



# ENERGYFIRST<sup>®</sup>

WORLD LEADING PROVIDER OF NUTRITIONAL SUPPLEMENTS

RETAIL MARKETING DECK

# WELCOME

## ENERGYFIRST®

IS ONE OF THE WORLD'S LEADING PROVIDERS OF QUALITY NUTRITIONAL SUPPLEMENTS AND CUTTING-EDGE HEALTH EDUCATION. ENERGYFIRST OFFERS EFFECTIVE SOLUTIONS FOR PEOPLE INTERESTED IN SMART, HEALTHY WEIGHT LOSS AND LIVING A HEALTHY LIFESTYLE.

ENERGYFIRST IS A COMPANY FOUNDED ON A PASSION FOR HELPING OTHERS ACHIEVE OPTIMAL HEALTH AND ENERGY FOR LIFE! WE EMPOWER YOU TO MAKE THESE POSITIVE LIFE CHANGES AND PROVIDE THE WORLD'S BEST PRODUCTS TO SUPPORT THOSE CHANGES.



## HISTORY

EnergyFirst has been a leader in the Nutrition and Supplement industry since 1997. Ranked by Inc. Magazine as one of America's fastest growing private companies, EnergyFirst is known for offering the world's best tasting, highest quality, all natural meal replacement protein shakes.

Concerned by the empty claims in the marketplace for health and wellness products, nutritionist, executive, educator, athlete and CEO, Gerry Morton committed to providing consumers with honest, effective options for optimal nutrition, weight loss and a healthy lifestyle. EnergyFirst proudly provides 100% all natural, energizing nutritional supplements that are backed by scientific integrity and in harmony with optimal health and well-being.

EnergyFirst offers some of the healthiest, best, highest-quality products in the marketplace. Our customers make significant positive health changes and sustain those changes into the future.

## PHILOSOPHY

EnergyFirst's mission is to help people live a healthier and more vibrant life through good nutrition and education about what our bodies need to thrive.

The EnergyFirst Program is the cornerstone of our high-energy lifestyle philosophy. The program outlines a complete lifestyle approach with an emphasis not just on losing weight, but on getting lean, increasing energy, and attaining optimal health and wellness for life. The program is based on cutting-edge research from pre-eminent anti-aging and sports nutrition specialists and scientific research foundations.

We change lives. We create energy, success, and ultimate well-being through our Program and paradigm for healthy living.

## PRODUCTS

All of our products are made with the highest quality, all natural and organic ingredients. The advantages of our ProEnergy whey protein powder, Greenergy green superfood, Prefuel athletic performance blend, Omega 3's and supplements are multiplied when used in combination, leading you to improved health, immunity, and weight loss.

Core to our Program is the EnergyFirst Shake, made with grass fed, rBGH free, naturally sweetened, undenatured whey protein isolate.

All EnergyFirst products are proudly made in the USA, and all ingredients are USA sourced as well for maximum quality, efficacy, and accountability.

## Enjoy life, enjoy good health and enjoy EnergyFirst!



# PROENERGY<sup>®</sup>

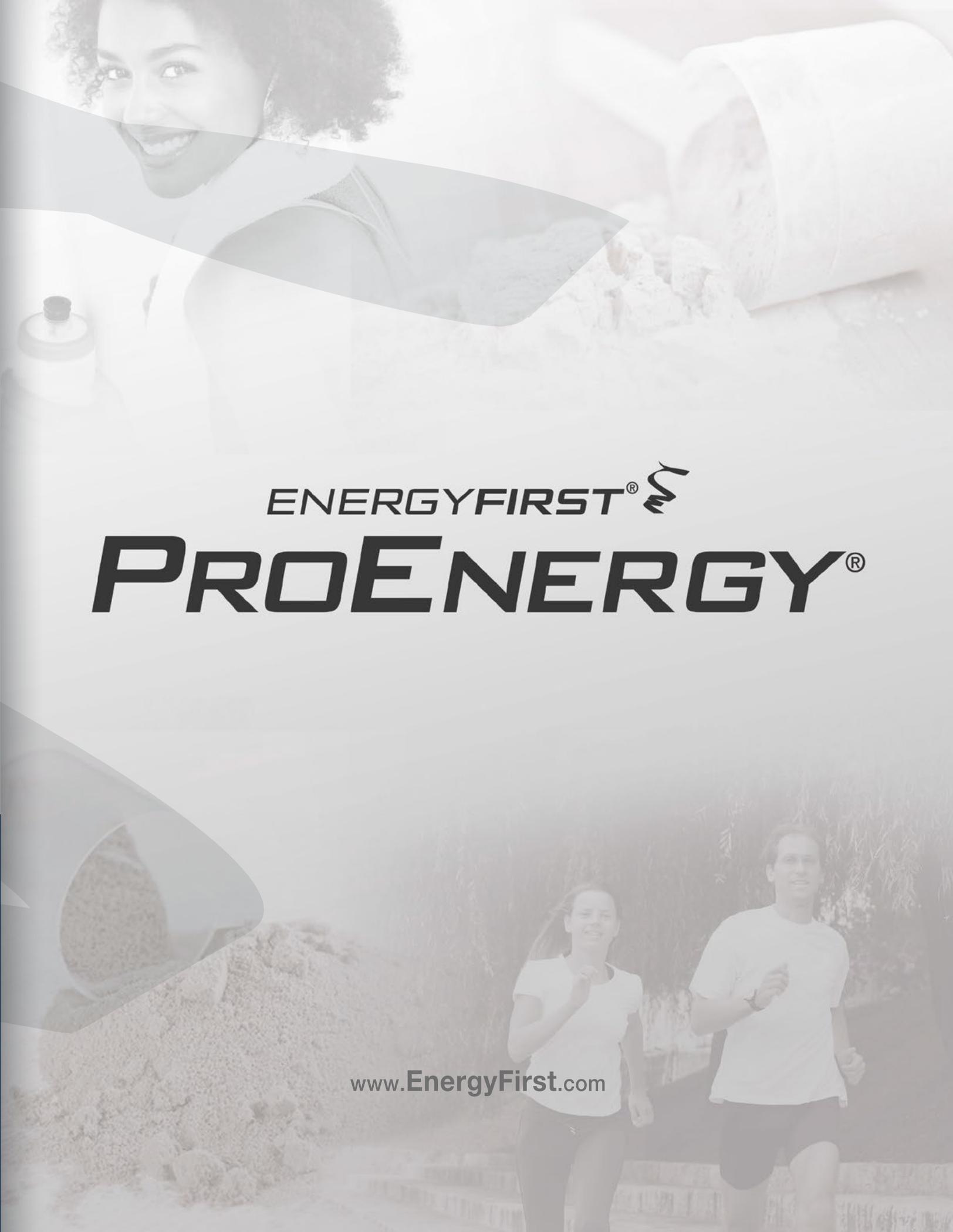


ALL NATURAL

ULTRA LOW GLYCEMIC

GREAT TASTE

GET OPTIMAL RESULTS WITH PROENERGY WHEY PROTEIN ISOLATE



**ENERGYFIRST®** 

**PROENERGY®**

[www.EnergyFirst.com](http://www.EnergyFirst.com)



# ENERGYFIRST® **ProEnergy**®

**100% Natural Whey Protein Isolate**

- IBGH FREE
- LOW GLYCEMIC
- MADE WITH STEVIA
- FAT FREE
- GLUTEN FREE

**MADE WITH  
100% NATURAL  
INGREDIENTS**

**GET LEAN • STAY IN SHAPE • LOSE WEIGHT  
BURN FAT • BOOST IMMUNITY • STAY FOCUSED  
FEEL ENERGIZED**

## **THE WORLD'S BEST PROTEIN SHAKES**

**SCOOP PER SCOOP, NO OTHER LEADING WHEY PROTEIN ISOLATE  
CAN PROVIDE THE SAME ALL NATURAL AND NUTRITIONAL  
BENEFITS AS PROENERGY®!**



## **VANILLA ONE SCOOP (25G)**

**TOTAL FAT 0G / TOTAL CARBOHYDRATES 2G /  
SUGARS 1G / PROTEIN 20G**

## **CHOCOLATE ONE SCOOP (25G)**

**TOTAL FAT 0G / TOTAL CARBOHYDRATES 2G /  
SUGARS 1G / PROTEIN 20G**

## **STRAWBERRY ONE SCOOP (25G)**

**TOTAL FAT 0G / TOTAL CARBOHYDRATES 2G /  
SUGARS 0G / PROTEIN 20G**

## **UNFLAVORED ONE SCOOP (23G)**

**TOTAL FAT 0G / TOTAL CARBOHYDRATES 0G /  
SUGARS 0G / PROTEIN 20G**

\* Core to our Program is the EnergyFirst Shake, the worlds best tasting, highest quality, all natural meal replacement protein shake.



