

Tyler Ford

From: Testimonials [testimonials@zrii.com]
Sent: Wednesday, August 27, 2008 7:49 AM
To: 'Tyler Ford'
Subject: RE: question

Hi Tyler,

It is the opinion of the entire Zrii medical team and the nutritional scientists involved in the formulation of Zrii that the botanicals in Zrii are at therapeutic levels. The world class medical team involved in the formulation of the product had full authority to set levels at their desired amounts- rather than the choice being dictated by economic constraints. This is an important point, and potentially a unique aspect of the process of formulating Zrii.

In accordance with FDA guidelines, it remains that Zrii does not claim to diagnose, treat, or cure disease.

Opinions that Zrii is just 'grape juice'; etc. is entirely speculative at best. A clinical study at Arizona Advanced Medicine which is currently finishing was originally designed as a safety study to ensure that the levels of botanical were not too high, as to cause imbalance within any major cross section of the population. The positive results of the study around 5 different digestive markers and iron absorption would not have been possible with just fruit juice. Similarly, the incredible testimonials from the field wouldn't be happening with a product devoid of active botanicals.

It goes without saying that Zrii and the SAB of Zrii are proud of this product. It is rooted in the ancient wisdom of Ayurveda which attempts to enliven the metabolism and overall physiology through a unique liquid nutritional delivery system.

Zrii contains a wide range of trace minerals through its 7 botanicals- both macro and micro nutrients, including calcium, magnesium, potassium manganese, boron, zinc, vanadium, and many others. By design, Zrii was not formulated to contain a strong macro/micro mineral profile. If Zrii were to add minerals or use botanicals that were particularly mineral-heavy, the antioxidant value of the entire drink when sitting in a bottle would degrade quickly. This is a naturally occurring result when you combine minerals with antioxidants coming from tannic acids and other similar compounds. A regular amalaki fruit has a great range of naturally occurring trace minerals, however, it is the other antioxidants, polyphenols, and bioflavanoids that really lend to its therapeutic value. A typical amalaki berry is only around 0.7%-1% minerals by make-up.

Rather than being a multivitamin/mineral, Zrii is a broad spectrum antioxidant which has shown remarkable effects in helping regulate inflammatory responses, digestive health, energy levels, blood sugar and several other physiological markers. This can be attributed to the associated qualities and actions of its seven active botanicals, which have been extensively studied in the West.

Below are the supplemental facts as they appear on the product bottles. The juice concentrates are listed under "other ingredients."

Serving Size: 1fl oz (30ml)

Amount per serving	%Daily Value*
Calories 20	
Total Carbohydrates 4g	<1%
Sugars 4g	**
Proprietary Blend 30ml	
Amla (Amalaki) fruit (<i>Emblica officinalis</i>)	**
Turmeric root	**

Holy basil (Tulsi leaf)	**
Jujube fruit	**
Schizandra fruit	**
Chebolic myrobalan (Haritaki fruit)	**
Ginger root	**

*Daily Values based on a 2000 Calorie Diet **Daily Value not established

Other ingredients: Proprietary all natural juice blend containing Purified Water, White Grape Juice Concentrate, Pear Puree Concentrate, Concord Grape Juice Concentrate, Pomegranate Juice Concentrate, Cranberry Juice Concentrate, Raspberry Juice Concentrate, Lime Juice Concentrate with Natural Flavors, Citric Acid, Natural Fruit and Vegetable Juice (as Natural Color) and Xanthan Gum.

They also indicated that 'natural flavors' are composed of berry extracts and essential oils in this case, and also that there are not added 'preservatives'. Tulsi and turmeric, however, serve as natural preservative agents.

Red cabbage and a relative of the carrot family (called black carrot) or sometimes the purple carrot. These are used in small quantities in the color blend, along with berries.

The ORAC score is currently unavailable. The Scientific Advisory Board has said that Zrii's ORAC score is as high as the other competitive supplemental drinks on the market. Unfortunately, I cannot give you an exact score. The Zanthone score has not been determined. Apologies for any inconvenience this may cause.

Best Regards



Executive Support
 866-349-9911
productquestions@zrii.com

From: Tyler Ford [mailto:tyler-ford@cox.net]
Sent: Wednesday, August 27, 2008 8:30 AM
To: productquestions@zrii.com
Subject: question

I am not seeing the nutritional breakdown of Zrii on your site to be able to make a decision as to trying the product. Can you answer a few questions for me?

1. ORAC value

2. Zanthone value
3. Vitamin and mineral value