROM A-TO-ZEAL

55 INGREDIENTS* WHEN COMBINED CONTRIBUTE TO A FOUNDATION TOWARDS A HIGHER WAY OF LIFE

26 BOTANICALS

1 STABILIZED RICE BRAN

Is a unique natural food concentrate that contains essential vitamins and minerals, essential amino acids, Omega-3, 6, and 9 fatty acids, and both soluble and insoluble fiber, along with soluble dietary fiber, protein and a variety of beneficial antioxidants. It also contains plant compounds that may help support healthy cholesterol levels already at a normal range, support immune system function, and support the body's defenses against free radicals.



8 CHLORELLA POWDER

Assists the body by supporting it against free radicals.



18 MACA POWDER

(Found in Zeal vegan blends) Is an adaptogen which may improve stamina, endurance, energy, and support a healthy mood.



9 CRANBERRY POWDER

Is known for supporting a healthy urinary tract and digestive system.



10 FENNEL SEED POWDER

A culinary herb that may also provide nutritional support for proper digestive function.



19 MILK THISTLE POWDER

Milk thistle extract is studied in relation to healthy liver support and for providing other important antioxidant benefits.



2 ACAI BERRY POWDER

Is thought to support cells from the effects of free radicals due to a wide variety of antioxidants.



11 GOJI BERRY EXTRACT

May support the health of eyes, skin and the cardiovascular system. It may help maintain previously noted normal blood pressure and blood sugar levels.



20 MORINGA OLEIFERA POWDER

Is a strong antioxidant which maintains an already established healthy digestive system and joint function.



3 ALFALFA LEAF POWDER

Contains essential vitamins including the entire spectrum of B-vitamins, along with Vitamins A, D, E and K. Alfalfa leaf is a source of iron, niacin, biotin, folic acid, calcium, magnesium, phosphorous, potassium and chlorophyll.



12 GOTU KOLA POWDER

Promotes healthy memory, cognitive function, and overall mental well-being. It may assist in maintaining immune system functions and support production of collagen and cartilage.



21 NONI JUICE POWDER

Contains many essential nutrients and phytochemicals including potassium. It may help support cellular activity in the body and the immune system.



4 ALOE VERA POWDER

Is used as a dietary supplement to support a healthy gastrointestinal tract and has a wide array of phytochemicals, such as mannans, polysaccharides, lectins, and anthraquinones that are considered to be beneficial.



13 GRAPE SEED EXTRACT

Contains phytochemicals that may help support healthy circulation.



22 RED GINSENG POWDER

Has effects that range from enhancing the mind to stimulating the libido.



14 GREEN TEA EXTRACT

Has powerful antioxidants and flavonols. It has also been shown to encourage healthy energy levels.



23 TURMERIC EXTRACT

Contains curcumin, a potent antioxidant which assists in maintaining immune function.



5 ASHWAGANDHA POWDER

Is widely used to facilitate overall health and promote longevity. Some studies have also indicated a positive antioxidant and anti-stress effect.



15 GUARANA SEED EXTRACT

(Zeal is also available in Guarana Free.) Guarana seed powder helps increase energy, regulate a healthy metabolism, and suppress the appetite.



24 STEVIA LEAF

Is widely used as a natural sweetener and according to clinical studies, is known to have minimal effects on blood glucose.



6 BACOPA EXTRACT

It has beneficial antioxidant properties and may provide support for brain and nervous system function.



16 KUDZU ROOT POWDER

Supports normal healthy blood circulation and has been used in China for its healthy benefits since at least 200 B.C.



25 WILD BLUEBERRY POWDER

Is rich in phytonutrients and antioxidants such as anthocyanin, which are believed to support a healthy immune system and overall eye health.



7 BROCCOLI POWDER

Is a cruciferous vegetable that supports bone health, healthy aging and improved digestion. Helps maintain healthy cholesterol levels already at normal range.



17 LYCHEE POWDER

(Found in Zeal vegan blends) Has many benefits due to the wealth of nutrients and organic compounds present in its fruit.



26 YERBA MATE

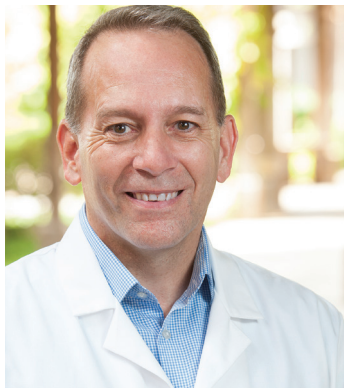
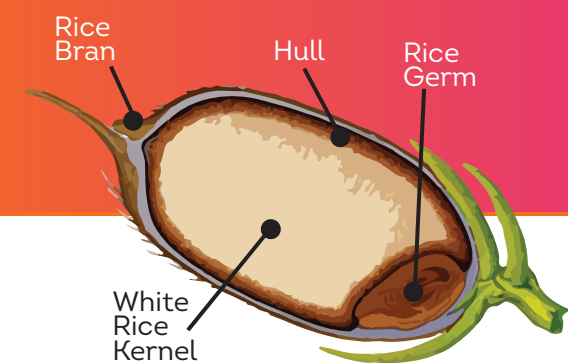
Is believed to promote healthy immunity, stimulate focus and clarity, and increase physical energy.

