

BESHADA FARNESE LLP
Donald A. Beshada (DAB2909)
dbeshada@gmail.com
108 Wanaque Ave.
Pompton Lakes, New Jersey 07442
Telephone: (973) 831-9910
Facsimile: (973) 831-7371

Attorneys for Plaintiff

**UNITED STATES DISTRICT COURT
FOR THE DISTRICT OF NEW JERSEY**

LISA PONTRELLI, in her individual
capacity and on behalf of all others
similarly situated,

Plaintiff,

vs.

MONAVIE, INC., a Utah Corporation,
MONAVIE, LLC, a Delaware Limited
Liability Company, and DOES 1-10,
inclusive.

Defendant.

CASE NO: 2:13-cv-04649-WJF-MF

**FIRST AMENDED CLASS ACTION
COMPLAINT FOR DAMAGES
AND
EQUITABLE RELIEF
JURY TRIAL DEMANDED**

Plaintiff Lisa Pontrelli individually and on behalf of all other similarly situated purchasers (hereinafter “Plaintiff(s)” or “the Class”) of the MonaVie Products brings this consumer class action against Mona Vie, Inc., Mona Vie LLC, and John Does 1 through 10, inclusive (the “Defendants”) for unconscionable, unfair and deceptive business practices, and false advertising in violation of the New Jersey Consumer Fraud Act, N.J.S.A. 56:8-1, *et seq.*, and the common law.

NATURE OF THE ACTION

1. This action seeks to halt and redress Defendants' past and current practice of causing consumers to pay wrongfully inflated prices for the juices Defendants sell based on a pervasive pattern of false and deceptive advertising of the contents, properties and health benefits of those juice products. The juice products addressed herein are: MonaVie Original, MonaVie Essential, MonaVie Active, MonaVie Pulse, MonaVie (M)mun, MonaVie Kosher, MonaVie E, MonaVie E Lite, collectively "MonaVie Products").

2. The MonaVie juice scam is the newest creation of noted multi-level marketing scheme architect, and prior "super juice" creator, Dallin Larsen, after the Food and Drug Administration halted his last venture because of false and misleading advertising. Much like Larsen's last "super juice" creation, MonaVie is marketed and sold to unwary consumers at an outrageously inflated price because Defendants and their "independent distributors" utilize a variety of false and deceptive claims that the products preventing and treating illnesses by generating false and misleading advertisements and claims about the health benefits of drinking MonaVie juice.

3. Despite Defendants claims that the MonaVie Products provide a variety of health benefits to consumers, Defendants know that those claims are false. In a 2010 lawsuit involving Defendants' competitor Amway, an internal MonaVie memo by Ralph Carson, the company's Chief Science Officer, who purportedly created the original juice, was reveled.

4. Written in response to raised eyebrows about claims being made about the juice, Carson cautioned that the drink was "expensive flavored water. Any claims made are purely hypothetical, unsubstantiated and, quite frankly, bogus," according to a court transcript that quoted an Amway attorney. *See* Tom Harvey, Utah juice companies offer few prospects, The Salt Lake Tribune, Dec. 3, 2011,

<http://www.sltrib.com/sltrib/mobile/53061545-90/monavie-company-distributors-percent.html.csp>.

5. That attorney also read from a portion of a transcript of a deposition in which another attorney questioned Carson:

“You have indicated, as I understood it, during your deposition today, that you never understood or knew the contents of MonaVie's drink. Is that correct?”

Answer: "Completely correct."

"When you say completely, what do you mean by that?"

Answer: "If you were to ask me how much acai is in the product, I do not know."

See id.

6. In sum, the MonaVie Products are a total sham.

7. Defendants and their purported “independent distributors” unjustly enrich themselves to the maximum extent possible at the expense of consumers who fall victim to the false and misleading advertisements generated by Defendants and their co-conspirators. This is the “MonaVie Scheme” and it has been quite profitable for Defendants and their founder, Dallin Larsen. Indeed, Larsen reports that from 2005 to 2010, Defendants generated more than \$2 billion in revenue. *See id.*

8. This lawsuit is designed to redress the harm done to New Jersey consumers as a result of the MonaVie Scheme.

THE PARTIES

9. Plaintiff is an individual residing in the State of New Jersey. Plaintiff purchased MonaVie for personal use in New Jersey during the Class Period. In doing so, Plaintiff relied upon advertising and other promotional materials, which were prepared and approved by Defendants and their agents and disseminated

through national advertising media, containing the misrepresentations alleged herein. Plaintiff did not receive the advertised benefits of MonaVie and would not have purchased MonaVie if she had known that Defendants' representations were false.

10. Mona Vie, Inc. is a Utah corporation with its principal place of business being 10855 South River Front Parkway, Suite 100, South Jordan, UT 84095. Mona Vie, Inc. is in the business of advertising, selling and distributing Mona Vie Products and has been so engaged at all times relevant to the allegations contained herein. Mona Vie, Inc., directly and through its agents, has substantial contacts with and receives substantial benefits and income from and through the State of New Jersey. Mona Vie, Inc. is the owner, manufacturer and distributor of MonaVie, and is the company that created and/or authorized the false, misleading and deceptive advertisements and/or packaging of MonaVie.

11. Mona Vie, LLC is a limited liability company organized under the laws of the state of Delaware having its principal place of business at 10855 South River Front Parkway, Suite 100, South Jordan, UT 84095. Mona Vie, LLC, directly and through its agents, has substantial contacts with and receives substantial benefits and income from and through the State of New Jersey. Mona Vie, LLC is the owner, manufacturer and distributor of Mona Vie, and is the company that created and/or authorized the false, misleading and deceptive advertisements and/or packaging of MonaVie.

12. The true names and capacities, whether individual, corporate, associate or otherwise of certain manufacturers, distributors and/or their alter egos sued herein as DOES 1 through 10 inclusive are presently unknown to Plaintiff who therefore sues these Defendants by fictitious names. Plaintiff will seek leave of this Court to amend the Complaint to show the true names and capacities of said Doe Defendants when the same have been ascertained. Plaintiff is informed and

believes and based thereon alleges that DOES 1 through 10 were authorized to do and did business in the State of New Jersey, including, but not limited to, this District. Plaintiff is further informed and believes and based thereon alleges that DOES 1 through 10 were and/or are, in some manner or way, responsible for and liable to Plaintiff for the events, happenings and damages hereinafter set forth below.

13. Plaintiff is informed and believes and based thereon alleges that at all times relevant herein each of the Defendants was the agent, servant, employee, subsidiary, affiliate, partner, assignee, successor-in-interest, alter ego or other representative of each of the remaining Defendants and was acting in such capacity in doing the things herein complained of and alleged.

14. In committing the wrongful acts alleged herein, Defendants planned and participated in the furthered a common scheme by means of false, misleading, deceptive and fraudulent representations to induce members of the public to purchase MonaVie. Defendants participated in the making of such representations in that each did disseminate or cause to be disseminated said misrepresentations.

15. Defendants, upon becoming involved with the manufacture, advertising, and sale of the MonaVie Products and, in particular, the claims suggesting and/or outright stating that the MonaVie Products could, in any way, provide any health benefits to consumers, were false, deceptive and misleading.

16. Defendants affirmatively misrepresented the “benefits” of the MonaVie Products in order to convince the public to purchase and use the MonaVie Products, resulting in profits to Defendants, all to the damage and detriment of the consuming public. Thus, in addition to the wrongful conduct herein alleged as giving rise to primary liability, Defendants further aided and abetted and knowingly assisted each other in breach of their respective duties and obligations and herein alleged.