# **NOTHING BEATS WHEY PROTEIN**

**FEEL PURE ENERGY ALL DAY LONG WITH ENERGYFIRST®  
PROENERGY® WHEY PROTEIN ISOLATE.**

This is 100% pure, pharmaceutical-grade whey protein. We use the most advanced processing techniques available. ProEnergy whey protein isolate retains whey's most fragile immune-boosting nutrients, including easily-absorbable amino acids and potent antioxidants.

### ***How ProEnergy Whey Protein Isolate will optimize your workout:***

- » Gives you a natural source of energy
- » Helps you achieve the body weight and composition you desire
- » Builds power, strength, and endurance
- » Refuels and triggers muscle recovery
- » Preserves lean body mass by delivering bioavailable, easily-absorbable amino acids to your muscles.

\* Consuming ProEnergy whey protein isolate after exercise (when muscles are most responsive) helps repair, build, and maintain muscle.

## WHY ISOLATE?

Isolates are the purest and most concentrated, nutritionally superior sources of protein available. Virtually all fat, cholesterol, and sugar (lactose) is removed. Other lower-grade whey proteins (such as concentrates, peptides, or hydrolysates) are lower quality, less-concentrated whey proteins that still contain lactose (which can make a product useless for lactose intolerant ones, cause gastrointestinal upset or cause allergic responses).

### *The Benefits of ProEnergy® Whey Protein Isolate:*

You can easily pack more high-quality protein into your diet. Whey protein can help increase satiety. When compared with carbohydrates and fat, protein is more effective at increasing the feeling of fullness after a meal. You will feel fuller with less calories, crave less food, curb snacking, and avoid overeating.

Whey enhances the immune system because of its various compounds, such as lactoferrin, immunoglobulins, alpha-lactalbumin, and beta-lactoglobulin.

*This is the highest quality and most effective protein product that you will find anywhere!*

## HERE'S THE SCOOP!

**NOT ALL WHEY IS CREATED EQUAL. PROENERGY WHEY PROTEIN ISOLATE INGREDIENTS ARE:**

- » All natural
- » 100% non-GMO
- » Gluten free
- » Fat-free
- » Cholesterol-free
- » Ultra low glycemic with less than 1g of sugars per serving
- » NO artificial color, flavor or sweetener
- » Sourced from grass-fed cows not treated with hormones or antibiotics
- » Non-denatured, processed using cross-flow microfiltration (the most advanced processing technique available)



# ENERGYFIRST PROENERGY® VS. THE COMPETITION

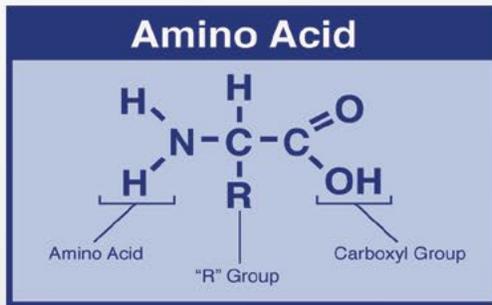
## MOST WHEY PROTEIN POWDERS ON THE MARKET ARE:

- » **Poorly manufactured** using less-expensive ion-exchange processing that denatures proteins, thus rendering them ineffective. Denatured proteins are destroyed - their structure is broken down, they lose their peptide bonds, they are stripped of important nutrients, and their effectiveness is lost. The heat and chemicals from these cheap manufacturing methods also causes protein to lose its beneficial subcomponents, such as the immunity-boosting lactoferrin.
- » **Artificially-sweetened** with toxic sweeteners (such as aspartame, acesulfame-K, and sucralose) that are linked with migraines, fatigue, and immune suppression. They also contain cheap fillers and hidden sweeteners such as glycerin and sugar alcohols that spike blood sugar levels.
- » **Not from grass-fed cows** free of rBGH and other damaging hormones, contaminants, and additives.

BRAND	Serving size	Total Servings	Fat (g)	Protein (g)	Cholesterol (mg)	Artificial Sweeteners?	Artificial Flavors	Undenatured Whey Isolate	Type of Protein	Sugar (g)	Price	Price/Serving	rBGH Free?	Grass Fed?
EnergyFirst® ProEnergy®	1 scoop = 25g ✓	36 ✓	0g ✓	20g ✓	0g ✓	NO! ✓	NO! ✓	YES! ✓	The Highest Quality Undenatured, cold processed whey Protein Isolate	0-1 ✓	\$45.99 ✓	\$1.27 ✓	YES! ✓	YES! ✓
Advocare	1 pouch = 50g	14	3g	24g	40mg	YES	YES	NO	Whey Concentrate	12g	\$39.95	\$2.85	NO	NO
Beach Body Whey Protein	1 scoop = 28.5g	30	2g	18g	35mg	YES	YES	NO	Whey Concentrate	3g	\$39.95	\$1.33	NO	NO
Body by Vi?Visalus/ Vi-Shape	2 scoops	30	1g	12g	15mg	YES	YES	NO	Soy Isolate, Hydrolysate, Whey Concentrate	1g	\$45.00	\$1.50	NO	NO
GNC Pro Performance	1 scoop = 29g	31	1g	20g	40mg	NO	YES	NO	Whey Concentrate, Hydrolysate, Whey Isolate	2g	\$39.99	\$1.29	NO	NO
GNC Pro Performance Whey Isolate 28	1 scoop = 36g	25	.5g	28g	5mg	YES	YES	NO-ion Exchange	Whey Protein Isolate	2g	\$47.99	\$1.92	NO	NO
Jay Robb	1 scoop = 30g	23	0g	25g	0g	NO	NO	YES	Whey Protein Isolate	0g	\$43.76	\$1.90	YES	YES

## Check out ProEnergy's impressive amino acid profile:

Whey proteins are easily digested, contain all the essential amino acids, and are nutritionally superior. ProEnergy provides all essential and branched chain amino acids, plus all other naturally occurring amino acids.



## ALL Branched Chain Amino Acids

Whey protein is the most concentrated source of BCAA's. BCAA requirements increase during exercise because exercise promotes their oxidation. The three BCAAs are leucine, isoleucine, and valine. Research shows that BCAA's help improve exercise performance. They are crucial for muscle recovery. They reduce muscle breakdown and decrease exercise-induced muscle damage (which can lead to soreness).

Leucine helps with blood sugar control as it promotes insulin secretion. Isoleucine plays a role in providing energy for muscles, thus keeping energy levels stable. Valine also plays a vital role in growth and repair of muscle tissue.

## ALL Essential Amino Acids

ProEnergy is complete with a full spectrum of the essential amino acids: histidine, isoleucine, leucine, lysine, methionine, phenylalanine, threonine, tryptophan, and valine. These are the building blocks for muscles. Each individual amino acid is involved in unique roles, including muscle tissue repair, appetite suppression, growth hormone release, maintaining protein balance, proper function of adrenal and thyroid glands. Some are used for antibody, hormone, or enzyme production, others help maintain nitrogen balance and help metabolize fats into energy.

