

# MARKET COMPARISON

## RDA INGREDIENTS COMPARISON

Product	VIBE® Original & Life	VIBE® Cardiac & Life	Zrii®	Xango®	Bazi®	Centrum® (tablet)	Goji® Juice	Isotonix® Max ORAC	Mona Vie®	One-A-Day® All-Day Energy <sup>(tablet)</sup>	Riovida® 4-Life®	Univera® Experia	Vemma®	Tahitian Noni® Juice
Calories	24	30	20	10	20	NA	20	6	20	NA	NA	40	35	10
Total Carbohydrate	5 g	6 g	4 g	3 g	5 g	NA	5 g	1.5 g	4 g	NA	NA	9 g	8 g	3 g
Sugar	3 g	4 g	4 g	2 g	5 g	NA	4 g	1.5 g	4 g	NA	NA	8 g	8 g	2 g
Vitamin A	3000 IU	2000 IU	NA	NA	5000 IU	3500 IU	NA	NA	NA	3500 IU	NA	NA	5000 IU	NA
Vitamin C	120 mg	120 mg	NA	NA	135 mg	60 mg	15 mg	100 mg	1.2 mg	60 mg	125 mg	NA	300 mg	NA
Vitamin D	500 IU	500 IU	NA	NA	400 IU	400 IU	NA	NA	NA	400 IU	NA	NA	1000 IU	NA
Vitamin E	30 IU	30 IU	NA	NA	60 IU	30 IU	NA	NA	NA	30 IU	NA	NA	60 IU	NA
Vitamin K	NA	NA	NA	NA	NA	25 mcg	NA	NA	NA	75 mcg	NA	NA	NA	NA
Vitamin B1	1.5 mg	1.5 mg	NA	NA	.5 mg	1.5 mg	NA	NA	NA	3 mg	NA	NA	1.5 mg	NA
Vitamin B2	1.7 mg	1.7 mg	NA	NA	.5 mg	1.7 mg	NA	NA	NA	3.4 mg	NA	NA	1.7 mg	NA
Niacin	20 mg	18 mg	NA	NA	6.25 mg	20 mg	NA	NA	NA	40 mg	NA	18 mg	20 mg	NA
Vitamin B6	2 mg	2 mg	NA	NA	.75 mg	2 mg	NA	NA	NA	4 mg	NA	4 mg	5 mg	NA
Folic Acid	400 mcg	400 mcg	NA	NA	400 mcg	400 mcg	NA	NA	NA	400 mcg	NA	400 mcg	800 mcg	NA
Vitamin B12	6 mcg	12 mcg	NA	NA	1.5 mcg	6 mcg	NA	NA	NA	12 mcg	NA	NA	15 mcg	NA
Biotin	300 mcg	300 mcg	NA	NA	300 mcg	30 mcg	NA	NA	NA	300 mcg	NA	NA	300 mcg	NA
Pantothenic Acid	10 mg	10 mg	NA	NA	2.5 mg	10 mg	NA	NA	NA	10 mg	NA	NA	10 mg	NA
Calcium	100 mg	100 mg	NA	NA	NA	162 mg	NA	NA	NA	250 mg	NA	NA	NA	NA
Iron	NA	NA	NA	NA	NA	18 mg	NA	NA	0.36 mg	9 mg	NA	NA	NA	NA
Phosphorus	NA	20 mg	NA	NA	NA	109 mg	NA	NA	NA	NA	NA	NA	NA	NA
Iodine	150 mcg	150 mcg	NA	NA	NA	150 mcg	NA	NA	NA	150 mcg	NA	NA	NA	NA
Magnesium	200 mg	155 mg	NA	NA	NA	100 mg	NA	NA	NA	40 mg	NA	30 mg	NA	NA
Zinc	4 mg	5 mg	NA	NA	NA	15 mg	NA	NA	NA	15 mg	NA	NA	NA	NA
Selenium	25 mcg	25 mcg	NA	NA	NA	20 mcg	NA	NA	NA	45 mcg	NA	NA	140 mcg	NA
Copper	.4 mg	.5 mg	NA	NA	NA	2 mg	NA	NA	NA	2 mg	NA	NA	NA	NA
Manganese	1.5 mg	1.8 mg	NA	NA	NA	2 mg	NA	NA	NA	2 mg	NA	NA	NA	NA
Chromium	120 mcg	120 mcg	NA	NA	NA	120 mcg	NA	NA	NA	100 mcg	NA	25 mcg	NA	NA
Molybdenum	NA	NA	NA	NA	NA	75 mcg	NA	NA	NA	25 mcg	NA	NA	NA	NA
Sodium	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	16 mg	NA	NA
Potassium	175 mg	175 mg	NA	NA	NA	80 mg	35 mg	125 mg	NA	99 mg	NA	33 mg	NA	NA

Ingredient amounts taken directly from product.