JURISDICTION AND VENUE

17. This court has original jurisdiction over this class action pursuant to 28 U.S.C. Section 1332(d) (“Class Action Fairness Act”), in that the matter in controversy exceeds the sum or value of \$5,000,000, exclusive of interest and costs, there are at least one hundred members of the proposed class, and at least one member of the proposed class is a citizen of a different state than Defendants.

18. Venue in this Court is proper under 28 U.S.C. Section 1391 because Plaintiff suffered injuries/ascertainable loss as a result of Defendants’ acts in this District, many of the acts and transactions giving rise to this action occurred in this District, and Defendants (1) are authorized to conduct business in this District and have intentionally availed themselves of the laws and markets of this District through the promotion, marketing, distribution, and sale of its products in this District; and (2) are subject to personal jurisdiction in this District.

STATEMENT OF FACTS

Background

19. The dietary supplement industry is a multi-billion dollar per year phenomenon. Looking to cash in on American’s desire to “get healthy”, many companies market a variety of pills and potions that purport to address a multitude of health concerns-- often promising miraculous, quick fixes and cures. Unfortunately for consumers, the profit potential of the industry has attached hordes of hucksters and snake oil salesman seeking take advantage of unwary consumers health desires by promoting “natural” supplement products promising “cure-all” solutions and fantastic, pseudo-science claims.

20. Defendants market the MonaVie Products as containing a variety of alleged healthful ingredients including vitamins, anti-oxidants, anti-inflammatory agents, and phytonutrients.

21. For instance, MonaVie Original and Active products allegedly combine the juice of the açai berry with the juices of eighteen other fruits and berries, including pomegranates, grapes, pears, cranberries, blueberries.

22. MonaVie Pulse products allegedly combine the juice of the açai berry with a concord grape blend, pineapple, apple, prickly pear, pomegranate, elderberry, yumberry, bilberry, blackberry, blueberry, cherry, cranberry, raspberry, aronia, acerola, strawberry, cupuaçu, camu camu, plant sterols, Apple Phyto-Phenolics, and omega-3.

23. The MonaVie Products are sold in approximately 25 ounce bottles that have the shape commonly associated with a wine bottle and are priced beginning at approximately \$40 for per bottle.

24. MonaVie sells its products though a multilevel marketing distribution system (“MLM”), utilizing the efforts of its distributor force. MonaVie provides incentives to its distributors, in part, through its executive ranking program, containing the following awards (in ascending order of prestige): Distributor, Star, Star 500, Star 1000, Bronze, Silver, Gold, Ruby, Emerald, Diamond, Blue Diamond, Hawaiian Blue Diamond, Black Diamond, Royal Black Diamond, Presidential Black Diamond, Imperial Black Diamond, and Crown Ambassador Black Diamond.

25. The MonaVie Products are the creation of multi-level marketing, “health juice” impresario Dallin Larsen. Prior to launching MonaVie in 2005 and becoming its president and CEO, Mr. Larsen was an executive for Dynamic Essentials. Dynamic Essentials’ staple product was a “health” drink product called “Royal Tongan Limu.” Larsen and Dynamic Essentials claimed the juice was a “superfood” derived from a sea plant found off the Pacific Island of Tonga.

26. The MonaVie advertising and business model mirrors the Royal Tongan Limu model—particularly the false and deceptive health benefits of Royal

Tongan Limu. For example, Royal Tongan Limu claimed to cure, prevent or treat diabetes, allergies, cancer and Alzheimer's disease.

27. Advertising claims such as these and the countless other baseless and exaggerated claims of the health benefits and healing properties of Royal Tongan Limu were intentionally misleading and designed to convince consumers that the juice had health properties which it plainly did not, and Larsen and Dynamic Essentials used the alleged health benefits to charge an excessive premium for the product. Also, like MonaVie Products, Royal Tongan Limu was sold through a multi-level marketing network.

28. Within a few years of beginning operation, Dynamic Essentials was targeted by the Food and Drug Administration ("FDA") because of the unsubstantiated claims of therapeutic benefits espoused by Dynamic Essentials and its distributors. The FDA determined that the marketing of Royal Tongan Limu was in violation of the law and Dynamic Essentials was ordered to cease and desist operations by the FDA. Dynamic Essentials quit selling Royal Tongan Limu and was required to dispose of the unsold inventory under the supervision of the FDA - literally dumping it into a landfill in Illinois. In closing the chapter on Royal Tongan Limu, the FDA stated:

Getting rid of these bogus products, from a company that was giving false information about health benefits to consumers, underscores the message from the FDA to those who would mislead consumers about their health ... We will not tolerate companies that raise false hopes for preventing and treating illnesses when there are more scientifically proven steps than ever before that consumers can take to improve their health.

FDA Press Release, November 10, 2003.

29. Not surprisingly, there are substantial parallels between the illegal Royal Tongan Limu scam and the MonaVie Scheme set in motion by Mr. Larsen and Defendants:

- a. MonaVie Products are sold in juice/drink form. So was Royal Tongan Limu.
- b. MonaVie Products are heavily marketed as having strong anti-oxidant properties. So was Royal Tongan Limu.
- c. MonaVie Products are heavily marketed as containing a superfood discovered in a remote location of the world (the Acai berry from South America), making it new to America, as the principal ingredient. So was Royal Tongan Limu (the sea plant from the South Pacific).
- d. MonaVie Products are sold in bottles that resemble wine bottles in an effort to lend marketing credibility and an air of sophistication to the product. So was Royal Tongan Limu.
- e. MonaVie Products are marketed and sold in the same price range as Royal Tongan Limu.
- f. MonaVie Products are heavily marketed by internet videos promoting the natural ingredients and the substantial health benefits associated with the juices. So was Royal Tongan Limu.
- g. MonaVie Products are heavily marketed as a daily drink, with Defendants recommending that the consumers drink an amount each day to achieve the maximum (alleged) health benefit. Royal Tongan Limu was marketed in the same way.
- h. MonaVie Products are solely marketed through a multi-level marketing system. So was Royal Tongan Limu.

- i. The most important similarity between MonaVie Products and Royal Tongan Limu products is that both are/were marketed as having substantial prophylactic, healing, therapeutic and curative powers for an almost limitless universe of diseases and conditions.

30. The sales structure through which the MonaVie Products are sold is essential to the success of the Scheme. As shown by the reference to Royal Tongan Limu, Defendants are veterans of the multi-level-marketing game. Defendants set up an elaborate network of MonaVie Distributors (“Distributors”) who are held out to be independent, individual businesses from Defendants. The vast majority of Distributors are people with no training in the science of nutrition, nor is any such training required or provided by Defendants before becoming a Distributor. In fact, most Distributors are people who simply work out of their home and who are seeking additional income. The Distributors and Defendants not only make money from selling MonaVie Products, but also by convincing more individuals to become Distributors of MonaVie Products. Each Distributor has to pay a price to become a Distributor and the Distributor then sells the MonaVie Products.

31. The attempt to distinguish Defendants from the Distributors is a ruse intentionally established by Defendants in an effort to insulate them from liability created by the outlandish claims made by their Distributors.

Defendants’ Advertising And Marketing Scheme For The Products

32. As is set forth below, the relationship between the Defendants and the Distributors is an essential component of the MonaVie Scheme. Defendants and the Distributors have a symbiotic relationship which results in a frenzy of misleading and false advertising and statements being made to and among the Distributors themselves and ultimately to the consumers to whom the MonaVie

Products are sold. The basic premise is simple - the more MonaVie Products are sold, the more money Defendants and the Distributors make.