Two sulfur-containing amino acids, cysteine and methionine, are highly concentrated in whey protein. Cysteine enhance immune function, aid protein synthesis, and stimulate antioxidant activity. Methionine is a precursor to cysteine and also has antioxidant properties.

ProEnergy also contains "nonessential" amino acid. Alanine serves as an energy source for muscles. Arginine is involved in wound healing, waste removal in kidneys, immune and vascular function. Aspartic acid affects every cell in the body. It is involved in nervous system function and hormone production. Glutamic acid is important for brain function, immune support, and for detoxifying ammonia. Glycine, the simplest of all amino acids, works with glutamine to protect brain function. Proline plays an important role in protein synthesis, metabolism, wound healing, antioxidation, and immunity. Serine plays a vital role in the development and function of the central nervous system.

**ProEnergy**<sup>®</sup>  
100% Natural Whey Protein Isolate

- » Get Lean, Lose Weight, Stay in Shape!
- » An excellent source of protein for all ages!
- » Get the most out of your workout!



If for any reason you are dissatisfied with your purchase, simply return the unused portion for a full refund.



**ENERGYFIRST<sup>®</sup>**

# GREENERGY™



NON GMO

100% NATURAL

VEGAN

WORLD'S MOST EFFECTIVE GREEN SUPERFOOD POWDER



ENERGY **FIRST**<sup>®</sup>

**GREENENERGY**<sup>™</sup>

FEEL THE DIFFERENCE<sup>®</sup>

[www.EnergyFirst.com](http://www.EnergyFirst.com)



ENERGYFIRST  
**GREENENERGY**  
 FEEL THE DIFFERENCE™

**GO GREEN**

# WORLD'S MOST EFFECTIVE GREEN SUPERFOOD POWDER

ORGANIC  
 INGREDIENTS

SUGAR  
 FREE

NON  
 GMO

GLUTEN  
 FREE

VEGAN

NO  
 SOY



When it comes to the most powerful nutrients on the planet nothing beats greens. If you are looking to boost your energy and immunity, naturally, **Greenenergy®** is the product for you! One scoop of Greenenergy provides you with the equivalency of 5-7 servings of antioxidant rich nutrient packed vegetables which blast your bloodstream with vitamins and minerals to increase vitality, energy and strength.

Professional athletes, trainers, doctors and nutritionists all agree...Greenenergy is the best product on the market...for them and their clients.

One of the best selling products consistently year after year, **ENERGYFIRST®** stands by **Greenenergy®** and all of their products with a **100% Satisfaction Guarantee!**

**GREENENERGY**  
 FEEL THE DIFFERENCE®

**is the finest  
 green superfood  
 available  
 anywhere!**



GO GREEN

## SUGGESTED USE OF GREENERGY®

- ✓ Mix One tablespoon of Greenergy® powder in 8 oz. of cold water
- ✓ Mix one scoop of Greenergy® with 1 scoop of any flavor ProEnergy® protein powder in 16-24 oz. of cold water
- ✓ Drink every morning to start your day and increase your energy
- ✓ Add 3 scoops of Greenergy® to cold pure water in a 2-liter water bottle and drink all day long

*When Greenergy® is mixed in cold water, the taste is innocuous and refreshing. You won't believe how energized you feel! And, without added caffeine!*



## GET OPTIMAL HEALTH WITH GREENERGY® TODAY!

Greenergy® is for those who:

- ✓ Wish to meet their daily requirements of fruits and vegetables
- ✓ Want to fuel their body with healthy, natural energy to get through the day without feeling sluggish or worn out
- ✓ Seek maximum digestive support and immune strength

Greenergy® contains potent antioxidants essential for:

- ✓ Increasing energy
- ✓ Metabolizing fat
- ✓ Optimizing your health and well being

On the go..  
**ENERGIZE** with  
**GREENERGY**  
Travel Packets!

# WHAT'S INSIDE...

**Greenergy®** is the world's most effective green superfood powder, carefully crafted with natural, organic ingredients to noticeably boost energy and immunity. A single scoop of nutrient-dense Greenergy packs the potency of 5-7 servings of disease-fighting, antioxidant-rich vegetables. This blend contains a base of carefully selected, high-quality organic superfoods that are cold processed to retain vital nutrients, phytonutrients, and enzymes. Greenergy is not only a blend of green vegetables but also a variety of grasses (barley grass, alfalfa), sea vegetables, and algae (spirulina, chlorella).

Designed to promote healthy digestion, Greenergy is complete with digestive enzymes and 200 billion CFU of probiotic support. It is a wholesome product that is triple-tested for any impurities and is GMO, sugar, gluten, soy, and fat free. This plant-based product is completely vegan.

When looking for a quality green drink, many get bogged down when reading the ingredients list and wonder what their purposes are and if they are all necessary. Here is a breakdown of each ingredient and why we chose it. Our green drink recipe is based on the principles of quality, variety, and potency to pack the most nutrition per serving - exactly what to look for in a green drink product.



# PROPRIETARY GREENS & HERBAL BLEND

## Land & Sea Greens for Broad-Spectrum Antioxidant Protection

✓ The rich nutrient and phytonutrient profile of various fruits and vegetables, such as apples, broccoli, kale, and spinach are included. The same mechanisms within apples that protect them from UV radiation are the antioxidants that fight free radicals in the body. Organic apples are also a great source of fiber to slow down carbohydrate digestion, preventing sugar from burdening the bloodstream.

✓ Acai is a fruit native to tropical regions of Central and South America. It is superior to cranberries, raspberries, blackberries, strawberries, and blueberries when it comes to antioxidant concentration. Rich in anthocyanins, this fruit is able to mop up excessive free radicals floating around cells, thus preventing cancer and inflammation.



✓ Another green powerhouse is **spinach**. Aside from its rich iron content to support oxygen supply throughout the body, spinach fights excessive inflammation and slows down cancer cell division with antioxidant nutrients such as **vitamin A, vitamin C, vitamin E and manganese**. It is also one of the richest vegetables in **vitamin K**, which is important for bone health. The phytonutrients lutein and zeaxanthin in spinach help improve vision and eye health. Emerging research is shining more light on glycolipids found in spinach molecules that can protect lining of the digestive tract from damage.

✓ Two cruciferous vegetables and true superfoods, **broccoli and kale**, are introduced into our Greenery recipe for their anticancer isothiocyanates and sulforaphane. These naturally-occurring chemicals reduce markers of inflammation and detoxify carcinogens before they can damage cells. Amongst cruciferous vegetables, broccoli is a concentrated source of vitamin C and kale of vitamin A. A great source of eye-protecting lutein and zeaxanthin, kale helps prevent cataracts and macular degeneration. Isothiocyanates in kale strengthen a 2-step detoxification process that occurs naturally in the body.



✓ **Pea** protein isolate makes this green drink mix complete with a great source of plant-based allergen-free protein high in branched chain amino acids glutamine, lysine, and arginine. It is easily digestible and aids muscle building, sports performance, and muscle recovery.

✓ This blend includes the high potency of sea algae, including spirulina and chlorella. Spirulina is so concentrated in nutrition that NASA and the ESA both recommended it as primary foods for longterm space missions. This blue-green algae is rich in chlorophyll and made up of 62% protein. Rich in vitamins (vitamin E, vitamin B complex, beta-carotene), minerals (zinc, copper, iron, selenium, manganese), and essential fatty acids (omega 3 and omega 6), this algae is an immune booster that increases the production of antibodies. It has antifungal, antibacterial, and anticancer properties. Spirulina works synergistically with other ingredients in the Greenery blend, such as boosting the growth of *L. acidophilus* to promote healthy digestion and gut immunity.

✓ **Chlorella** is a unicellular green alga rich in protein. Containing 60% protein, chlorella is a complete vegetable protein, including branched chain amino acids known to boost endurance performance and aerobic capacity. As its name suggests, it is a rich source of chlorophyll and antioxidants. It has been shown to help maintain normal blood pressure, keep cholesterol in check, boost immunity, and flush out toxins.

