



A NEW BREED OF ENERGY

INGREDIENTS

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. Consult a qualified health care practitioner before consuming or applying any substance for medical purposes.

CALORIES: 24

The average American Calorie Intake varies on average from 2,000 - 4,000 daily. The bottom line with daily calorie intake is if you eat more calories than you expend, you will gain weight. Back in 1909 we ate mostly (57%) carbohydrates (starches) and less fat (32%). In 1985 we were eating mostly fats (43%) and less carbohydrates (46%). That trend has reversed by 1994 and we are eating more carbohydrates (51%) and less fat (33%). Today's challenge is people spend too much time sitting in front of the television and computers while continuing to eat as if they lead an active lifestyle. The result is an obese nation plagued with heart disease, diabetes, chronic fatigue syndrome and other avoidable disorders.

Calories 12 Oz Coca-Cola = 155

Calories 12 Oz Pepsi = 150

A bHIP Energy Drink can greatly assist in providing a pure source of energy with minimal calorie intake.

FIBER: 1 GRAM

Generally, a person should consume 1 gram of fiber for every 100 calories or



approximately 20 - 40 grams of fiber per day. Fiber is the indigestible carbohydrate found in plant cell walls and is either soluble or insoluble. Soluble fiber acts like a gel and insoluble fiber adds bulk to or softens stool. A healthy fiber content of the diet can be achieved by eating fruits, vegetables, beans and whole grains. Also, when eating whole grains, increase your fluid intake as insoluble fiber absorbs fluid from your intestines.

1 gram of fiber per bHIP Energy Drink is a great addition to one's daily fiber intake.

VITAMIN C (ASCORBIC ACID) 300 MG

The U.S. RDA for ascorbic acid ranges between 100–120 mg/per day for adults. Many health benefits have been attributed to ascorbic acid such as antioxidant, anti-atherogenic, anti-carcinogenic, immunomodulator and prevention of colds, etc. Stress, smoking, alcoholism, fever, and viral infections cause a rapid decline in blood levels of ascorbic acid. There is no scientific evidence to show that even very large doses of vitamin C are toxic or exert serious adverse health effects.

Higher levels of Vitamin C are needed when under environmental stress such as trauma, fever, or infection. Full saturation is reached with daily intakes of 200-500 mg per day (in 2-3 divided doses). This is a water-soluble vitamin, and anything in excess is excreted by the body.

NIACIN (NIACINAMIDE) 40 MG

The U.S. RDA for niacin is 20 milligrams per day. Niacin, a water-soluble vitamin, helps the body release energy from protein, fat, and carbohydrate during metabolism.

Special Note Regarding 'Niacin Flush:

Niacin, by nature, is a great way of reducing your cholesterol. Many over-the-counter cholesterol medications include high doses of niacin, among other ingredients. One effect that may arise from ingesting supplement niacin is what's called 'niacin flush.

Niacin causes the capillaries (small blood vessels) in your body to get wider (bigger). The capillaries are usually extremely small, and blood passes through them very slowly. The inherent problem with this is that capillaries are the main way for your body to rid itself of toxins. Your arteries, in comparison, are much larger than capillaries and can carry more blood and at a faster rate, but they do not come near the majority of your



body. Arteries are the "highways" of your body, and capillaries are more like the small town road that you exit off of the highway from in order to get to your house. Your house, in this example, would be a cell somewhere in a remote part of your body that is full of toxins. Without sufficient blood flow (oxygen and everything that comes along with it), this cell cannot rid itself of its toxins. Now, imagine your city widening the road that leads by your house -- the traffic would increase. The same is true for your capillaries. They will carry more blood - at a faster rate. The end result is that your cells now have more blood to rid themselves of toxins throughout your body as the capillaries get wider.

How does this relate to niacin flush? Niacin causes the capillaries to get bigger, and the end result is the "flush". The increase in size of your capillaries causes, in some cases, a redness on your skin in the areas that it is occurring. This is the first part of niacin flush. The second reaction of niacin flush is the tingling and occasional itch that comes along with it. This itch is actually a healthy response. The reason you are experiencing this itch is because the niacin has allowed more blood to reach your cells to remove toxins from them. As toxins are carried away and your cell becomes healthier, it is finally able to "call" your body for help. Your body responds by sending what is called a histamine to the cell. Histamines cause you to itch, but they also allow your body to send more water, blood, and nutrients to the area that called them.

In summary, niacin flush is actually a very healthy reaction from your body. You shouldn't be alarmed when you get it; actually the very opposite - it means your body is healing itself. You'll notice that after a certain dosage of niacin, eventually you will not receive the niacin flush any longer. Once you up the dosage, you may experience it again. Your doctor can recommend a good healthy dosage for you.