33. Defendants and/or the Distributors recruit “medical experts” to offer vague, misleading and/or false testimony about the health benefits attributable to the MonaVie Products. The Distributors then utilize the vague, false and misleading testimony, as well as other misleading information learned through participation in the Scheme, to market the MonaVie Products using equally, if not exaggerated, vague, misleading and/or false statements and advertisements.

34. There is no better example of this frenzy of deception than the recurrence of “Doctor” Lou Niles in the MonaVie propaganda. Dr. Niles holds himself out to be a licensed, practicing MD oncologist. Upon information and belief, Lou Niles is neither an MD nor an oncologist. However, he is a frequent pitchman for the MonaVie Products and is used by Scheme members to lend “credibility” to the false and misleading claims that the MonaVie Products help treat cancer and interfere with the process of aging. The following exchange occurred between Lou Niles and an individual at a MonaVie conference while “Dr. Niles” stands before the camera and crowd resplendent in his official looking medical scrubs. This video was, and still is, available to consumers as it can be found by a simple search on www.youtube.com:

Question from audience: I have a friend who has terminal cancer. She just got out of the hospital and they want to put her back in and she won’t go back in. If she starts taking MonaVie, a bottle a day, or whatever, will it ease her pain in any way?

Lou Niles: It will help her - it will add quality to her life. If she has more than 90 days of life left, there is a possibility of reversing it ...

This type of false and misleading statement is then passed like wildfire through the network of Distributors who then pass the information along to consumers about the health benefits of the MonaVie Products as stated by “Dr. Niles.”

35. Defendants and Scheme members do not merely contend that the MonaVie Products help cure cancer. In fact, Defendants and Scheme members claim that MonaVie Products can literally provide medical benefits to nearly every known medical condition. For example, in a post on www.monavieforum.net , it states the following:

Below is a short list of conditions that natural healthy healing with MonaVie may be an alternative to chemical based treatments:

Fibromyalgia, Insomnia, Inflammation, Asthma, Intestinal Disease, Heart Disease, High Blood Pressure, High Cholesterol, Weight Loss, Arthritis Pain, Back Pain, Stroke, Sleep Apnea, Diabetes, Skin Disorders, and Allergies.

This same post lists 39 reasons to drink Acai (the primary ingredient in the MonaVie Products) everyday:

Extend Your Life
Increase Your Energy and Strength
Look and Feel Younger
Maintain Healthy Blood Pressure
Help Prevent Cancer
Maintain Healthy Cholesterol Levels
Promote Normal Blood Sugar and Manage Diabetes
Enhance Sexual Function
Help You Lose Weight
Relieve Headaches and Dizziness
Improve Quality of Sleep
Improve Your Vision
Strengthen Your Heart
Inhibit Lipid Peroxidation
Improve Disease Resistance
Improve Immune Response

- Protect Your Precious DNA
- Inhibit Tumor Growth
- Reduce the Toxic Effects of Chemotherapy and Radiation
- Build Strong Blood
- Help Chronic Dry Cough
- Fight Inflammation and Arthritis
- Improve Lymphocyte Count
- Treat Menopausal Symptoms
- Prevent Morning Sickness
- Improve Fertility
- Strengthen Your Muscles and Bones
- Support Normal Kidney Function
- Improve Your Memory
- Support Healthy Liver Function
- Alleviate Anxiety and Stress
- Brighten Your Spirit
- Improve Digestion
- Maintain Healthy Gums
- Fight Fibromyalgia
- Prevent Allergies
- Protect Children's Health
- Promotes Overall Wellness

36. Who doesn't have one of these conditions? This list is obviously designed to target anyone with even the most basic medical condition or simply a desire for a healthy life. It is precisely these types of claims which are made and further embellished by Defendants and their Distributors in the course of carrying out the MonaVie Scheme.

37. A brochure for the MonaVie Products highlights these health and disease fighting claims, as well as the testimonial claims used to "hawk" the MonaVie Products. *See Exhibit A.*

38. As a central component of their advertising, Defendants themselves promote testimonials from people of modest notoriety who have allegedly had breakthrough medical results that they attribute to MonaVie Products. For

example, on www.monavie.com, there was a lengthy testimonial from NASCAR driver Geoff Bodine wherein Mr. Bodine claims that MonaVie Products allowed him to stop taking sleep aids, and cured his chronically sore wrists, ankles and knees that were the product of years of professional car and truck racing. There is no doubt but that Defendants were portraying, through Mr. Bodine's testimonial, MonaVie Products as both a sleep aid and pain reliever.

39. Further, this type of testimonial produced by Defendants acts as nothing less than a teaching aid to show its Distributors how to engage in false and misleading advertising, thereby perpetuating the MonaVie Scheme. Defendants and Distributors encourage other people who have had such alleged medical breakthroughs to offer personal testimonials about how consuming MonaVie Products changed their lives. The testimonials praise MonaVie Products for curing everything from the effects of a stroke to diabetes. These testimonials are widely publicized and designed to do nothing more than lead to unrealistic expectations that all consumers may experience similar benefits.

Defendants Marketing Of The MonaVie Products Is False And Deceptive

40. Despite, skyrocketing sales, the MonaVie scam was exposed in 2010 in litigation involving Defendants and competitor Amway.

41. The Amway lawsuit uncovered an internal MonaVie memo by Ralph Carson, the company's chief science officer, who purportedly created the original juice. The memo was in response to raised eyebrows about claims being made about the juice. Carson cautioned that the drink was "expensive flavored water. Any claims made are purely hypothetical, unsubstantiated and, quite frankly, bogus," according to a court transcript that quoted an Amway attorney. See Tom Harvey, Utah juice companies offer few prospects, The Salt Lake Tribune, Dec. 3, 2011, <http://www.sltrib.com/sltrib/mobile/53061545-90/monavie-company-distributors-percent.html.csp>.

42. That attorney also read from a portion of a transcript of a deposition in which another attorney questioned Carson:

“You have indicated, as I understood it, during your deposition today, that you never understood or knew the contents of MonaVie's drink. Is that correct?”

Answer: "Completely correct."

"When you say completely, what do you mean by that?"

Answer: "If you were to ask me how much acai is in the product, I do not know."

See id.

43. Moreover, based upon discovery obtained in the action, Amway argued to the Court that: “Amway has affirmative proof that there is no substantiation for the health claims made about MonaVie’s products. (Ex. D, MonaVie’s Ans. To Reqs. for Admissions at 73-127 at Nos. 140-244, Ex. E, Sept. 7, 2009 J. Lyons Dep. Tr. at 106:3-107:6, 115:23-116:7.)... In addition, MonaVie admits that its products do not cure, prevent, or mitigate a long list of diseases. Dallin Larsen, MonaVie’s CEO and co-founder, admitted that MonaVie’s products do not cure any diseases and claiming that they do would be inappropriate.” (Ex. F, D. Larsen Dec. 9, 2008 Dep. Tr. at 26:13-27:2.)” *See MonaVie LLC, et al. v. Amway Corp., et al.*, Case No. 2:08-CV-204, Dkt. No. 1172 (Utah Dist. Ct. Feb. 3, 2010).

44. In addition to misrepresenting the health benefits of the MonaVie Products, Defendants also misrepresent the content and nature of the ingredients in the product. A report by The Salt Lake Tribune states:

MonaVie Essentials, the company's original juice blend, is touted on its website as "delivering "the antioxidant capacity of approximately 13 servings of common fruits and vegetables in just four ounces." Antioxidants

are good for your health but, according to nutritional experts in academia and nonprofit groups, there's no adequate research to show that the body can make use of that big a dose.

