

The GNLD Difference: You Decide

Everyone knows the importance of good nutrition and a safe environment. However, so many products today make so many claims that you need to exercise your mind before you make the right choices for your body, your home, and your family.

What's In A Label?

If you watch TV, listen to the radio, surf the Web, or read popular magazines, you've probably heard about super fruits and the powerful nutrients they contain. Perhaps you've heard of them on *Oprah* or some similar show and learned of the important roles they play in our health. You've probably even seen the explosion of products claiming to deliver that power and those important benefits. But do they? How do you know you're getting those powerful nutrients and those important benefits?

At GNLD we believe in providing our customers with the assurance that they are getting what they're paying for in each and every serving of our product. We do that by using our labels to convey important information about our product, its content, and its potency.

Tré is a perfect example. More than just juice, Tré is a state-of-the-art liquid nutritional essence, drawn from ten of the most powerful and super nutrient-dense whole-food sources known to science. Tré is built on a powerful foundation of Pomegranate, Acai berry, and Green Tea, along with Inflox, our proprietary blend of deep, dark, antioxidant-rich berries and enhanced with resveratrol and alpha-lipoic acid.

These powerful ingredients combined with our advanced process and manufacturing technologies, are guaranteed to provide you a "potent shot of wellness" in each and every serving. You don't have to wonder or hope that Tré provides what it appears to, the evidence is right there on our label.

To make sure you're getting what you need, here are some things you should look for on labels:

Standardized delivery!

Standardization is a sophisticated technology that assures a specific amount of an equally specific nutrient or group of nutrients is delivered in every serving. **Polyphenols**, for example, are the beneficial bioactive essences of the nutrient-rich sources of Tré. You'll find "standardized polyphenol" content a repeated theme on our new Tré label. This confirms you're getting a nutritionally significant amount in every serving.

Also, we know that specific polyphenols in Pomegranate, known as **punicalagins**, are the key to its amazing health-promoting power. That's why you see "standardized punicalagins" included in our Tré label, as well. That means the real power of pomegranate is in every serving.

Quantified potency!

Providing a measured amount of key nutrients is another way we assure our customers of the power and value in each serving of Tré. For example, rather than just mention that Tré contains the powerful, anti-aging polyphenol known as **resveratrol**, we quantify exactly how much. The same is true for the antioxidant master-nutrient **alpha-lipoic acid**—our Tré label tells you exactly how much you're getting in each serving.

Measured power!

Though it looks only at antioxidant power, ORAC values are another way of assuring you are getting what your body needs. For Tré, we cite the ORAC value right on our label, taking away any guesswork or concern about its antioxidant potency.

Though this information—and much more—is clear on every Tré label, that level of disclosure is not necessarily common practice in the marketplace. Here is a side-by-side comparison of "not just juice" Tré and a few typical juice products:

Criteria	Tré	MonaVie	XanGo®	Goji®
Standardized for polyphenol content	YES	NO	NO	NO
Standardized for punicalagin content	YES ¹	NO	NO	NO
Quantified for resveratrol potency	YES ²	NO	NO	NO
Quantified for alpha-lipoic acid potency	YES ³	NO	NO	NO
Measured for ORAC power	YES ⁴	NO	NO	NO

You decide! If you are looking to boost your diet by adding the health promoting power of "super-fruit" polyphenols that science has discovered—and people are talking about—we think labels are a great place to look. For GNLD, our labels are one way we showcase the power and value of our products, and Tré is a great example. Standardized delivery, quantified potency, and measured power are all there to help you make the best, most informed decision. When you look at the evidence, we think you'll decide, Tré is the best choice for you.

References:

1. Punicalagins standardized to 35%. 1 ounce of Tré equals 20 ounces of fresh pomegranate juice.
2. Resveratrol quantified to 500mcg. 1 ounce of Tré equals resveratrol content of 1-2 glasses of fine red wine.
3. Alpha-lipoic acid quantified to 20mg. 1 ounce of Tré equals the alpha-lipoic acid content of more than 6 cups of fresh spinach.
4. ORAC value calculated to more than 750 TE per ounce...more than 3.5X the power of antioxidant-rich orange juice.