✓ The **green coffee bean** extract used in this blend contains 50% of its main ingredient - chlorogenic acid. One study presented at the National Meeting & Exposition of the American Chemical Society found that daily consumption of less than an ounce of green coffee beans contributed to noticeable weight loss. It also helps reduce blood pressure, slow down memory loss, and boost the immune system's ability to fight bacteria and viruses.



✓ Greenergy's herbal blend includes **alfalfa leaf**. The leaf is made up of 2-3% saponins, which can reduce blood cholesterol by preventing its reabsorption. The leaf part is also rich in flavones, isoflavones, vitamins, minerals, and plant sterols.

✓ **Barley grass** gives Greenergy a unique fiber source - beta-glucans. This unique type of soluble fiber slows the rate of food movement through the gastrointestinal tract, which contributes to stable blood sugar and insulin levels. Beta-glucans also help lower cholesterol and blood pressure. The disease-fighting properties of barley grass come from its lignans, an anticancer phytochemical.

✓ **Aloe vera's** antioxidant power comes from its beta-carotene, vitamin C, and vitamin E content. It provides extra nutrition from vitamin B12, folic acid, choline, and most essential macro and microminerals. Eight enzymes found inside aloe vera help reduce excessive skin inflammation and aid metabolism and digestion. Its anti-allergic properties come from a glycoprotein called acemannan. Aloe vera has a dozen anthraquinones, substances that can inactivate viruses as well as improve digestion at the intestinal level. The anti-aging effect of aloe vera comes from mucopolysaccharides that help bind moisture to skin, make it more elastic, more soft, less wrinkled, and more radiant.



## Herbs for Immunity

✓ **Maca root powder** comes from a cruciferous plant from the Andes mountains used to enhance energy, athletic performance, memory, and as botanical therapy for sexual dysfunction. Maca root boosts the vitamin and mineral content of Greenergy and is a good source of slow-digesting carbohydrates.

✓ The potent immune boosting properties of milk thistle, an herb native to Mediterranean regions, come from a flavonoid known as **silymarin**. This strong antioxidant protects the liver by preventing buildup of toxins. Cancer cell division and reproduction is suppressed, cancer cell life spans are shortened, and blood supply to tumors is interrupted by silymarin.

**Amla extract**, also known as **Indian gooseberry**, is one of the most effective herbs available for inflammatory diseases and to prevent oxidation of fats (the first sign of atherosclerosis development). Studies point to amla extract's ability to mimic the activity of statin drugs by interrupting the activity of an enzyme involved in cholesterol production.

**Acerola cherry, rosehip, and ascorbic acid** are excellent, bioavailable sources of the antioxidant vitamin C. The synergistic effect of various nutrients and antioxidants in rose hip enhances superoxide dismutase activity, one of the body's most powerful antioxidant enzymes and an internal defense system against serious cell damage.

## ***PROPRIETARY DIGESTIVE AND IMMUNITY BLEND***

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### **Fibers for Gastrointestinal Health**

✓ Greenery is a great source of just enough fiber from organic apples, pectin, guar gum, and inulin to promote regularity, prevent constipation, and lower cholesterol. The fiber content offers glucose absorption control, appetite control, and intestinal health.

### **Digestion and Immunity**

✓ **Echinacea purpurea** is one of the most preferred species of Echinacea for boosting immunity. The extract used in this blend comes from the ground portion of the echinacea plant. Research suggests the roots are the most immunologically active parts of the plant. Echinacea purpurea is rich in polysaccharides and alkylamides that strengthen the immune system and reduce pain and other symptoms associated with inflammation.

✓ Digestive enzymes are crucial for extracting the benefits from all the superfoods packed in Greenery or from a meal. The added digestion and absorption support from digestive enzymes boosts the impact of all other ingredients within Greenery. This specific blend of a variety of digestive enzymes is optimal for working efficiently in a variety of different pH ranges, thus making it more effective.

✓ Papain is an enzyme from papaya that breaks down proteins. It is used for pain and swelling related to inflammation, diarrhea, psoriasis, and for treatment of tumors. Bromelain is an enzyme from pineapple juice or stems that also reduces inflammation, helps burn fat, slows blood clotting, and can interfere with tumor cell growth. Fungal protease and amylase, enzymes for proteins and carbohydrates respectively, help speed up the breakdown of food.

### **Probiotics**

✓ Probiotics are the "friendly" gut bacteria that help keep the gut healthy. Lactobacillus acidophilus is added to Greenery to keep cholesterol in check, promote healthy digestion, and to maintain a healthy balance of gut bacteria. An effective concentration of 200 billion CFU of L. acidophilus inhibits growth of unwanted bacteria and prevents gastrointestinal discomfort and diarrhea.

## ***PROPRIETARY DIGESTIVE AND IMMUNITY BLEND***

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### **Tea Time**

✓ Our green tea extract is a concentrated source of epigallocatechin gallate (EGCG) - the most abundant and powerful antioxidant in green tea for cancer prevention. EGCG also works synergistically with ginseng compounds to prevent growth of colon cancer cells. EGCG is just one of the many catechins found in green tea that boost energy and metabolism, help with weight and body fat loss, stabilize blood sugar, slow down aging, and protect DNA from UV damage and oxidation.

- ✔ **Matcha** green tea stands out among other green teas for its unique concentration of epigallocatechin gallate (EGCG) - about 137 times greater than the conventional green tea. Matcha antioxidants protect against liver damage from chemicals, infections, glucose, triglycerides, and cholesterol. Matcha offers natural energy without spiking insulin levels and leaving no jittery after-effect.



## Raw Natural Energy

- ✔ What makes siberian ginseng root stand out from its cousin, Panax ginseng, is its ability to fight stress and fatigue and restore energy. The active ingredient, eleutherosides, is taken from the root of this plant. Studies show it can boost the number of T-cells in healthy individuals to strengthen the immune system. Siberian ginseng stimulates the adrenal glands and enhances the body's ability to handle physical stress (physical labor, motion sickness, working with speed), improve mental alertness and to resist disease. Research shows its energy-boosting powers have been shown to be useful and effective for those with a burdensome work schedule.

- ✔ **Grape seed** extract (GSE) helps stop cognitive decline in its tracks with its main ingredient - proanthocyanidins. Highly concentrated in the antioxidant vitamin E, it helps prevent cardiovascular disease, cancer, and diabetes. GSE is recognized as an anti-obesity agent that helps clean up the deleterious effects of a high-fat diet, including the accumulation of fat in cells, excessive oxidation and free radical damage, and inflammation.



- ✔ **Rhodiola rosea**, also known as “golden root”, is a “tonic” herb generally used for fighting physical and mental fatigue. Its main ingredient, rosavins, also gives it antidepressant properties. A study published in the International Journal of Sports Nutrition and Exercise Metabolism found that a single dose of rhodiola rosea can improve endurance in exercise. It also boosts complex functions of the brain involving memory, concentration, perception, cognition, and calculation.

## The Golden Spice of Life

- ✔ It's more than just a spice - it's nature's medicine. **Turmeric's** overwhelming list of benefits begin with the pigment that deserves all the merit - curcumin, rightly nicknamed “cure”-cumin. This pigment does more than just give turmeric its vibrant yellow color. It plays many roles - antioxidant, anti-cancer, antibacterial, antiviral, antifungal, and anti-inflammatory.



- ✔ **Curcumin's** anti-inflammatory properties help conditions such as inflammatory bowel disease, pancreatitis, arthritis, and even acne. Curcumin kills numerous types of cancer cells at the mitochondrial level while protecting the mitochondria of healthy cells. It even protects the brain from depression and degenerative diseases.

