



AXIO®

UNLOCK *your* BRAIN'S POTENTIAL

THE ENERGY DRINK MARKET

Growth & Trends

THE ENERGY DRINK MARKET

Millennials



- 22-33 (*targeting 18-30*)
- Digital natives
- Dual identity (*student by day/ partygoer by night*)
- Embracing life to the max
- High octane
- Impulsive
- Instant thrill seeker
- Maybe still living at home
- Not looking for a boss
- Entrepreneurial minded
- Highly social



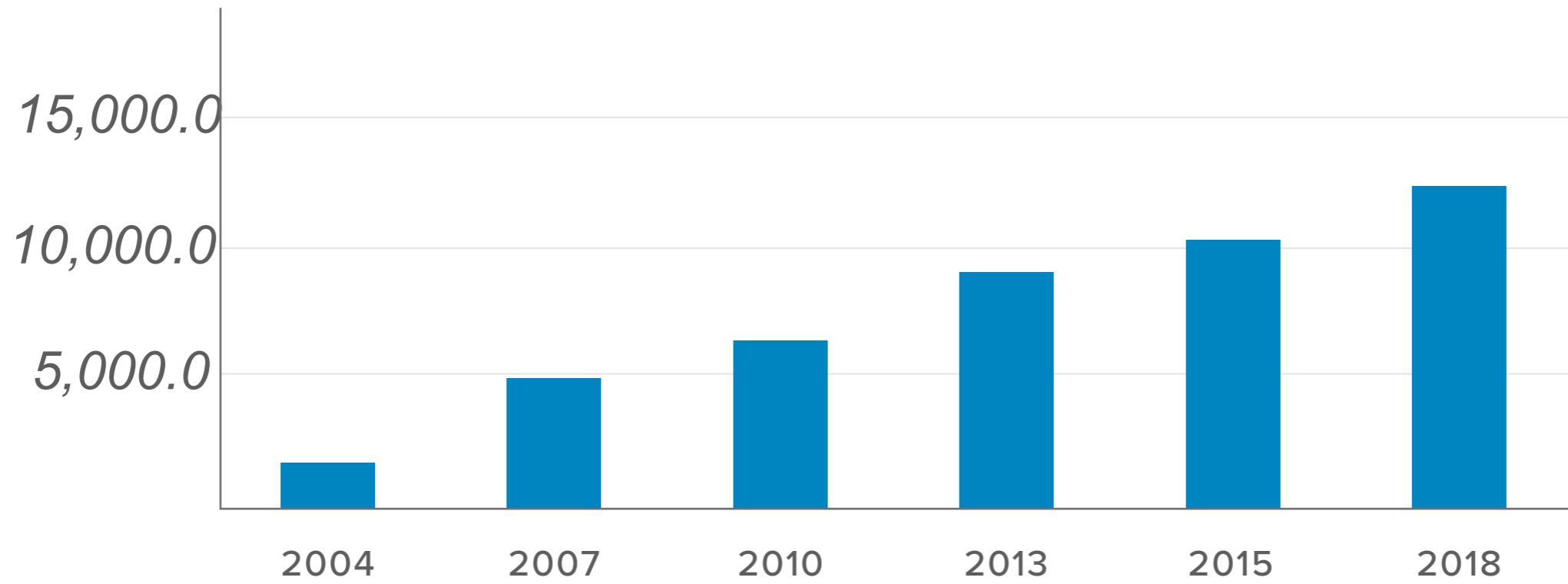
- 34-49 (*targeting 30+*)
- Parents, empty nesters or DINKS
- Active/fast-paced
- More health concerned
- Mentally and physically exhausted
- On-the-go
- Stressed (*daily*)
- Known as family “superhero”
- Weekend warriors
- Work hard/play hard



THE ENERGY DRINK MARKET
Size & Growth



UNITED STATES 2014 \$8992.6M
2014-2018(+15% OVERALL/+9% CAGR)



SOURCE: EUROMONITOR 2014

- Energy boosting drinks rank fourth most important (sales)
- In 2010 Global sales amounted \$20.43B
- Reduction in sugar carbonated drinks (Negative exposure)
- Hybrid Drinks
- Opportunity for healthy, functional drinks
- Energy market demographics widening to include older people

The background image shows a person in a red jacket and yellow backpack standing on a rocky mountain ridge, looking out over a vast, misty mountain range under a cloudy sky.

AXIO®

A brain performance product that ignites long-lasting power, heightened concentration and sharper focus.

- Unlock Your Brain's Potential
- Energy Without the Crash
- Fuel Your Life

- Improves mental endurance & mental acuity
- Improves concentration & memory retention
- Increases physical & mental energy
- Improves positive mood
- Increases the brain's resilience & attention
- Reduces mental fatigue & brain fog
- Vegan
- BSCG Approved
- Low Carbs+
- Gluten-free
- Non-GMO
- Natural Sweeteners
- Natural Colors
- Natural Flavors
- Clean Formula
- Natural Sugars
- No Added Sugars

* AXIO and AXIO Decaf contain low calories (10-15) and carbs (2g-3g).



DRAGON FRUIT
A South East Asian fruit, this unique fruit provides a refreshing and light fruit flavor, similar to a kiwi.



GREEN GRAPE
This grape flavor is both sweet and tart with a tangy edge.



SOUR CHERRY
This little fruit packs a bold and tart fruity flavor.



RED RASPBERRY
This delicate fruit provides a balanced light and tangy fruit flavor.



GRAPEFRUIT
This juicy fruit provides a vibrant citrus flavor.

Axio provides the purest form of caffeine and a higher amount of AXIO's proprietary blend (compared with AXIO Decaf) to offer a more rapid source of energy. Recommended use for morning, prior to exercise, or for those days when you need a little something to get yourself through!



We left out the added caffeine and lowered the AXIO proprietary blend in AXIO Decaf to give you long-lasting power without a high dose of caffeine. If you want energy without any added caffeine, use AXIO Decaf during your mid-afternoon lull for long-lasting power to propel you to that 5 o'clock hour—to stay sharp through a long night of work or study.



DMAE (AXIO only)

- Helps support normal brain & nervous system function
- Helps optimize memory & attention without overstimulation
- Helps promote a state of alertness without the jitters
- Helps improve learning performance, focus & mental acuity

Directions for Use

Add AXIO to a glass of water mid-morning, mid-afternoon and whenever you need a reliable boost in energy without the dreaded sugar crash.

Green Tea Extract

- Natural source of caffeine
- Provides a natural energy boost

New Zealand Pine Bark

- Helps support optimal mental performance

Suntheanine (*L-Theanine*)

- Helps promote healthier, sustained energy without overstimulation
- Helps promote a state of alertness without the jitters
- Helps improve learning performance, focus & mental acuity

Quercetin

- Known for its antioxidant function
- Helps boost cellular protection



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A wide-angle photograph of a snowy mountain landscape. In the foreground, a person is paragliding, silhouetted against the bright snow. Their paraglider has a green leading edge and a white trailing edge. The background features majestic, snow-capped mountains partially obscured by low-hanging clouds.

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