In 2008, researchers at the University of California, Los Angeles, also found acai to be a middling source of antioxidants, ranking behind red wine, pomegranates and store-bought grapes, and blueberry and black-cherry juices. A 2007 publication by the Australian Consumers Association found that a common apple beat the antioxidant potency of juices containing acai, mangosteen (used by XanGo), noni (used by Tahitian Noni) and the goji berry.

See Tom Harvey, Utah juice companies offer few prospects, The Salt Lake Tribune, Dec. 3, 2011, <http://www.sltrib.com/sltrib/mobile/53061545-90/monavie-company-distributors-percent.html.csp>.

45. In sum, the claims that the MonaVie Products will, in any way, provide health benefits to consumers is false and deceptive. In the words of Defendants Chief Science Officer, the MonaVie Products are nothing more than “expensive flavored water.”

46. Despite the lack of any legitimate scientific information, the theme of all advertising for the MonaVie Products is consistent - MonaVie Products provide unheralded medical benefits and can help with whatever condition may be ailing an unwitting consumer.

47. Defendants’ false and misleading statements and advertising is not solely designed to trick consumers into buying MonaVie Products. It is also designed to trick consumers into becoming Distributors of MonaVie Products by making them believe the juices are something that they simply are not. Most of the Distributors have learned the truth about the MonaVie Products and are no longer serving as Distributors. In fact, it is estimated that between 70% to 90% of

Distributors cease their relationship with Defendants within the first year. Because of the parallel avenues of profit flowing to Defendants from both the sale of MonaVie Products and the purchasing of “distributorships” by individuals, Defendants’ incentive to perpetuate the MonaVie Scheme is clear.

48. Defendants are well-aware of their distributors actions. The use of the MonaVie trademark and name in these false and misleading advertisements, statements and testimonials demonstrates that Defendants actually or impliedly endorse the advertisements and statements.

49. Moreover, the name of the MonaVie Products and/or the trademark are utilized through the course of testimonials of miraculous recoveries from disease trademark or remarkable improvements in chronic conditions that are designed to lead consumers to believe that they may be able to attain similar results simply by drinking MonaVie Products.

50. Defendants were, and are, aware of the potential for Distributors to make outlandish claims about the benefits of the MonaVie Products. In fact, Defendants make it clear in their policies and procedures for Distributors that Distributors are forbidden from making claims about the medicinal or curative benefits of the MonaVie Products. Defendants’ executives have stated publicly the fact that their “independent” sales staff is hard to control. In fact, Mr. Larsen has referred to attempting to control the Distributors as trying to “herd cats.” Nevertheless, Defendants continue to line their pockets with ill-gotten gains from these deceptive claims.

51. Indeed, despite what appears to be a contractual ban to making outlandish claims about the prophylactic treatment and curative benefits of the MonaVie Products, and a feigned air of corporate indignance by Defendants about the illegal advertising its fellow Scheme members produce, it is undisputed that Defendants benefit financially from whatever sales tactic sells the most MonaVie

Products. Defendants have allowed these false and misleading advertisements to proliferate and only stop them when absolutely forced to do so.

52. Defendants have tried to erect an elaborate artifice to allow them to claim that the MonaVie corporate entities do not endorse anything but the most sterile and straightforward of advertisements while knowing and explicitly allowing the Distributors, who are not Defendants' employees, to make outlandish claims about the health benefits of the MonaVie Products in an effort to sell more juice. This is clearly an artifice to attempt to insulate Defendants from what is obvious liability for the false and misleading advertisements created by their Distributors and fellow Scheme participants.

53. Defendants have orchestrated this Scheme with the intent of maximizing sales of MonaVie Products through the proliferation of improper advertising. In an effort to perpetuate the Scheme, Defendants try to keep a respectable distance from the outlandish claims of its Distributors. Defendants' efforts to distance themselves from the improper advertising generated by the Scheme are illusory and only allow them to reap further benefits from the Scheme. Defendants have intentionally created a corporate environment where the clear intent is to have consumers rely upon the false or misleading advertisements or statements generated by the Scheme. The end result of the Scheme is the purchase of wrongfully overpriced MonaVie Products to the financial gain of Defendants and to the detriment of Plaintiff and Class Members.

Plaintiff's Purchase Of The MonaVie Products

54. Plaintiff purchased several units of the MonaVie Products in New Jersey during the class period. Prior to purchasing the MonaVie Products, Plaintiff saw, heard and relied upon advertisements, representations and statements made by Defendants or other Scheme members about the alleged health benefits of drinking MonaVie Products. The advertisements, representations and statements

which were relied upon by Plaintiff resulted from the MonaVie Scheme described herein and were embraced either tacitly or expressly by Defendants.

55. Plaintiff used MonaVie and did not experience any of the advertised benefits of MonaVie. Plaintiff suffered ascertainable loss and lost money as a result of Defendants' conduct described herein. Plaintiff would not have purchased MonaVie and would not have paid such a high price for the MonaVie Products had she known that Defendants' claims about the product were false.

CLASS ACTION ALLEGATIONS

56. Plaintiff brings this lawsuit on behalf of herself and the proposed plaintiff Classes under Federal Rule of Civil Procedure 23(b)(2) and (b)(3).

57. The proposed Class is defined as:

All individual residents of the state of New Jersey who purchased MonaVie Products from July 2007 through the present. Excluded from the Class are: (1) Individuals who, at any point, have served as a Distributor for Defendants; (2) Defendants and all directors, officers, employees, partners, principals, shareholders and agents of Defendants; (3) Persons or entities who timely opt-out of this proceeding using the correct protocol for "opting-out" that will be formally established by this Court; (4) Any and all Federal, State and/or Local Governments, including, but not limited to, their Departments, Agencies, Divisions, Bureaus, Boards, Sections, Groups, Councils and/or any other subdivision, and any claim that such governmental entities may have directly or Indirectly; (5) Any currently sitting New Jersey State Court Judge or Justice, and the current spouse and all other persons within the third-degree of consanguinity to such judge/justice.

Plaintiff reserves the right to amend the Class definition if further investigation and discovery indicates that the Class definition should be narrowed, expanded, or otherwise modified.

58. The Class comprises thousands of consumers throughout the State of New Jersey. The Class is so numerous that joinder of all members of the Class is

impracticable. All of the dispositive questions of law and fact are common to the Classes. The common questions include:

- a. Have Defendants engaged in an overarching scheme between themselves and their Distributors to wrongfully profit by creating or tacitly approving false and/or misleading advertisement and statements about the health benefits of MonaVie Products?
- b. Was the purpose of the MonaVie Scheme to increase sales of MonaVie Products and thus the profits of the Scheme members?
- c. Have Defendants created false or misleading advertisements and/or statements about MonaVie Products which were made public?
- d. Have Defendants' Distributors created false or misleading advertisements and/or statements about MonaVie Products which were made public?
- e. Have Defendants ever been aware of the production and/or publication of false or misleading advertisements or statements about MonaVie products?
- f. Have Defendants affirmatively approved false or misleading advertisements and/or statements about MonaVie Products?
- g. Have Defendants tacitly approved what they knew to be false or misleading advertisements and/or statements about MonaVie Products?
- h. If Defendants were aware of false or misleading advertisements or statements being created and publicized by their Distributors about MonaVie Products, did Defendants take appropriate action based on that knowledge?