## The “Universal Antioxidant”

- Alpha lipoic acid is one hardworking vitaminlike antioxidant. Not only is this immune booster significantly more potent than vitamins C and E, but it also recycles these antioxidants and many more. It penetrates everything from nervous system tissue to heart tissue because it is both fat and water soluble. Alpha lipoic acid complements the activity of B vitamins in extracting energy from proteins, carbohydrates, and fats of ingested food. It’s a memory booster, a cancer preventer, and a detoxifier (especially after exposure to poisons, heavy metals, and toxic industrial chemicals).

<b>Supplement Facts:</b>		
<i>Serving Size 1 Scoop (9g)</i>		
<i>Servings Per Container: 33</i>		
	<i>Amount Per Serving</i>	<i>% Daily Value*</i>
<i>Calories</i>	<b>30</b>	
<i>Total carbohydrates</i>	<b>7 g</b>	<b>2%</b>
<i>Dietary fiber</i>	<b>2 g</b>	<b>8%</b>
<i>Sugars</i>	<b>0 g</b>	<b>†</b>
<i>Protein</i>	<b>0 g</b>	<b>†</b>
<i>Vitamin A (as Beta-carotene)</i>	<b>2000 IU</b>	<b>40%</b>
<i>Vitamin C (as Acerola Cherry Extract and Ascorbic Acid)</i>	<b>30 mg</b>	<b>50%</b>
<i>Iron</i>	<b>0.85 mg</b>	<b>4%</b>
<i>Vitamin E (as alpha-tocopherol acetate)</i>	<b>30 IU</b>	<b>100%</b>
<i>Sodium</i>	<b>10 mg</b>	<b>0%</b>
<i>Potassium</i>	<b>20 mg</b>	<b>1%</b>
* Percent Daily Values are based on a 2000 calorie diet.		
† Daily value not established		

### **Ingredients:**

#### **Proprietary Greens & Herbal Blend 2.83 g**

*Organic Spirulina, Spirulina, Chlorella, Organic apple powder, Pea protein isolate, Alfalfa leaf powder, Organic spinach, Barley Grass, Spinach, Green coffee bean (50% chlorogenic acid), Organic kale powder, Monocalcium phosphate, Alpha Tocopherol Acetate (Vitamin E source), Organic maca root powder, Milk thistle extract (80%), Acai powder extract (4:1), Amla extract, Ascorbic acid (Vitamin C source), Aloe vera, Beta-carotene, Acerola cherry (Vitamin C source), Rose hip, Organic broccoli powder*

#### **Proprietary Digestive & Immunity Blend 1.38 g**

*Organic Inulin, Inulin, Guar gum, Pectin, Echinacea purpurea, Lactobacillus acidophilus (200 billion CFU), Papain, Fungal protease, Fungal amylase, Bromelain*

#### **Proprietary Energy Blend 376 mg**

*Matcha green tea extract, Siberian ginseng root (Eleutherococcus Senticosus), Alpha lipoic acid, Grape seed extract (standardized to 95% proanthocyanidins), Rhodiola rosea extract (standardized to 4% total rosavins), Turmeric (standardized to 95% curcuminoids), Green tea extract (50% EGCG)*

# PERMALEAN®

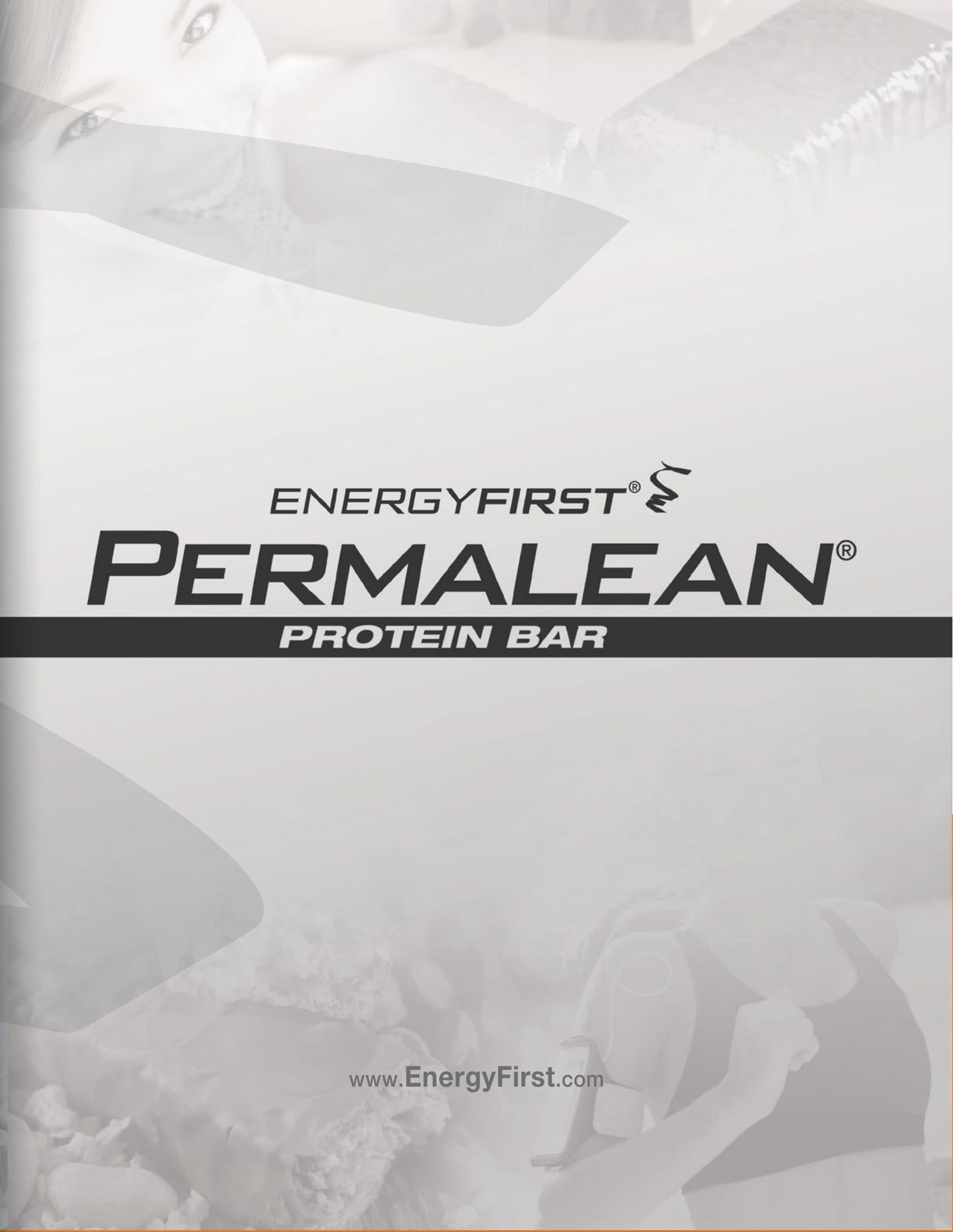


GLUTEN FREE

23 GRAMS PROTEIN

100% NATURAL

HIGHEST-QUALITY ALL NATURAL PROTEIN BARS



ENERGYFIRST® 

# PERMALEAN®

PROTEIN BAR

[www.EnergyFirst.com](http://www.EnergyFirst.com)

# ENERGYFIRST® PERMALEAN® PROTEIN BAR

**Chocoholic Cookie Dough  
Stark Raving Peanutz**

100%  
NATURAL

GLUTEN  
FREE

NO  
MALTITOL

LOW  
SUGAR

GREAT  
TASTE

ENERGYFIRST®  
**PERMALEAN®**  
PROTEIN BAR

**Stark Raving Peanutz**

100%  
NATURAL  
GLUTEN  
FREE  
NO  
MALTITOL  
LOW  
SUGAR  
GREAT  
TASTE

NET WT. 2.1oz (60g)

23g  
protein

ENERGYFIRST®  
**PERMALEAN®**  
PROTEIN BAR

**Chocoholic Cookie Dough**

100%  
NATURAL  
GLUTEN  
FREE  
NO  
MALTITOL  
LOW  
SUGAR  
GREAT  
TASTE

NET WT. 2.1oz (60g)

23g  
protein

**MADE WITH  
100% NATURAL  
INGREDIENTS**

THE BEST TASTING,  
HIGHEST-QUALITY, HEALTHIEST,  
ALL NATURAL PROTEIN BARS  
ON THE MARKET... **BAR NONE!**

Permalean® Protein Bars are designed to help build a leaner body, burn extra fat, and provide nutrition without polluting your diet with empty calories. These high-protein, low-carb energy bars are crafted according to our strictest standards for optimal health and nutrition.