Due to Zeal's proprietary blend, each amount of specific ingredient varies. The benefits received by consuming Zeal are due to a symphony of carefully combined elements that make up a nutritional powerhouse.

*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.

STABILIZED RICE BRAN.

A multitude of nutrients.



SCOTT VANLUE, M.D.
Scientific Advisory
Board Member

12 VITAMINS

- 27

RETINOL PALMITATE
Preformed vitamin A. It supports bone development and plays a role in vision health and immunity.
- 28

THIAMIN (VITAMIN B1)
Is a vitamin required by our bodies to properly use carbohydrates.
- 29

RIBOFLAVIN (VITAMIN B2)
Supports healthy eyes, hair, skin, nails and is involved in the process of glutathione, one of the body’s primary free radical scavengers.
- 30

NIACINAMIDE (VITAMIN B3)
May support blood sugar regulation.
- 31

PANTOTHENIC ACID (VITAMIN B5)
An “anti-stress vitamin,” it plays a role in adrenal function and cellular metabolism.
- 32

PYRIDOXINE HCL (VITAMIN B6)
May sustain the proper utilization of sugars, fats, and proteins in the body and is used to support the typical development of the brain, nerves, skin and many other parts of the body.
- 33

BIOTIN (VITAMIN B7)
Is considered beneficial because of its role in the metabolism of amino acids, fats and carbohydrates. It may promote healthy hair, skin and nails.
- 34

FOLIC ACID (VITAMIN B9)
Is needed for the proper development of the human body and is involved in the DNA process.
- 35

METHYLCOBALAMIN (VITAMIN B12)
Is known for the proper function and development of the brain, nerves, blood cells and many other parts of the body. It also serves a healthy nervous system and proper immune function.
- 36

ASCORBIC ACID (VITAMIN C)
Is the body’s primary water soluble antioxidant and is known to support collagen formation and immune function.
- 37

VITAMIN D
Is a nutrient primarily associated with healthy bones and supporting calcium and phosphorous in the body. It may help maintain a healthy immune system. Cholecalciferol (vitamin D3) is linked to the immune and neuromuscular systems, and the modulation of mood and circadian rhythms.
- 38

VITAMIN E (D-ALPHA TOCOPHEROL)
Is an important antioxidant that offers support from environmental free radicals.

ESSENTIAL MINERALS

- 39

IRON
Is a component of hemoglobin and red blood cell protein that transfers oxygen from the lungs to the tissues. Iron supports the metabolism and is connected to growth and development.
- 40

MAGNESIUM
Is used for the growth and maintenance of bones and for the proper function of nerves, muscles, and many other parts of the body.
- 41

MANGANESE
Is considered a mineral involved in many of the body’s chemical processes including cholesterol, carbohydrate, and protein formation.
- 42

PHOSPHORUS
Is a mineral that works with calcium to form bones and teeth and plays an important role in cell growth, and energy production. It is involved in cell structure and energy transport and storage.

- 43

POTASSIUM CITRATE
Is a well absorbed combination of potassium and citric acid. Potassium is an electrolyte mineral that supports your heart, muscles, kidneys, nerves and digestive system.
- 44

SODIUM
Is a vital component of nerve and muscle function. It also sustains calcium and other minerals as well as addresses adrenal function.
- 45

ZINC
Supports immune function, cell membrane structure, prostate gland function, skin health, carbohydrate and protein structure.

5+ AMINO ACIDS

- 46

L-ARGININE
Is an amino acid involved in a number of different functions in the body, including support for healthy kidney function, normal immune and hormone function.
- 47

GLYCINE
Is an amino acid which is a building block for protein. It is also involved in supporting brain function.
- 48

L-LYSINE
Is an essential amino acid which is a building block of protein. It plays a major role in calcium absorption, and muscle support.
- 49

TYROSINE
(Found in Zeal Classic blends) Is an amino acid, which is a building block of protein. It is believed to improve mental clarity, energy and focus. Tyrosine is not vegan.
- 50

ORNITHINE
Is an amino acid believed to support vigor.

AND MORE

- 51

BETA GLUCAN
Is a soluble fiber which may help maintain previously noted healthy blood and glucose levels within normal range.
- 52

CITRIC ACID
Is an acid used as part of flavor systems and as a natural preservative. It plays a role in metabolism support.
- 53

CRYSTALLINE FRUCTOSE
Is a simple sugar found in honey and fruit and part of more complex sugars such as sucrose. Fructose may have less impact on blood sugar levels than other sugars.
- 54

FRUCTOOLIGOSACCHARIDE
Is a prebiotic that supports overall gastrointestinal tract health.
- 55

IONIC & FULVIC MINERALS
Assist cellular intake of nutrients and helps maintain osmotic balance in the cells, supporting a feeling of health and vitality.