NA=Not Applicable

Out of respect for current research and the safety of VIBE® users, there are certain ingredients Eniva® has chosen not to include in the VIBE® formulations:

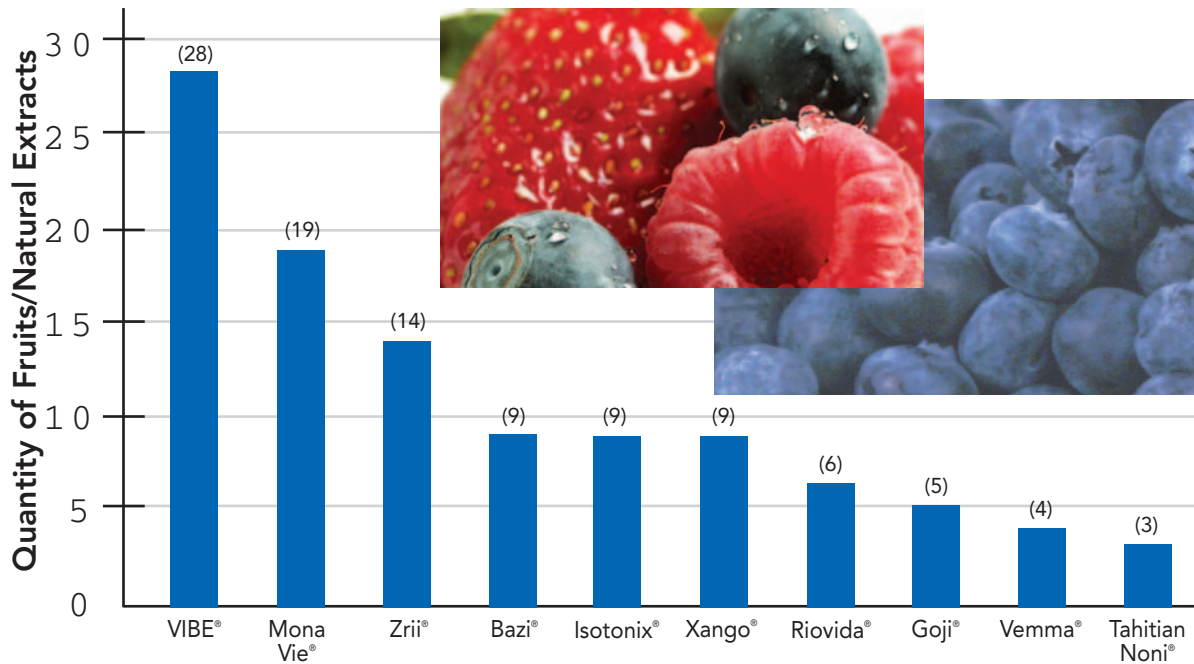
- No Vitamin K: For those on blood-thinners
- No Iron: For men and women with cardiovascular issues
- No Excessive Vitamin A: For aging women with compromised bones
- VIBE Cardiac & Life uses a decaffeinated Source of Green Tea

- No artificial flavors, colorants, dyes or sweeteners
- No Mangosteen Fruit: For concern of chronic exposure to alpha-mangostin, a xanthone that could be toxic to mitochondrial function, leading to impairment of cellular respiration and production of lactic acidosis.

Reference: Wong LP, Klemmer PJ. Severe lactic acidosis associated with juice of the mangosteen fruit, *Garcinia mangostana* Am J Kidney Dis 51:829-3, 2008.

## MARKET COMPARISON

# FRUITS & NATURAL EXTRACTS



VIBE® leads the way with Cofactor Synergy™ – VIBE® contains the leading amount of fruit and vegetable extracts from multiple sources to promote nutrient Cofactor Synergy® of products tested above. Research supports the

# ORAC RESULTS

Actual 3rd Party Laboratory Tested Data



# PRICE COMPARISON

Company	Product Size	Serving Size	Servings Per Product	Suggested Servings/Day	Customer Cost	Wholesale Cost	Cost/serving Whls.	Monthly Whls. Cost (31 days)
One-A-Day®	50 Tablets	1 Tablet	50	1	\$9.49	\$9.49	\$0.19	\$5.70
Centrum®	180 Tablets	1 Tablet	180	1	\$10.99	\$10.99	\$0.06	\$1.83
Isotonix®	3.53 oz.	.117 oz.	30	1 Capful	\$20.95	NA	NA	NA
Xango®	25.32 oz.	1 oz.	25	1-3 oz.	\$37.50	\$25.00	\$1.00	\$30.00
Tahitian Noni®	32 oz.	1 oz.	32	1 oz.	\$42.00	\$34.00	\$1.06	\$31.88
Goji®	32 oz.	1 oz.	32	2-4 oz.	\$50.00	\$34.95	\$1.09	\$32.77
Univera®	30 oz.	1 oz.	30	2	\$47.48	\$34.95	\$1.17	\$34.95
Zrii®	25 oz.	1 oz.	25	1-3 oz.	\$35.00	\$30.00	\$1.20	\$36.00
<b>VIBE®</b>	<b>32 oz.</b>	<b>1 oz.</b>	<b>32</b>	<b>1-2 oz.</b>	<b>\$49.95</b>	<b>\$39.95</b>	<b>\$1.25</b>	<b>\$37.45</b>
Bazi®	16 oz.	1 oz.	16	1-3 oz.	\$25.00	\$20.00	\$1.25	\$37.50
Mona Vie®	25.37 oz.	1 oz.	25	1	\$39.00	\$32.00	\$1.28	\$38.40
Vemma®	32 oz.	2 oz.	16	2 oz.	\$30.00	\$24.50	\$1.53	\$45.94
Riovida® (4Life)	Two 16 oz. Bottles	1 oz.	32	1+ oz.	\$64.95	\$59.95	\$1.87	\$56.20

VIBE = \$1.25 per day at wholesale cost

- Actual laboratory test results available online at [www.eniva.com](http://www.eniva.com) and [www.enivaquality.com](http://www.enivaquality.com).
- VIBE® is the only product listed which offers a minimum ORAC GUARANTEE of 100,000 units.
- VIBE® ORAC score listed above was tested using VIBE® Cardiac & Life formula.
- Eniva VIBE® is manufactured on site at the Eniva World Headquarters in Minneapolis, MN, USA.

Laboratory Test Results and Research Data on File, Eniva USA, 2008.

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