VITAMIN B6 (PYRIDOXINE HYDROCHLORIDE) 20 MG

The U.S. RDA varies between 1.3 mg and 2.0 mg, depending upon age and gender. Vitamin B6 is a water-soluble vitamin that exists in three major chemical forms: pyridoxine, pyridoxal, and pyridoxamine. It performs a wide variety of functions in your body and is essential for your good health. For example, vitamin B6 is needed for more than 100 enzymes involved in protein metabolism. It is also essential for red blood cell metabolism. The nervous and immune systems need vitamin B6 to function efficiently, and it is also needed for the conversion of tryptophan (an amino acid) to niacin.

Hemoglobin within red blood cells carries oxygen to tissues. Your body needs vitamin B6 to make hemoglobin. Vitamin B6 also helps increase the amount of oxygen carried by hemoglobin. A vitamin B6 deficiency can result in a form of anemia that is similar to iron deficiency anemia.

Individuals with a poor quality diet or an inadequate B6 intake for an extended period may benefit from taking a vitamin B6 supplement if they are unable to increase their dietary intake of vitamin B6. Alcoholics and older adults are more likely to have inadequate vitamin B6 intakes than other segments of the population because they may have limited variety in their diet. Alcohol also promotes the destruction and loss of vitamin B6 from the body.

FOLIC ACID 400 MCG

The U.S. RDA for folate is 400 micrograms per day. Folate is a water-soluble B vitamin that occurs naturally in food. Folic acid is the synthetic form of folate that is found in supplements and added to fortified foods. Folate helps produce and maintain new cells. This is especially important during periods of rapid cell division and growth such as infancy and pregnancy. Folate is needed to make DNA and RNA, the building blocks of cells. It also helps prevent changes to DNA that may lead to cancer. Both adults and children need folate to make normal red blood cells and prevent anemia. Folate is also essential for the metabolism of homocysteine and helps maintain normal levels of this amino acid.

VITAMIN B12 (CYANOCOBALAMIN) 120 MCG

The U.S. RDA for vitamin B-12 is 6 micrograms per day. Vitamin B12 helps maintain healthy nerve cells and red blood cells. It is also needed to help make DNA, the genetic material in all cells. Vitamin B12 is also called cobalamin because it contains the metal cobalt.

Vitamin B12 is bound to the protein in food. Hydrochloric acid in the stomach releases vitamin B12 from proteins in foods during digestion. Once released, vitamin B12 combines with a substance called intrinsic factor (IF). This complex can then be absorbed by the intestinal tract. Characteristic signs, symptoms, and health problems associated with vitamin B12 deficiency include anemia, fatigue, weakness, constipation, loss of appetite, and weight loss. Deficiency also can lead to neurological changes such as numbness and tingling in the hands and feet. Additional symptoms of vitamin B12 deficiency are difficulty in maintaining balance, depression, confusion, dementia, poor memory, and soreness of the mouth or tongue.

Vitamin B12 is required by the body to maintain healthy nerve cells and red blood cells and is also needed to make DNA, the genetic material in all cells. B12 is one of eight water soluble B vitamins all of which help the body convert carbohydrates into glucose (sugar), which is a primary energy source for the body. Vitamin B12 also works closely with vitamin B9 to regulate the formation of red blood cells and to help iron function better in the body.

SODIUM 10 MG

The US sodium RDA 2400 mg. bHIP Energy Drink has a very low level of sodium.

Americans consume far too much sodium, putting them at risk for high blood pressure, heart disease, and stroke. Sodium is used to regulate blood volume and blood pressure. Sodium aids in the transmission of nerve impulses and is used to help regulate the acid/base balance in the body. Common signs of excess sodium include high blood pressure, fluid retention, and swelling. About 11 percent of the sodium in the average U.S. diet comes from adding salt or other sodium-containing condiments to foods while cooking or eating. But the majority of the sodium — 77 percent — comes from eating prepared or processed foods that contain the mineral. So even though you may limit the amount of salt you add to food, the food itself may already be high in sodium.

A lower sodium intake has a beneficial effect on blood pressure.

If you are older than 50, are black, or have a health condition such as high blood pressure, chronic kidney disease, or diabetes, you may be more sensitive to the blood pressure raising effects of sodium. As a result, aim for a sodium intake at the low end of the range recommended for healthy adults.

AMINO ACIDS

The 20 amino acids are alanine, arginine, asparagine, aspartic acid, cysteine, glutamic acid, glutamine, glycine, histidine, isoleucine, leucine, lysine, methionine, phenylalanine, proline, serine, threonine, tryptophan, tyrosine, and valine.

Amino acids are the building blocks of protein. The sequence of amino acids in a protein and, hence, the function of that protein are determined by the genetic code in the DNA.

MALIC ACID

Malic acid is a naturally occurring compound that plays a role in the complex process of deriving adenosine triphosphate (ATP; the energy currency that runs the body) from food. Malic acid is found in a wide variety of fruits and vegetables, but the richest source is apples, which is why malic acid is sometimes referred to as "apple acid."

GUARANA

Guarana extract is derived from the seeds of a small red fruit grown on large shrubs found in the Brazilian Rain Forest.