Packed with

**23**  
grams  
of High-Quality  
Protein

**THE PERFECT, PURE AND POWERFUL  
PROTEIN BAR THAT WILL:**



- KEEP YOU GOING ALL DAY LONG



- KEEP YOUR WEIGHT ON TRACK



- KEEP YOUR HUNGER CONTROLLED  
BETWEEN MEALS



- KEEP YOU MENTALLY SHARP WHETHER  
AT WORK OR WORKING OUT

#HEALTHYHABIT





**FINALLY... A PROTEIN BAR THAT  
TASTES AS GOOD AS  
A CANDY BAR!... BUT WHAT A  
PROTEIN BAR IS SUPPOSED TO BE!**

A protein bar should improve your diet...not overwhelm it with more sugar, sweeteners, cheap fillers and synthetic ingredients. Many protein bars on the market have sugar as the dominant ingredient, **EnergyFirst Permalean Protein Bars** have less than 5 grams of sugar!



The high-quality protein blend in **EnergyFirst Permalean Protein Bars** includes milk protein isolate and whey protein isolate, both of which are concentrated sources of protein with virtually no fat, carbohydrates, or lactose (milk sugars). The impressively high amino acid composition stimulates muscle growth, making it ideal for gaining and maintaining lean muscle mass. The amino acids in whey protein isolate are rapidly absorbed, making them suitable for a post-workout replenishing snack.

**WHEY PROTEIN IS ALSO ASSOCIATED WITH OTHER HEALTH BENEFITS INCLUDING:**

- Weight loss
- Anti-cancer
- Lowering blood triglycerides and cholesterol
- Lowering blood pressure
- Improving insulin levels

**PERMALEAN® PROTEIN BARS**

- Have clean carbs which come from 10 grams of fiber per serving
  - Give you sustained energy
  - Fill you up and keep insulin and blood sugar levels from spiking
  - Ideal for those who want to lose body fat and build muscle
  - Just the right amount of fat to slow down the release of carbohydrates into the bloodstream
- 

# NO QUESTION... PERMALEAN® PROTEIN BARS KEEP YOU SATISFIED!



## ENERGYFIRST® PERMALEAN® PROTEIN BAR Chocoholic Cookie Dough

**Ingredients:** Protein Blend (Milk Protein Isolate, Whey Protein Isolate), Isomalto-oligosaccharides (Prebiotic Fiber), Chocolate Flavored Coating (Sugar, Palm Kernel Oil, Cocoa Powder, Soy Lecithin [Emulsifier], Vanilla), Chocolate Chips (Organic Cane Sugar, Organic Cocoa Liquor, Organic Cocoa Butter, Organic Vanilla, Sunflower Lecithin), Sunflower Seed Butter, Palm Kernel Oil, Soy Lecithin (Emulsifier), Natural Flavors, Peanut Butter (Peanuts, Salt, Palm Oil), Stevia.

**Allergen Information:** Contains Peanuts, Milk And Soy. Produced On Equipment That Also Processes Wheat, Tree Nuts And Egg.

### Nutrition Facts

Serving Size 1 bar (60g)  
Servings Per Container: 12

Amount per Serving		
Calories 230		
Calories from Fat 70		
		% Daily Value*
Total Fat	8g	12%
Saturated Fat	5g	25%
Trans Fat	0g	
Cholesterol	10mg	3%
Sodium	130mg	5%
Total Carbohydrate	24g	8%
Dietary Fiber	9g	36%
Sugars	5g	
Protein	23g	
Vitamin A		0%
Vitamin C		0%
Calcium		6%
Iron		4%

\* Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

	Calories 2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Calories per gram  
Fat 9 • Carbohydrates 4 • Protein 4

### Nutrition Facts

Serving Size 1 bar (60g)  
Servings Per Container: 12

Amount per Serving		
Calories 230		
Calories from Fat 70		
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	Calories 2,000	2,500
Total Fat	Less than 65g	80g
Sat Fat	Less than 20g	25g
Cholesterol	Less than 300mg	300mg
Sodium	Less than 2,400mg	2,400mg
Total Carbohydrate	300g	375g
Dietary Fiber	25g	30g

Calories per gram  
Fat 9 • Carbohydrates 4 • Protein 4

## ENERGYFIRST® PERMALEAN® PROTEIN BAR Stark Raving Peanutz

**Ingredients:** Protein Blend (Milk Protein Isolate, Whey Protein Isolate), Isomalto-oligosaccharides (Prebiotic Fiber), Peanut Flavored Coating (Sugar, Palm Kernel Oil, Partially Defatted Peanut Flour, Milk Protein Isolate, Nonfat Dry Milk Solids, Peanut Oil, Soy Lecithin [Emulsifier], Salt), Glycerine, Peanut Butter (Peanuts, Salt, Palm Oil), Peanuts, Peanut Flour, Whey Crisp (Whey Protein Isolate, Whey Protein Concentrate, Tapioca Starch, Calcium Carbonate, Soy Lecithin [Processing Aid]), Palm Kernel Oil, Soy Lecithin (Emulsifier), Natural Flavors, Salt, Stevia.

**Allergen Information:** Contains Peanuts, Soy And Milk. Produced On Equipment That Also Processes wheat, Tree Nuts And Egg.



## PACKED WITH 23 GRAMS OF PROTEIN!

- No Artificial Ingredients (including artificial flavors and sweeteners, such as sucralose)
- No Malitol or Erythritol (sugar alcohols that cause GI discomfort, such as bloating, diarrhea, cramps, and gas)
- No High Fructose Corn Syrup
- No Genetically Modified Ingredients
- No Hydrogenated Fats
- No Preservatives
- No Trans Fats

# HOW PERMALEAN PROTEIN BARS CRUSH THE COMPETITION

## PROTEIN BARS COMPARISON CHART

Brand	Bar	Protein (in g)	Whey Protein Isolate	100% Natural	Maltitol FREE*	Sweetened w/ Stevia*	Certified Gluten FREE	Best Tasting	CALORIES	SIZE	SUGAR	FAT	CARBS
Permalean	Stark Raving Peanutz	23	✓	✓	✓	✓	✓	✓	230	60g	5g	8g	24g
Permalean	Chocoholic Cookie Dough	23	✓	✓	✓	✓	✓	✓	230	60g	5g	8g	24g
Quest	Cookies n Cream	21	✓		✓	✓	✓		180	60g	1g	7g	22g
Quest	Chocolate Brownie	20	✓		✓		✓		170	60g	1g	6g	24g
Quest	Cookie Dough	21	✓		✓		✓		190	57g	1g	8g	24g
Think Thin	Brownie Crunch	20	✓				✓		230	60g	0g	8g	25g
Fit Crunch	Cookies n Cream	16	✓						190	46g	3g	8g	14g
PowerBar	Protein Plus	20	✓		✓				280	65g	22g	9g	29g
Luna Bar	Chocolate Cupcake	9			✓				180	48g	12g	5g	27g
Luna Bar	Chocolate Chip Cookie Dough	12			✓				170	45g	15g	6g	21g
Clif Bar	Sierra Trail Mix	10			✓				250	68g	22g	8g	40g
Pure Protein	Chocolate Peanut Butter	31	✓		✓				310	78g	3g	10g	25g
Pure Protein	Chocolate Deluxe	21	✓				✓		180	50g	3g	4.5g	17g
Lenny&Larry	The Complete Cookie	8		✓	✓				190	56.5g	15g	6g	27g
Supreme	Peanut Butter Crunch	30	✓		✓				400	86g	10g	18g	26g
Gatorade	Whey Protein Bar	20	✓		✓				340	80g	29g	10g	43g
Pro-Max	Peanut Butter Crisp	28	✓		✓	✓	✓		350	90g	14g	13g	37g
Oh Yeah	Peanut Butter Chip	21	✓		✓		✓		200	65g	8g	6g	28g
Met-Rx	Peanut Butter	30	✓		✓				300	85g	2g	10g	34g

\* Maltitol is an artificial ingredient which causes digestive issues, creates bloating and gas.