- i. Did Defendants intend for consumers to rely on false or misleading advertisements or statements when considering the purchase of MonaVie Products?
- j. Did Defendants conceal, suppress or omit material information about the proven medical benefits of MonaVie Products?
- k. Did Defendants have a duty to be honest and forthright about the proven benefits of MonaVie Products with consumers?
- l. Did Defendants allow their trademark or corporate identity to be used on false or misleading advertisements or statements about MonaVie Products?
- m. Are the representations by Defendants and the Distributors about the content of MonaVie Products accurate?
- n. Are the representations by Defendants and the Distributors about the nutritional contents of the MonaVie Products accurate?
- o. Are the representations by Defendants and the Distributors about the nutritional contents of the MonaVie Products provable by generally accepted, laboratory-based scientific analysis?
- p. Are Defendants' sales tactics deceptive or unconscionable?

59. Plaintiff's claims are typical of the claims of the proposed Class, and Plaintiff will fairly and adequately represent and protect the interests of the proposed Class. Plaintiff does not have any interests that are antagonistic to those of the proposed Class. Plaintiff has retained counsel who are competent and experienced in the prosecution of this type of litigation and who have the resources to do so. The questions of law and fact common to members the Class, some of which are set out above, predominate over any questions affecting only individual members Class.

60. A class action is the superior method for the fair and just adjudication of this controversy. The expense and burden of individual suits makes it impossible and impracticable for members of the proposed Class to prosecute their claims individually.

61. The trial and litigation of Plaintiff's and the proposed Class claims are manageable. Defendants have acted and refused to act on grounds generally applicable to the Class, making appropriate final injunctive relief and declaratory relief with respect to the Class as a whole.

62. Unless an injunction is issued, Defendants will continue to commit the violations alleged herein, and the members of the proposed Classes and the general public will continue to be misled.

63. If necessary, notice of this action may be affected to the proposed class in a manner provided in the Federal Rules of Civil Procedure, through contact information maintained in Defendants' records and through publication.

COUNT ONE
VIOLATION OF NEW JERSEY CONSUMER FRAUD ACT
(N.J.S.A. § 56:8-1, et seq.)

64. Plaintiff incorporates by this reference the allegations contained in the preceding paragraphs as if fully set forth herein.

65. Plaintiff brings this claim individually and on behalf of the proposed Class against Defendants.

66. This Cause of Action arises under the New Jersey Consumer Fraud Act, N.J.S.A. § 56:8-1, et seq., and is brought on behalf of the Plaintiff and members of the Class pursuant to §§ 56:8-19 and 56:8-2.12 of the Act.

67. Section 56:8-2 provides, in relevant part:
The act, use or employment by any person of any unconscionable commercial practice, deception, fraud, false pretense, false promise, misrepresentation, or the knowing, concealment, suppression, or omission

of any material fact with intent that others rely upon such concealment, suppression or omission, in connection with the sale or advertisement of any merchandise or real estate, or with the subsequent performance of such person as aforesaid, whether or not any person has in fact been misled, deceived or damaged thereby, is declared to be an unlawful practice

68. Plaintiff and other members of the Class are consumers who purchased consumer goods (the MonaVie Products) pursuant to a consumer transaction for personal use and are, therefore, subject to protection under the New Jersey Consumer Fraud Act, N.J.S.A. § 56:8-1, et seq.

69. Defendant manufactured, sold, distributed and/or advertised the MonaVie Products and is subject to liability under such legislation for unfair, deceptive, fraudulent and unconscionable consumer sales practices.

70. The acts, practices, misrepresentations, concealments, and omissions of material facts by Defendant made in connection with the sale and advertisement of the MonaVie Products, and with the intent that others rely upon such concealment, suppression and omission, constitute unlawful practices within the meaning of the New Jersey Consumer Fraud Act.

71. Defendant engaged in unlawful practices in the marketing and selling of the MonaVie Products as set forth above.

72. Defendant engaged in unconscionable practices in the marketing and selling of the MonaVie Products as set forth above.

73. As a result of the use and employment by Defendant of the unlawful acts, Plaintiff and the other members of the Class have suffered an ascertainable loss of money or property and have been damaged thereby.

74. Plaintiff and the other members of the Class would not have purchased the MonaVie Products if Defendant had disclosed that MonaVie Products does not provide the advertised benefits.

75. Under N.J.S.A. §§ 56:8-2.11, 56:8-2.12 and 56:8-19, Plaintiff and the other members of the Class are entitled to a refund of all moneys acquired by Defendant by means of the unlawful practices alleged above, as well as compensatory damages, including treble damages, attorneys' fees, and cost of suit.

COUNT TWO

FRAUD

76. Plaintiff incorporates by this reference the allegations contained in the preceding paragraphs as if fully set forth herein.

77. Plaintiff brings this claim individually and on behalf of the proposed Class against Defendants.

78. Defendants represented, in a single, consistent and uniform manner, the alleged benefits of the MonaVie Products.

79. Defendants' statements about the MonaVie Products as set forth more fully above are false.

80. Defendants knew or should have known that the representations set forth herein were false when such representations were made and/or made the representations recklessly and without regard for the truth.

81. Plaintiff and the Class reasonably relied upon Defendants' false representations in purchasing the MonaVie Products.

82. Defendants' misleading and fraudulent conduct was knowing, deliberate, wanton, willful, oppressive and undertaken in conscious disregard of, and with reckless indifference to, Plaintiff and members of the Class' interest, and otherwise of the character warranting the imposition of punitive damages.

83. Plaintiff and the Classes suffered real economic losses and harm as a result of Defendants' intentional misrepresentations and active concealment, as set forth specifically herein.

84. Plaintiff's and the Class' reliance on Defendants' representations were a substantial factor in causing the harm to Plaintiff and the Class.

COUNT THREE

UNJUST ENRICHMENT

85. Plaintiff incorporates by this reference the allegations contained in the preceding paragraphs as if fully set forth herein.

86. As a result of Defendant's false and deceptive advertisements, promises and representations concerning the MonaVie Products, and as a consequence of Defendant's unconscionable trade practices, its sharp and deceitful marketplace practices, and its false promises, all as aforesaid, the class members paid money to and conferred a benefit upon Defendant in connection with the sale of the MonaVie Products by Defendant to class members, which benefit was received and continues to be retained by Defendant.

87. Retention of that benefit without reimbursement by Defendant to all class members would be unjust and inequitable.

88. Retention of that benefit by Defendant at the expense of all class members would be unjust and inequitable.

89. Defendant, as a result of its false and deceptive conduct as aforesaid, became indebted to class members for the sums paid by class members to Defendant for purchase of a misrepresented product. Retention of said sums, without reimbursement, would result in the unlawful, unjust and inequitable enrichment of Defendant beyond its lawful rights in connection with the sale of the MonaVie Products to class members.

90. All monies paid by class members to Defendant for purchase of the MonaVie Products, including all interest earned by Defendant on such monies while in wrongful possession thereof, should be disgorged by Defendant and reimbursed to class members under principles of unjust enrichment.

91. As a proximate result of Defendant's conduct, members of the class were damaged.

PRAYER FOR RELIEF

WHEREFORE, Plaintiff, on behalf of herself and on behalf of the members of the proposed Classes defined herein, pray for judgment and relief as follows:

- A. An order certifying that the action may be maintained as a Class Action;
- B. An order enjoining Defendants from pursuing the policies, acts, and practices complained of herein;
- C. An order requiring Defendants to pay restitution to Plaintiff and all class members;
- D. Actual Damages of Plaintiff and all class members trebled in accordance with the CFA;
- E. Punitive Damages of Plaintiff and all class members;
- F. For pre-judgment interest from the date of filing this suit;
- G. Reasonable attorneys' fees;
- H. Costs of this suit; and
- I. Such other and further relief as the Court deems just and equitable.