Guarana is one of several energy producing ingredients and contains a substance known as theobromine, which is similar in chemical composition to the molecules found in chocolate. This is a natural occurring caffeine and gives a very nice, level, non-jittery energy. bHIP is a natural formula that works faster, lasts longer, and is healthier for you.

One of the main ingredients in guarana extract is a form of caffeine called guaranine. Unlike caffeine, guaranine is slow to release and doesn't give the initial quick burst of energy and then the quick let-down. Since the seed is fatty and not water-soluble, it is not quick to absorb in the body, so the energy boost will escalate over a number of hours instead of all at once. This makes the active ingredients in guarana more beneficial for the body. Guarana extract is reported to increase mental alertness, help to fight fatigue, and increase stamina and endurance. Millions of people believe it also helps to overcome fatigue, helps to fight against premature aging, and detoxifies the blood. In the United States, guarana holds a "Generally Regarded As Safe" (GRAS) status from the Food and Drug Administration (FDA). A 1998 toxicology study showed that guarana is nontoxic even at a dose of 2 grams of guarana per kilogram of body weight.

GREEN TEA LEAF EXTRACT

Rich in polyphenols, which contain potent anti-oxidant and anti-cancer properties; helps protect against cancer; lowers cholesterol levels; reduces the clotting tendency of the blood; stimulates the immune system; helps regulate blood sugar and insulin levels; combats mental and physical fatigue; helps prevent atherosclerosis; prevents an enlarged prostate; used in weight-loss programs.

GINSENG ROOT EXTRACT

Ginseng is one the best known and widely prescribed herbs in Chinese medicine as a general adaptogenic and restorative tonic for just about any problem. Approximately 29 ginsenosides, known by their scientific name "triterpenoid saponins" and also sometimes called panaxosides, have been identified in ginseng root. These ginsenosides have been demonstrated to have a powerful function as an adaptogen, invaluable in helping the body adapt to and recover from the effects of stress, disease, and fatigue. They also contain a strong anti-oxidant component that has been shown in clinical studies to aid in combating the effects of aging. Additionally, saponins are analgesic, anti-inflammatory, anti-convulsant, and a regulator of blood sugar levels, cholesterol levels, and blood pressure. Ginseng also contains several steroid compounds, including panaxtriol. The steroid components contained in ginseng are remarkably similar to anabolic steroids found naturally in the human body. While this makes ginseng root ideal for athletes and body builders looking for safe natural alternatives to anabolic steroid use, it is considered wise for pregnant women to avoid prolonged ginseng use. However, it is recommended to women for treatment of post-menopausal symptoms.

Recently it has been discovered that germanium is also a component of whole ginseng root, which has a powerful dehydrogenating effect and is considered beneficial and essential to proper bodily function, especially in organs such as the liver.

MACA ROOT EXTRACT

Maca is considered by researchers to be a true 'adaptogen'. An adaptogen is a substance which raises the non-specific resistance in an organism. Adaptogens enable the body to enhance its power of resistance and adapt to external conditions. They work with the bodies natural rhythms to help rebuild weak immune systems, re-mineralize poorly nourished bodies, and increase energy and endurance.

Some reported benefits of maca include: Increased energy and endurance; Improved sexual function in men and women; aids in alleviating depression, gives a sense of well being, reduces anxiety; has a beneficial action on the circulatory system; speeds wound healing and reduces anemia; has a beneficial action on the circulatory system; gives skin a more youthful appearance.



QUEBRACHO EXTRACT

A powerful anti-oxidant.

WHITE WILLOW BARK EXTRACT

White willow bark is used for conditions that cause pain, inflammation, or fever, such as: Acute back pain, fever, flu, joint pain, osteoarthritis, pain. People take white willow bark instead of aspirin because it does not appear to be as irritating to the stomach lining. It may be because the salicin found naturally in white willow bark is only converted to the acid form after it is absorbed by the stomach. Researchers have also suggested that white willow bark is more effective than aspirin because of other active compounds that are found in the bark but not the drug.

ACAI BERRY EXTRACT

The predominant beneficial substances in the acai berry are polyphenols, flavonoids, mostly of the anthocyanins and proanthocyanidins categories. The dark purple skin of the acai berry has many times the anthocyanin content as red wine. The acai berry has shown powerful anti-oxidant properties and also contains two essential fatty acids known as Omega 6 (Linoleic Acid) and Omega 9 (Oleic Acid). Research shows that Omega 6 helps lower LDL, which is the harmful cholesterol. Omega 9 fatty acids also assist in lowering LDL while assisting in maintaining HDL (beneficial cholesterol) levels.

VARIETY JUICE EXTRACTS / STEVIA LEAF EXTRACT

Provides a delicious berry flavor 'naturally' without the immense documented negative health effects from artificial sweeteners including Aspartame, Saccharin, Splenda, and others.

BHIP ENERGY

A new breed of 'healthy' energy delivered 'naturally' without the harmful effects of artificial caffeine, stimulants, or by-products.

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