

PURE LIFT

DRINK BLEND WITH B VITAMINS, MAQUI BERRY, AND ANTIOXIDANT VITAMIN C



POSITIONING STATEMENT

Pharmanex Pure Lift is a refreshing alternative to soda and energy drinks with a proprietary blend of B vitamins, maqui berry, antioxidant vitamin C, and natural caffeine. Choose from two delicious flavors that are free from artificial sweeteners, flavorings, and colors. Whether you're in the office, running errands, or starting a workout, these portable stick packs make it easy to stay hydrated and feel lifted no matter where you are.

CONCEPT

In the U.S. alone, the average person drinks 42 gallons of soda every year—that is the equivalent of 450 12-ounce cans of soda. Many government officials have taken action to educate consumers on the negative health effects associated with soda consumption. With a typical 20-ounce soda containing 60 to 72 grams of sugar and upwards of 240 calories, it's no wonder why so many people are looking for healthier soda alternatives.

Pharmanex Pure Lift is a healthier alternative to soda. It is formulated with caffeine derived from green coffee extract and a unique blend of vitamins and antioxidant vitamin C to help give you a lift during your daily activities.

PRIMARY BENEFITS

- A healthier alternative to soda by using a unique blend of B vitamins, maqui berry, and antioxidant vitamin C
- Contains antioxidant vitamin C to help protect against free radicals
- Formulated with natural caffeine derived from green coffee extract
- Convenient on-the-go stick packs allow you to enjoy Pure Lift anytime, anywhere

WHAT MAKES THIS PRODUCT UNIQUE?

- Uses sugar sourced from sugar cane and is low in calories
- Free from any artificial flavors, sweeteners, and colors
- Formulated with ingredients such as B vitamins, maqui berry, and antioxidant vitamin C
- Comes in two delicious flavors—Kiwi Watermelon and Raspberry

WHO SHOULD USE THIS PRODUCT?

Pure Lift is recommended for adults looking for a great tasting alternative to soda and those needing a lift during their daily activities.

DID YOU KNOW?

Maqui is a vibrant purple berry native to the rainforests of Chile and Argentina and was used by the indigenous Mapuche people for hundreds of years. Maqui is so prevalent in the wild that cultivation is unnecessary and does not currently exist. Maqui berry bushes grow over hillsides, throughout fields, and on the borders of forested areas.

FREQUENTLY ASKED QUESTIONS

Does Pure Lift contain caffeine?

Yes, it contains caffeine from green coffee bean. Each serving contains 45 mg of caffeine.

Can children drink Pure Lift?

Pure lift is not recommended for children under the age of 12.

Is the flavor natural?

Yes, Pure Lift is naturally flavored.

PURE LIFT

Why is there sugar in this product?

Pure Lift does not contain any artificial sweeteners but instead uses stevia, which is a natural, zero-calorie sweetener. Since some people are sensitive to the taste of stevia, we added cane sugar to help provide the optimal experience.

DIRECTIONS FOR USE

Empty one stick pack into 12–16 ounces of water and shake or stir vigorously until product is fully dissolved. It is recommended to consume one or two servings daily.

WARNINGS

Not recommended for children, women who are pregnant or nursing, and persons sensitive to caffeine.

KEY SCIENTIFIC STUDIES

1. Hermsdorff HH, Barbosa KB, Volp AC, Puchau B, Bressan J, Zulet MÁ, Martínez JA. Vitamin C and fibre consumption from fruits and vegetables improves oxidative stress markers in healthy young adults. *Br J Nutr*. 2012 Apr;107(8):1119-27.
2. Waly MI, Al-Attabi Z, Guizani N. Low Nourishment of Vitamin C Induces Glutathione Depletion and Oxidative Stress in Healthy Young Adults. *Prev Nutr Food Sci*. 2015 Sep;20(3):198-203.
3. Bendich A, Langseth L. The health effects of vitamin C supplementation: a review. *J Am Coll Nutr*. 1995 Apr;14(2):124-36. Review. Erratum in: *J Am Coll Nutr* 1995 Aug;14(4):398. *J Am Coll Nutr* 1995 Jun;14(3):218.

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PURE LIFT KIWI WATERMELON PURE LIFT RASPBERRY NUTRITION FACTS (APPLIES TO BOTH)

Nutrition Facts

Serving Size 1 Packet (4g)
Servings Per Container 30

Amount Per Serving	
Calories 15	Calories from Fat 0
%Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 4g	1%
Dietary Fiber 0g	0%
Sugars 3g	
Protein 0g	
Vitamin A 0%	• Vitamin C 100%
Calcium 0%	• Iron 0%
Thiamin 40%	• Riboflavin 40%
Niacin 40%	• Vitamin B6 35%
* Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs:	
	Calories: 2,000 2,500
Total Fat	Less than 65g 80g
Sat Fat	Less than 20g 25g
Cholesterol	Less than 300mg 300mg
Sodium	Less than 2,400mg 2,400mg
Total Carb	300g 375g
Dietary Fiber	25g 30g

PURE LIFT KIWI WATERMELON INGREDIENTS:

Ingredients: Cane Sugar, Natural Flavors, Citric Acid, Stevia Rebaudioside A, Ascorbic Acid, Caffeine (Green Coffee Bean), Silicon Dioxide, Niacinamide, Maqui Berry Extract, Pyridoxine HCl, Thiamine Mononitrate, Riboflavin.

PURE LIFT RASPBERRY INGREDIENTS:

Ingredients: Cane Sugar, Citric Acid, Natural Flavors, Beet Root Juice Powder, Stevia Rebaudioside A, Ascorbic Acid, Caffeine (Green Coffee Bean), Silicon Dioxide, Niacinamide, Maqui Berry Extract, Pyridoxine HCl, Thiamine Mononitrate, Riboflavin.