DATED: December 9, 2013

BESHADA FARNESE LLP
Attorneys for Plaintiff

By: /s/ Donald A. Beshada
DONALD A. BESHADA (DAB2909)
108 Wanaque Ave
Pompton Lakes, New Jersey 07442
Telephone: 973-831-9910
Facsimile: 973-831-7371

DEMAND FOR JURY TRIAL

Plaintiff hereby demands a trial by jury of all issues so triable.

DATED: December 9, 2013

BESHADA FARNESE LLP
Attorneys for Plaintiff

By: /s/ Donald A. Beshada
DONALD A. BESHADA (DAB2909)
108 Wanaque Ave
Pompton Lakes, New Jersey 07442
Telephone: 973-831-9910
Facsimile: 973-831-7371

EXHIBIT A

EXHIBIT A

Live Healthy with 19 of the World's Most Life-Giving Fruits

**Introducing a Proprietary Blend
of a Scientifically Formulated
Functional Beverage**



MONA · VIE™



drink it. feel it. share it.

SL 130

Fruits Found in The MonaVie™ Blend Attract National Attention



The Oprah Winfrey show lists the Açai as the world's number one "super food for age defying beauty."



NBC Today reported, "The Anomabi Indians have believed for centuries that the Açai holds unique power."



Steve O'Brian, CBS Radio personality, interviewed Dr. Ralph Carson about the MonaVie™ blend and its health benefits.

University of Florida 'Açai berries are already considered one of the richest fruit sources of antioxidants... This study was an important step toward learning what people may gain from using beverages, dietary supplements or other products made with the berries.'

Vogue magazine calls it, "The next big workout cocktail."

The Washington Post informs, "The Açai has a beguiling, berry-like flavor with intense chocolate overtones."

The London Times reports, "Açai is the fruit of an Amazonian palm tree with the nutritional content that makes other fruits blush with inadequacy."

The Men's Journal calls it, "The fruit that packs a punch."

Dr. Nicholas Perricone describes Açai as, "Nature's perfect energy fruit."

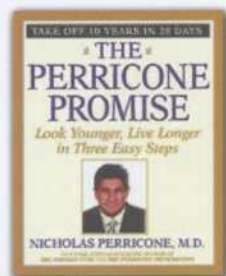
Think of combining 19 of the world's most healthy fruits into the pureed blend to maximize the life giving qualities of the best natural food from around the world.

Thanks to the foresight of some of the medical industry's top doctors, Monarch Health Science has formulated the MonaVie™ Blend.

By combining fresh fruits from around the world that are rich in antioxidants and phyto-nutrients, the MonaVie™ Blend is delivering what has never before been available.

The benefits to the indigenous populations around the world of the 19 fruits in the MonaVie™ Blend is well documented. By combining the proven benefits of the life-giving fruits in a formulated blend, a never before balanced, functional beverage of natural nutrients is being made available to the world.

"The Fruits in the MonaVie™ Blend were selected for their Specific Synergistic effect starting with one of the top foods in the world," according to Dr. Nicholas Perricone, author of the top selling nutritional book The Perricone Promise.



"(The açai) berry is one of the most nutritious and powerful foods in the world...nature's perfect energy fruit."

— Dr. Nicholas Perricone,
The Perricone Promise as featured on the Oprah Winfrey Show

AÇAI Crown Jewel of the MonaVie™ Blend

Among the reported benefits/features of this deep purple berry are:

- Prevents arteriosclerosis
- Provides anti-allergenic support
- Helps prevent blood clots
- High levels of dietary fiber
- High levels of essential amino acids and trace minerals
- High levels of plant sterols, which have been shown to help control cholesterol
- Essential fatty acids ratio that resembles olive oil, which has been shown to help combat heart disease
- Protein profile similar to eggs
- Very low sugar content
- Greater energy/stamina
- Improved mental focus
- Prevention and treatment of Alzheimer's
- Better sleep
- Improved digestion.
- Improved sexual function
- Immune system support
- High levels of antioxidants
- Anti-aging support
- Promotes better circulation



GRAPES – PURPLE / WHITE

The varying colors of grapes bring a spectrum of antioxidant protective power to this versatile fruit. The components in grape juice are reported to reduce the risk of cancer, stroke, heart disease and memory loss.



Purple grapes contain resveratrol, the potent cancer-fighting antioxidant found in red wine and other grape products that have been making headlines around the world. Grape juice has also been shown to provide benefits in areas of:

- Anti-aging • Anti-bacterial/viral • Anti-inflammatory • Antioxidant
- Arterial flexibility • Brain, skin, eye health • Cardiovascular health
- Gastric health • Inhibiting prostate cancer





NASHI PEARS

Once reserved as a food to be served only to the wealthy and to Chinese nobles, Nashi pears have been grown, cultivated, and eaten for centuries. Little is known about their origin... it's estimated that they began appearing at least 3,000 years ago in China. Nashi pears are a great source of dietary fiber, and they're also very high in potassium and other essential minerals. They contain nearly 10% of the USRDA for Vitamin C, and a high concentration of folates, which make up the Vitamin B complex group. These vitamins are essential for metabolic activity and red blood cell production.

CRANBERRIES

Cranberries are rich in many phytonutrients and proanthocyanidins (PAC's) – found to prevent the adhesion of certain bacteria associated with urinary tract infections to the urinary tract wall. These anti-adhesion properties are also thought to inhibit the bacteria associated with gum disease and stomach ulcers. Historically, cranberries have been used for:

- Anorexia • Antibiotic (E Coli, H Pylori) • Blood disorders
- Gall bladder and liver disorders • Indigestion • Promoting regularity • Prostatitis • Protecting against prostate and urinary tract cancers
- Reducing risk of gum disease, ulcers, heart disease • Supporting gum health • Urinary tract health



ACEROLA CHERRIES

Acerola thrives in the sandy soils of tropical lands. It is a powerful antioxidant, rich in vitamins and minerals. More than 150 nutritive constituents have been identified in Acerola. It has been reported to have strong anti-fungal and cholesterol lowering capabilities. It has also been shown to fight cellular aging, to help with hydration of skin and to promote healthy capillary function. Native people have long used Acerola for/as:

- Treating fever, dysentery • Healing wounds • Inflammation • Astringent • Liver problems • Liver, renal system stimulant • Diuretic • Healthy heart function • Nutritive aid for anemia • Diabetes
- Rheumatism • Tuberculosis

PEARS

Pears have been revered throughout time. Their cultivation has been traced back 3000 years in western Asia, and some speculate pears might have been discovered by people in the Stone Age. They were an exotic food item in the court of Louis XIV and were called the "gift of the gods" by Homer in his epic, *The Odyssey*. Pears have been linked to:

- Antioxidant protection • Anti-inflammatory functions • Maintaining heart health • Supporting nerve transmission • Fighting infections • Aiding metabolism • Increasing capillary strength • Tissue repair • Healing wounds and bruises • Protecting cell membranes • Bowel regularity • Lowering cholesterol • Cleansing the colon of harmful chemicals • Protecting vision • Healthy blood sugar levels



ARONIA (Black Chokeberry)

Aronia juice contains very high levels of anthocyanins and flavonoids – five to ten times higher than cranberry juice. Its beneficial nutrients such as antioxidants, polyphenols, minerals and vitamins are believed to include compounds that specifically fight cancer and cardiac disease. Aronia contains important trace minerals, and it has been used as an anti-diabetic food. Nutritional Highlights:

- Polyphenols • Anthocyanidans • Quinic acid • Vitamins • Minerals • Flavonols

PASSION FRUIT

Passion fruit is rich in vitamins, minerals and fiber, including: calcium, magnesium, phosphorus, potassium, sodium and sulphur and B Vitamins. The legend of passion fruit dates back to Biblical time, and its modern day uses include: promoting sleep, calming anxiety and addressing hyperactivity in children. Rainforest natives have for generations used Passion fruit juice for:

- Asthma, respiratory health • Urinary tract infections • Mild diuretic • Promoting heart health



BANANA

Bananas are a common supermarket fruit and are often taken for granted (few realize the health benefits bananas bring to them). Bananas are the ONLY fruit that comes not from trees or bushes but from large plants that are giant herbs and are related to the lily and orchid family. Bananas have been linked to:

- Antioxidant protection • Controlling blood pressure • Better carbohydrate metabolism • Better muscle contraction • Keeping blood from over-acidity • Better protein metabolism • Helping concentration and memory • Providing instant energy • Satisfying sugar cravings • Promoting better moods • Protecting against heart disease • Protecting against cancer • Promoting better sleep • Relieving both diarrhea and constipation • Helping produce collagen • Steadying nerves • Calming peptic ulcers

APRICOTS

Apricots provide a rich assortment of antioxidants and are abundant with soluble fiber, beta-carotene, magnesium, iron, phosphorous, potassium and Vitamin C. They also include a natural salicylate – the major ingredient in aspirin. The nutrients in apricots are linked to a lower risk of heart disease, stroke, cataracts and some forms of cancer. Soluble fiber is known to steady blood sugar levels and promote regularity. Apricots have been traditionally used for:

- Macular degeneration • Cataracts • Fighting cancer • Heart/vascular health
- Blood pressure stability • Prostate health • Preventing strokes





PRUNES

Prunes are dried plums, rich in minerals and phenols, plus they have an extremely high ORAC value. The drying process actually increases antioxidant powers by more than six times! USDA researchers believe that people of all ages can prevent and treat diseases of aging by simply adding prunes to their diets. Prunes are especially appropriate for:

- Boosting bone density
- Bowel cleansing, regularity
- Cardiovascular disease
- Liver cleansing
- Preventing memory loss and Alzheimer's
- Fighting infections
- Diabetes
- Diverticular disease
- Reducing cholesterol
- Reducing risk of estrogen-dependent cancers

CAMU CAMU BERRY (Rumberry)

The Camu Camu berry is the planet's richest source of natural Vitamin C. Its content has been measured as 30-60 times higher than an equal amount of citrus fruit. The Camu Camu berry is legendary for its powers to strengthen the immune system and repair connective tissue. It has documented powers as an astringent, antioxidant and emollient. Camu Camu has been shown to be highly effective against:

- Viral infections
- Common colds
- Macular degeneration and gum problems.



KIWI

Kiwi fruit contains abundant phytonutrients and it has gained fame as a delicious blood-thinning alternative to aspirin for protecting cardiovascular health. Kiwi fruit has the ability to literally protect DNA in the nucleus of human cells from oxygen-related damage. This fruit also provides ample amounts of vitamin E, vitamin A, vitamin C, trace minerals and dietary fiber. Nutritional Highlights: Vitamins, Minerals and Fiber. Kiwi is known to treat DNA damage, Cancer, Eye problems and Cardiovascular conditions. Native to China, Kiwi is also commonly used for:

- Controlling cholesterol
- Reducing triglycerides in the blood
- Treating and preventing age-related macular degeneration
- Binding/removing colon toxins
- Preventing colon/prostate cancer
- Blood sugar control
- Protecting DNA from free radicals
- Inhibiting skin cancer

WOLFBERRY

For thousands of years in China, the Wolfberry has been known as "the herb of longevity." It provides a powerful combination of antioxidants and polysaccharides, shown to enhance the activity of the immune system. Wolfberry also provides eighteen amino acids and twenty-one trace minerals. Wolfberry, like açai, is known for aiding sexual health. In fact numerous Internet links for Wolfberry garner the website of a well-known pharmaceutical that promotes similar benefits. Among the many health conditions that history and science have found Wolfberries to help are:

- Chronic fatigue
- Headaches
- High blood pressure
- Damaged DNA
- Arthritis
- Cancer
- Diabetes
- Vision problems
- Circulatory problems
- Insomnia
- Arthritis
- Sexual dysfunction
- Skin/complexion issues
- Dehydration



BLUEBERRIES

Blueberries are an antioxidant powerhouse, responsible in part for keeping us young, healthy and smart. Medicinal folklore tells us blueberries have a long history of use for:

- Anti-aging
- Appetite enhancement
- Blood vessel support
- Fighting cancer • especially cervical/breast
- Treating coughs
- Cardiovascular protection, Lowering bad cholesterol
- Diabetes
- Eyestrain
- Indigestion
- Macular degeneration
- Memory enhancement
- Urinary tract infections

POMEGRANATE

Pomegranate juice contains more antioxidants than even red wine, green tea, blueberry juice, cranberry juice or orange juice. It has been shown to be highly effective in clearing plaque from inner arterial walls. Studies show that pomegranate juice is one of nature's most powerful antioxidants, containing more polyphenol antioxidants than any other drink. Period! And pomegranate polyphenols are significantly more active than all others. Used medicinally for millennia, pomegranate juice is now being shown by science to be useful for:

- Preventing heart attacks, strokes
- Preventing and treating cancer
- Combating diabetes
- Blood pressure disorders
- Preventing blood clotting
- Intestinal problems of all types
- Eliminating parasites
- Fighting bacterial and fungal infections
- Cholesterol problems



BILBERRIES

The Bilberry is a close relative of the blueberry and is noted for strengthening of the capillaries of the eye. Bilberry is already widely noted for slowing of age-related macular degeneration, night blindness, and diabetes-related eye disorders. Bilberries have historically been shown to have a broad range of healing and restorative effects for:

- Amenorrhea
- Angina
- Bladder stones
- Blood disorders
- Bruising
- Capillary strength
- Chronic fatigue
- Collagen formation
- Coughs
- Diabetes
- Diarrhea
- Digestive discomfort
- Fighting inflammation
- Glaucoma
- Gout
- Hemorrhoids
- High blood pressure
- Restoring/promoting collagen
- Preventing heart attacks and strokes
- Preventing/treating rheumatoid arthritis
- Treating ulcers



LYCHEE

The Lychee is native to the warmer forests of Southern China and probably Vietnam. It has been cultivated in China for well over a thousand years, and would no doubt have been a keenly sought after forest fruit in subtropical Sino-Vietnamese Asia. At 72 mg of vitamin C per 100 grams of flesh, lychees are a very good source for this essential vitamin, as well as potassium and other nutrients. Many studies have shown that consuming Lychee each day may help reduce the chances of cancer and many other diseases.

Why Do I Need MonaVie™ Daily?

Have you ever left an apple core lying around after you ate the apple? What happened to it? It turned brown, right?

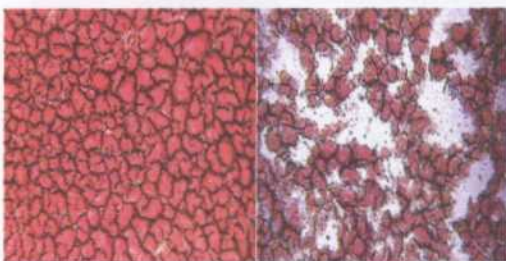
Why did it turn brown? OXIDATION.

Believe it or not the same thing happens to humans. As we use oxygen to create energy, we produce a by-product called FREE-RADICALS.

