

GLACÉAU  
**water**<sup>10</sup><sup>TM</sup>

LOW cal  
**vitamin**  
nutrient enhanced water beverage

# calories per serving

naturally sweetened... supernaturally tasty

**XXX** (triple antioxidants)  
acai-blueberry-pomegranate

here at glacéau we aim to please. that's why when we got letter after letter asking for a very low calorie beverage that is not only naturally sweetened, but tastes great, we thought, "hmmm... maybe they're on to something." so we created **vitaminwater10**.

**vitaminwater10** is the perfect combination - it's only 10 calories (per serving), naturally sweetened and tastes amazing. and we even packed it with the vitamins and nutrients you need throughout the day (just because we like you).

in the past, people have had to make the tradeoff between low-calorie and taste... and if they wanted natural sweeteners... well, that combination was just about impossible to achieve. until **vitaminwater10**.

**vitaminwater10** is made with a proprietary blend of natural sweeteners – rebiana, crystalline fructose and erythritol. but the real secret behind **vitaminwater10** is not just the ingredients, it's the art of blending them. our "chefs" (or "hydrology experts" as they insist on being called) developed the perfect recipe that balances natural sweeteners and flavors in a great-tasting 10-calorie serving.

the result is **vitaminwater10**, and we think the recipe will speak (or taste) for itself.

## natural sweeteners

### **rebiana (Truvia™)**

Truvia™ (pronounced Tru-VEE-a) is a natural zero-calorie sweetener that is 200 times sweeter than sugar. Truvia™ is the brand name for *rebiana*, a high-purity extract of the stevia leaf. originally found in south america, stevia is also grown in asia and has been used to sweeten beverages for over 200 years.

### **erythritol**

erythritol is a natural, zero calorie sweetener found in many fruits and has been part of the human diet for thousands of years. it falls into the polyol family of sugars and is easily digested.

### **crystalline fructose**

crystalline fructose is a pure, natural sweetener. it is the same as the sugar that's found in many fruits, vegetables and honey, only in a crystallized form.

additionally, **vitaminwater10 xxx** is specially formulated with a combination of antioxidants including vitamin c (250% of the daily value per bottle) and polyphenols from acai (a brazilian berry), blueberry, and pomegranate. xxx also contains 25% of 4 important b vitamins in each 20-ounce bottle.

### **acai**

the acai tree grows in the amazon region of south america. the tree produces a small, round purple-colored fruit that has a nutrient dense pulp and hard seed. this caffeine-free berry is rich in antioxidants. most of the health benefits that have been linked to acai can be attributed to the anthocyanins which give them their pigment<sup>1 2</sup>.

### **blueberry**

blueberries are one of the few fruits that are native to north america. it is believed that blueberries played an integral role in the diets of native americans. research conducted by the usda human nutrition center (hnrca) showed the antioxidant activity in blueberries ranked #1 when compared to 40 other fresh fruits and vegetables. anthocyanins are the pigments that give blueberries their bright blue color. they act as powerful antioxidants that are believed to be responsible for the health benefits associated with blueberries<sup>3</sup>.

### **pomegranate**

pomegranates are well recognized for their antioxidant potential. the most abundant polyphenols found in pomegranates are called tannins, (particularly punicalagins). they are believed to be responsible for pomegranate's ability to scavenge free radicals. tannins are also believed to significantly contribute to the reduction of oxidative stress. specifically they have been shown slow the oxidation of ldl, a risk factor for cardiovascular disease<sup>4 5 6 7</sup>.

### **vitamin c (ascorbic acid)**

vitamin c is a water soluble vitamin that plays an essential role in a host of important functions in the body. for example, it plays an influential role in the synthesis of collagen, a structural component of blood vessels, tendons, ligaments, elastin, fibronectin and bone matrix<sup>8</sup>. all of these compounds contribute to a healthy active body.

as an antioxidant, vitamin c helps to keep the body strong by protecting cells from oxidative damage. it does this by eagerly donating electrons to reactive free radical and oxidant species. research has shown that vitamin c's antioxidant power may be further enhanced by its ability to regenerate vitamin e<sup>9 10</sup>.

vitamin c supports a healthy immune system by increasing the activity of white blood cells, thus protecting the body from bacteria and infection. a healthy immune system is imperative for a strong, active, and healthy body<sup>8 11</sup>.

### **b vitamins- why do we need them?**

like all vitamins, b vitamins are essential for life. b vitamins play an integral part in the conversion of macronutrients (carbohydrates, fats, and proteins) into cellular energy and in the synthesis of hormones and enzymes<sup>12</sup>. b vitamins support nerve tissue and muscle function<sup>8</sup>. each b vitamin has a unique function described below.

### **vitamin b3 (niacin)**

vitamin b3 is a water-soluble vitamin that plays an integral role in energy metabolism. nicotinamide is the derivative of niacin that is used by the body to form nicotinamide adenine dinucleotide (nad) and nicotinamide adenine dinucleotide phosphate (nadp) – two coenzymes critical for the conversion of carbohydrate to energy for use by muscle and other tissues. nad is involved in energy-yielding reactions including the breakdown (catabolism) of carbohydrates, fats, proteins and alcohol. nadp is involved with biosynthetic (anabolic) reactions such as the synthesis of fatty acids and cholesterol<sup>8 12 13</sup>.

### **vitamin b5 (pantothenic acid)**

pantothenic acid is a water-soluble vitamin required for the synthesis of coenzyme a (coa). coa plays a central role in the building of essential fats, cholesterol, and steroid hormones. coa is also essential for reactions that generate energy from carbohydrates, fats and proteins. coa combines with oxaloacetate to initiate the tricarboxylic acid (krebs) cycle. the krebs cycle is instrumental in the generation of energy for use by muscle and other tissues<sup>8</sup>

14.

### **vitamin b6 (pyridoxine)**

b6 is an essential compound in amino acid metabolism as well as helping to facilitate the catabolism (breaking down) of carbohydrates. b6 is also required for the synthesis of heme – the core component of hemoglobin. hemoglobin is the molecule in red blood cells that transports oxygen to the muscle and other body tissues for use in aerobic energy utilization<sup>8</sup> 15.

### **vitamin b12 (cobalamin)**

vitamin b12 is an important water-soluble vitamin required for the formation of red blood cells. healthy red blood cells are necessary to carry oxygen throughout the body<sup>8</sup>.

b12 is a cofactor for two important enzymes, l-methylmalonyl-coa mutase and methionine synthase . b12 works with l-methylmalonyl-coa mutase to catalyze the reaction of l-methylmalonyl-coa to succinyl-coa. this reaction is important in the production of energy from proteins and fats<sup>8</sup>.

b12 is also a cofactor for an enzyme called methionine synthase. b12 works with folic acid and b6 to control levels of homocysteine in the blood. improperly functioning methionine synthase can lead to an accumulation of homocysteine in the blood. excess amounts of homocysteine in the blood have been associated with an elevated risk of cardiovascular disease which can increase stress on the heart<sup>8</sup>.

b12 is necessary for the normal functioning of white blood cells which help to protect the body from infection. research has shown an association between b12 deficiency and a decrease in immune function<sup>8</sup> 16.

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