\* Stevia is a sweetener and sugar substitute extracted from the leaves of the plant species Stevia rebaudiana.

**The Energy First 100% Guarantee or your money back**



### Dietary Fiber Source:

Permalean Protein Bars get their fiber from Isomalto-Oligosaccharides, a prebiotic fiber derived from plant sources

**Permalean Protein Bars are available in two delicious flavors:**

**Chocoholic Cookie Dough Stark Raving Peanutz**  
...additional flavors coming soon!

**START YOUR #HEALTHYHABIT TODAY!**

# PREFUEL<sup>®</sup>

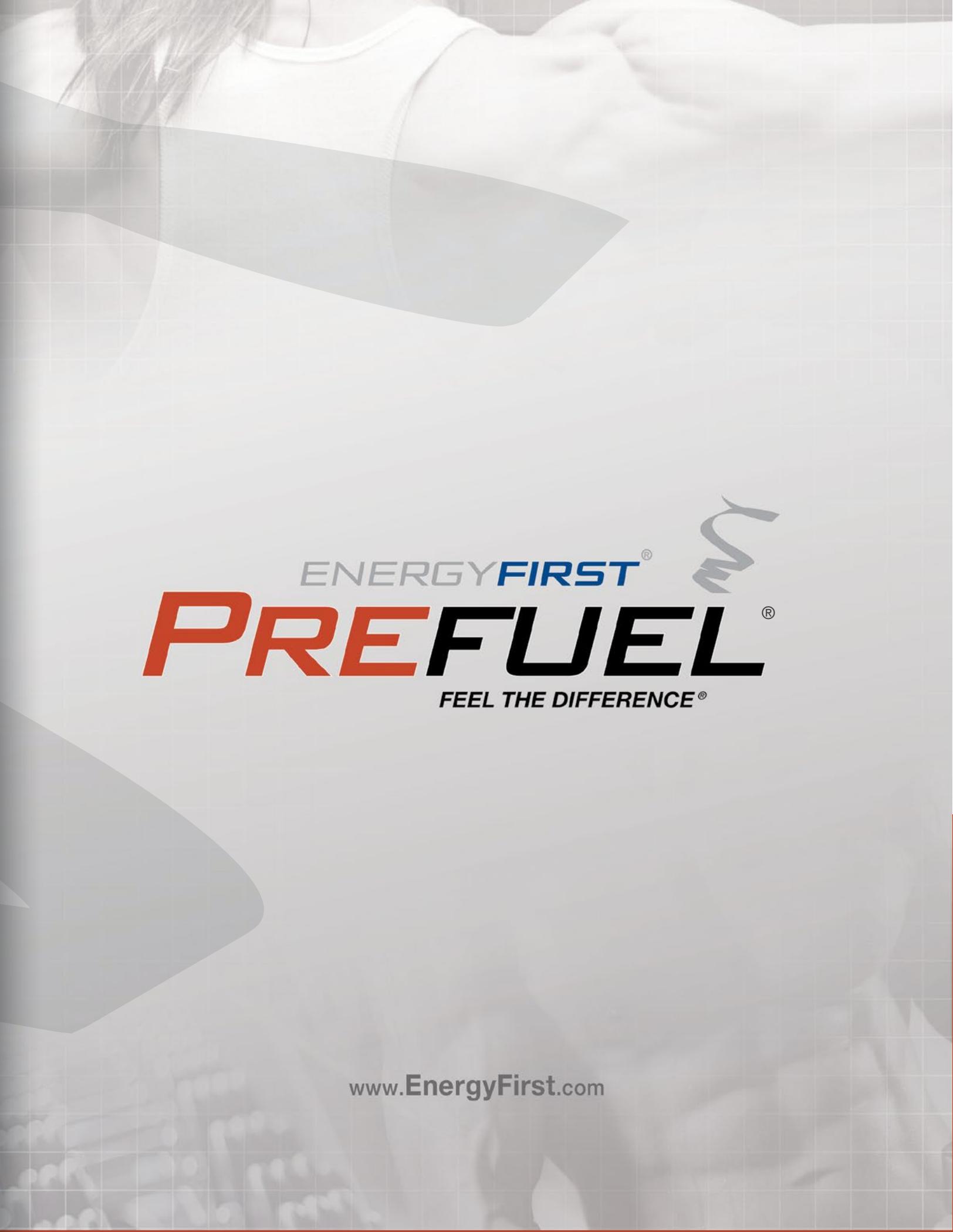


**NO SOY**

**PERFORMANCE  
BLEND**

**SUGAR FREE**

MAXIMIZE WORKOUT RESULTS / INCREASE PERFORMANCE & ENERGY



ENERGYFIRST<sup>®</sup>  
**PREFUEL**<sup>®</sup>  
FEEL THE DIFFERENCE<sup>®</sup>

[www.EnergyFirst.com](http://www.EnergyFirst.com)

ENERGYFIRST®  
**PREFUEL**®  
FEEL THE DIFFERENCE®

ATHLETIC PERFORMANCE BLEND

**MAXIMIZE**  
PERFORMANCE & ENERGY



MADE WITH  
**100% NATURAL**  
INGREDIENTS

**PREFUEL®...the BEST All-Natural Pre-Workout & Performance Enhancing Product on the Market**

How do we know? Because we test our products extensively and the nutrients are scientifically designed to increase physical performance dramatically while delaying fatigue and increasing output.

In our studies, many of the athletes who take PREFUEL are able to do twice the repetitions with the same amount of weight. With our team of athletes who took PREFUEL before their training and workouts...the runners were able to run faster times and achieve 'personal bests', out professional Beach Volleyball players were able to play longer in the heat while hitting the ball harder, and when we gave PREFUEL to our team of competitive cyclists, they had increased stamina and power while powering up the hills around the Palos Verdes Peninsula!

**Z Z Z** **FIGHT FATIGUE** - Support protein synthesis, cell volumization, and neural activation.

**P** **INCREASE PERFORMANCE** - Specific, potent blend of amino acids that fuel workout intensity.

**WHAT OTHER BENEFITS ARE THERE WITH PREFUEL®?**

Prefuel has been proven to show mental benefits of clarity, concentration and improved focus. Recovery is quicker, performance is better, and taking Prefuel every day has a cumulative effect in boosting the immune system and helping people to perform better in all areas of their lives.

**Prefuel® is ALL-NATURAL, 100% Sugar Free, 100% Gluten Free, super healthy and really works!** We use minimal amounts of caffeine to limit the adrenal boost and give you that powerful boost you get from enhanced blood flow, additional absorption, amino acids, and other key ingredients which delay fatigue while significantly upgrading your power!



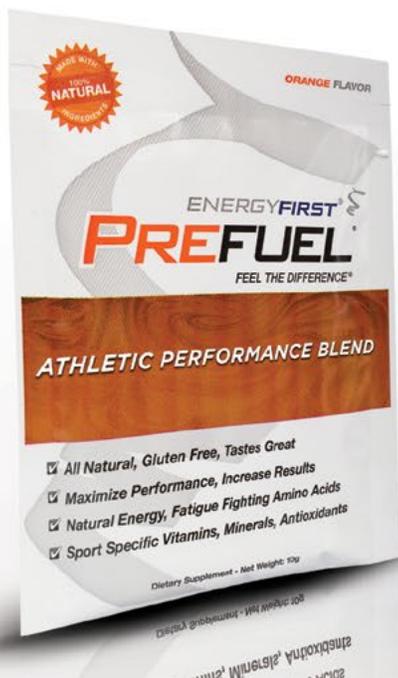
**SPORT VITAMINS AND MINERALS** - Assist long term physical and mental performance.