While our cells use oxygen efficiently through the process of oxidation, it always causes some type of change. In the case of the apple it simply turns brown and starts the rotting or dying process. In the case of a human with a cut, the damaged cells are replaced with new ones resulting in a healed cut, new skin and maybe a scar.

However, about 2% of our cells will become damaged in the process, turn into Free-Radicals, and can start a chain reaction process of harming more cells. The Free-Radicals harm other cells because they are mutated and try to find their missing component from other healthy cells. This damages the DNA of healthy cells and causes abnormalities.

Uncontrolled Free-Radical activity has been linked to cancer, heart disease, Alzheimer's disease, Parkinson's disease, Arthritis, Strokes, and DNA damage leading to mutations. * See Additional Medical Notation



The first image is an example of healthy dried blood. The second image is an example blood with heavy Free Radical damage.

Most of the time our body controls these Free-Radicals by producing natural ANTIOXIDANTS.

The big problem we are all faced with are the external toxins of our environment. External Free-Radical Generators, as they are called, can be air pollution, cigarette smoke, pesticides, excessive amounts of alcohol, foods that are high in fat and processed, as well as, margarine, shortening, hydrogenated oil, preservatives, meat, butter, sugar, white flour, fried and browned foods.



Free-Radicals are also to blame for increased Free-Radicals as well as UV radiation from the sun.

All of these Free-Radicals overwhelm the body's ability to produce antioxidants. Antioxidants minimize and keep your bodies cells healthy.

One of the most effective ways to increase your antioxidants is to eat high antioxidant foods, which are fruits and vegetables.

One question you may ask is how do I find foods high in antioxidant value?

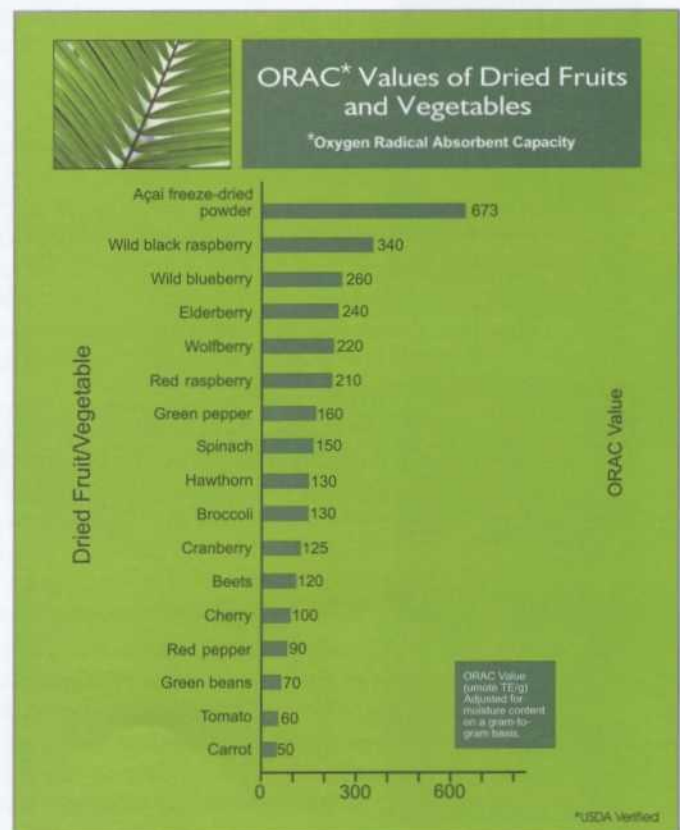
You can measure the ORAC** value, which is the foods effectiveness in the fight against Free-Radicals, the higher the number the better. Or you can take MonaVie™ containing the Açai berry.

See the ORAC chart below.

**Additional Medical Notation*

In the mid-1950s, Denham Harman, a physician and chemist in the Donner Laboratory of medical physics at Berkeley, proposed that the cumulative damage caused by Free-Radicals was largely responsible for the aging process. Today, his Free-Radical theory is the most widely accepted model of aging.

****ORAC - Oxygen Radical Absorbance Capacity**



Testimonials

...after giving my 5-year old daughter two ounces a day of the Açai Original Blend...she was much more calm and relaxed.

– Shaun Lawrence, Colorado

Twenty years ago, I was diagnosed with degenerative arthritis...the Açai Active Blend is the first product EVER that has totally amazed me...before I had finished the first bottle my pain was totally gone in those joints that had been so bad.

– Patricia Atcheson, Virginia

This is the first supplement I have ever taken that has produced a dramatic physical result.

– Linda Willits, Folsom California

I am a 56 year old former nurse who has suffered from serious, chronic low back pain and sciatica since I was 29. I was on morphine injections (30 mgs, 5 a day) and oxycontin (40 mgs, 3 a day). I was introduced to the Açai Blend only recently and have had amazing results. I noticed within a week that my pain level had reduced by 80%, and I was using hardly any morphine...

– Susan Allen, Melbourne Australia

I underwent major surgery to repair a completely crushed pelvis... When the Açai Blend became available in January 2005, I stopped all my medications and replaced them with the Açai Active Blend...before 3 weeks had gone by all of my pain had vanished.

– Scott Olsen, Utah

My wrists, elbows and knees seemed worn out from injuries and years of hard work. Then a fork lift rammed my back, and 3 months of misery began. Within 18 hours and just 3 oz. of this miraculous elixir, I awoke feeling like a new woman. I'm back to my old self again.

– A. C., Iowa

These statements have not been evaluated by the Food and Drug Administration. These claims are not stated as clinical results, but as independent opinions of the user. Some testimonials have been taken in part. MonaVie™ is a registered trademark of Monarch Health Science, LLC. Oprah, NBC and CBS Radio are registered trademarks of their respective holders and are shown as news related media.

A Gift from the Amazon

The secrets of the Amazon are gathered and bottled for your healthy, active lifestyle. With the antioxidant powers of the exotic Açai berry and the nutritional boost of some of nature's most wondrous fruits, MonaVie™ is a unique supplement designed to accompany the finer things in life.

MonaVie™ is an elegant, sophisticated nutritional beverage, which challenges the notion of what a health drink should be.

Recommended use: Drink 1 to 2 ounces of MonaVie™ both morning and evening.

MonaVie™ Active™ and MonaVie™ Active™ Gel

Safe, Natural, Effective Alternatives

Additional ingredients found in MonaVie™ Active™

Cetylated Fatty Acids are a blend of the necessary essential fatty acids shown to help improve function and reduce pain for people struggling with aches and discomforts resulting from arthritis. Cetylated Fatty Acids balance fats that contribute to pro-inflammatory responses with fats that are associated with anti-inflammatory agents. It also inhibits destructive enzymes that cause inflammation. The "wear and tear" seen in osteo-arthritis is actually due to excess action of proteolytic enzymes that break down tissue.

Cetylated Fatty Acids are all natural ingredients scientifically reported to **reduce inflammation and pain with no side effects**. Published twice in the internationally acclaimed *Journal of Rheumatology*, Cetylated Fatty Acids provide youthful cell fluidity and

elasticity, facilitates cushioning of bones and joints and **provides cumulative and restorative benefit**.

Glucosamine is made in the body and is also commercially available as a natural ingredient extracted from a carbohydrate in crustacean shells. Regular use helps maintain lubricating fluid in joints, promotes flexibility, range of motion and comfortable joint function and provides a **natural building block of healthy cartilage**.



MonaVie™ Original

MonaVie™ Active™
contains Cetylated Fatty
Acids and Glucosamine

MonaVie™ Active™
Gel pack. Single
Serving on the go.