“
Zeal may help people feel less anxious and more positive, with more energy and vigor. That’s **exactly what you want to see in a nutritional product.**
–Scott VanLue, M.D.

According to the American Medical Association,

everybody should consider adding nutritional supplements to their diet. As our lives grow busier and more demanding, the typical American diet has become increasingly deficient in key nutrients and richer in empty calories. While the diminishing nutritional value of our foods has a lot to do with what we are choosing to eat, it may also be related to the depletion of nutrients in our soil after years of commercial farming methods. Simply eating good foods and a balanced diet is increasingly considered inadequate to maintain optimal nutrition. The nutrient density and diversity of rice bran has long been known to the scientific and medical communities. An enzyme called lipase combines with the oil in the rice bran, turning the oil rancid. But scientists have now perfected a new, non-chemical stabilization process that has allowed for longer storage of the nutrient-dense rice bran and rice germ, while preserving their extraordinary nutritional benefits. Stabilized rice bran, is one of the most nutrient dense and diverse food ingredients available to us today. The stabilized rice bran in Zeal is in a unique, water-soluble form, allowing its use in Zeal Wellness where it contributes a multitude of antioxidants, vitamins, minerals and other nutritional elements that can both nourish and support the cells of our bodies.

Dr. VanLue is a family practice physician with a focus on exercise, nutrition, wellness applications and functional medicine. Scott graduated with honors with a bachelor’s degree in Biomedical Chemistry from Oral Roberts University in Tulsa, Oklahoma. He earned his Doctor of Medicine degree from Oral Roberts University School of Medicine and served his residency at the University of South Florida Hospital in Orlando, Florida. Scott holds a Florida state medical license, a license from the American Academy of Family Practice and a certificate of added qualifications in sports medicine.

Zeal’s stabilized rice bran contains trace minerals including calcium, chloride, chromium, copper, iodine, iron, magnesium, manganese, phosphorous, potassium, selenium, sodium and zinc. It also contains the essential amino acids phenylalanine, lysine, isoleucine, methionine, threonine, leucine, tryptophan, valine, histidine, and the nonessential amino acids, glycine, glutamic acid, proline, alanine, serine, cystine, tyrosine, arginine and aspartic acid.

FOCUS. ENERGY. HEALTH.

Whole Foods & Phytonutrients

Phytocompounds are substances that plants produce to help them thrive and protect themselves from their environment. Many of these compounds are also beneficial in the human diet, where they are referred to as phytonutrients and can make an important contribution to optimized health. By using whole food concentrates from around the world, the diversity of phytonutrients found in Zeal is as unique as the environments from which they originate. Whole foods

deliver a plethora of nutrients including phytonutrients, enzymes, vitamins, minerals, antioxidants and healthy fatty acids — things we need and cannot get from diet alone. Zurvita products contain whole food concentrates so that the beneficial effects and the molecular structure of these phytonutrients remain intact. The vitamins in these supplements are highly complex and work together synergistically; this helps them to do their job in your body.*



Zeal Wellness is featured in *The Journal of the American College of Nutrition* which is published eight times per year and accepts submissions pertaining to innovative research of nutritional importance with useful application for physicians and health care specialists. The results confirmed the findings of the clinical studies, proving that two servings of Zeal each day help to increase vitality and provide an overall sense of well-being.

Trace Minerals and the Benefits of Adaptogens

Trace minerals, while only making up a small portion of our body mass, can make an important contribution to optimal health. It is estimated the majority of American diets may be lacking in these trace minerals. Trace mineral deficiencies have been studied in relation to numerous functions within the cells of our bodies: Adaptogens, which have been studied by scientists around the world, are plants or herbs that typically grow in extremely harsh climates. These ingredients can also be beneficial for our bodies when they become nutrients with energizing, healthy-aging properties. Individual compounds found in adaptogens can number in the hundreds and include such phytonutrients as antioxidants, vitamins, trace minerals and other substances. Zeal contains multiple adaptogens.*

Save money as a Preferred Customer

Become a Zeal Preferred Customer to receive a discount of up to **15%** on your Zeal orders while prioritizing your orders for automatic shipping, ensuring you never run out of Zeal. No obligation – you can cancel anytime.



FIRST-TIME ORDERS OF ZEAL COME WITH A 30-DAY SATISFACTION GUARANTEE

All first time orders of a single Zeal canister come with a 30-day money-back guarantee. If you are not satisfied with your experience, simply contact the Zurvita Independent Consultant that you purchased your product from and return any unused portion of the canister to them within 30 days of the initial purchase date.

The Independent Consultant will then refund the purchase price of your product, less any shipping or handling costs. Remember to cancel your autoship within the initial 30 days by emailing Billing@Zurvita.com, or via telephone at 713-464-5002.

For optimal benefits, make a commitment to stay on Zeal for at least three months. The easiest way to do this is with the **Preferred Customer Loyalty Program**.

AN IMPORTANT NOTE TO OUR READERS: The Information contained within this issue of the Zeal Science Update is not intended to replace advice from your physician or healthcare professional. It is recommended to consult with a qualified healthcare professional before starting any diet or supplementation program.

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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.