**ANTIOXIDANTS** - Powerful free radical support from green tea polyphenols.



**NATURAL ENERGY** - Ideal amounts of green coffee bean and natural caffeine.



## HOW TO USE **PREFUEL**®?

- » Mix with 8-10 oz. of cold water 20-30 minutes prior to activity.
- » Take One scoop anytime throughout the day for an amino acid boost with improved focus, clarity, and creativity.
- » Take One scoop after workout as a great way to boost recovery.
- » Take Two scoops as the standard pre-workout dosage.
- » Take Three scoops to maximize energy and performance (for people who really want to push harder and farther than before).

SERVING SIZE	One Scoop 10grams 	Two Scoops 20grams 	Three Scoops 30grams 
WHEN TO TAKE PREFUEL	<i>Morning Wake Up</i>	<i>Standard Pre-Workout Recommendation</i>	<i>Before Intense Pre-Workout</i>
ENERGY LEVEL	<i>Anytime Pick Me Up</i>	<i>Power Through Any Workout</i>	<i>Maximum Energy &amp; Performance</i>
CAFFEINE	<i>75grams</i>	<i>150grams</i>	<i>225grams</i>

## OTHER SUGGESTED WAYS TO USE **PREFUEL**®?

We suggest everyday you start your lives with an *EnergyFirst® Shake*. Packed with protein to help you get lean, burn fat, lose weight and get healthy, just add One scoop of Prefuel to your favorite shake and get the energy and boost to start your day. We have over 30 recipes on our website and this is one recipe to fuel up!

- 1-3 cups pure water or other liquid
- Recommended serving of ProEnergy
- 1 tbsp. OmegaEnergy Oil or 1/4 cup OmegaEnergy Mix
- 1 cup frozen fruit
- One scoop Prefuel and/or Greenergy



# IMPROVE WORKOUT QUALITY NATURALLY WITH ENERGYFIRST PREFUEL®! FEEL THE DIFFERENCE®

ENERGYFIRST®  
**PREFUEL**®  
FEEL THE DIFFERENCE®

**100% SATISFACTION GUARANTEED**

*We have added the following ingredients with additional benefits to the **New & Improved Prefuel**®:*

**PREFUEL® ...  
NEW &  
IMPROVED!**

- **Glutamine** - minimize muscle breakdown and improve protein metabolism
- **Creatine monohydrate** - better high intensity performance- less myostatin (more muscle growth) high IGF-1 response, better brain function, better heart function
- **Citrulline malate** - better nutrient delivery and nitric oxide generation
- **Instant BCAAs**- provides high octane fuel for muscles during workouts, greater strength, fat loss and anabolic potential
- **Taurine** - powerful cell volumizer and antioxidant
- **Betaine anhydrous** - enough to help generate more power and strength
- **Beta-alanine** - powerful carnosyn booster to help delay lactic acid build up- significantly improve time to exhaustion in intermediate duration sports and high intensity activity
- **Tyrosine** - excellent brain booster when combined with caffeine for great workout focus
- **Carnitine tartrate** - helps shuttle fatty acids into the mitochondria for greater endurance
- **Rhodiola rosea 4% actives** - significantly more than in current product- helps keep adrenal function strong and stress low- proven to help reduce exercise induced cortisol and incredible brain booster
- **Ashwaganda extract** - excellent super herb for adapting to stress and work loads- helps maintain optimal stress related response. A missing key link in pre-workouts and true energy products
- **Grape seed 95% Proanthocyanidins** - powerful antioxidant supports cardiovascular system
- **Bioperine black pepper extract** - tested dose of an extract of black pepper to support optimal absorption of nutrients



## What's inside...

### Anabolic Strength, Power & Endurance Blend

Prefuel ingredients offer the building blocks for more strength, power, and endurance. These ingredients promote muscle development and recovery by sustaining an anabolic environment.

Creatine monohydrate brings results by increasing strength and lean mass. It provides additional energy for muscles to contract by replenishing muscle stores of creatine phosphate. This is a quick and usable source of energy for muscles to use after ATP stores are depleted.

Creatine has been shown to pull water into muscle cells, thus increasing the size of muscles. More importantly, research data shows that creatine places the body in an anabolic (muscle-building) state.

Instantized branched-chain amino acids (BCAAs), leucine, isoleucine, and valine, are absolutely essential for those who want to build muscle. In PreFuel, they are included in the safest ratio of 2:1:1 that favors leucine. Leucine is the most potent of the BCAAs, playing a special role in stimulating protein synthesis.

Exercise causes BCAA degradation. Without adequate BCAAs, the body would go into catabolism (muscle breakdown) mode. Thus, BCAA supplementation helps prevent muscle breakdown. It also can reduce post-workout muscle damage and soreness.

Betaine anhydrous: According to the European Journal of Applied Physiology, this naturally-occurring chemical creates the proper hormonal environment (especially regulating insulin sensitivity) to favor muscle growth. Several studies show that betaine anhydrous increases performance in cyclists, and power and force in bench press, squat, and jump test.

The beta-alanine used in PreFuel has shown results in a broad span of athletic performances - everyone from elderly subjects to professional body builders, endurance cyclists, collegiate football players, and competitive sprinters. Beta-alanine increases muscle carnosine levels. Carnosine is a muscle buffer that decreases acidosis by buffering the acidic environment created by active muscles. It also improves endurance, increases strength, and synergistically works with creatine monohydrate to delay muscle fatigue.

### Nitric Oxide and Cell Volumizing Complex

Why look for citrulline malate in your preworkout fuel? During high intensity exercise, ammonia levels rise in muscles, which can lead to exhaustion. Citrulline has been shown to repress the exercise-induced rise in ammonia levels, thus improving exercise performance and delaying exhaustion.

Another reason citrulline should be in PreFuel is because the body converts citrulline to arginine, which is broken down to produce nitric oxide (NO). NO improves blood (and thus oxygen and nutrient) delivery to organs and active muscles. This increases endurance and tolerance to physical exercise and boosts recovery.

For an NO boost, arginine is included in its more absorbable form L-arginine HCL.

L-glutamine is the most abundant amino acid in the body. Your body can normally make it enough of it. However, exercise increases your body's demand for glutamine. Glutamine helps remove excess ammonia from muscles. Supplying your body with enough glutamine prevents it from breaking down muscle to obtain glutamine.

High levels of taurine can be found in muscles. However, studies show that taurine levels decrease in muscles after exercise, regardless of duration. When combined with BCAAs, taurine works as an antioxidant, defending muscle tissue from free radical damage and enhancing fatigue resistance.

**Lglycine:** This is one of the three amino acids that forms creatine. Creatine acts as a direct energy source for muscles and is the material needed for building muscle.

Red beet root extract: Red beet root juice provides dietary nitrates that enhance exercise tolerance during high intensity exercise. In fact, one study published in the journal Medicine and Science in Sports and Exercise found that a single dose of beetroot enhanced performance of trained cyclists in high altitude conditions.

### Energy, Focus & Fatty Acid Oxidation Matrix

Your goal is to gain and maintain lean body mass. The following brainboosters and fat burners will help sharpen mental focus and burn fat to fuel workouts.

Tyrosine is a precursor to producing important hormones and neurotransmitters, such as epinephrine and dopamine. Physical stress, exercise included, can deplete these hormones and neurotransmitters. Tyrosine helps correct their levels, which helps increase stamina and mental focus.

Green tea extract: Green tea is high in catechins, especially the active epigallocatechin gallate (EGCG). This catechin encourages fat burning.

The green coffee bean extract is concentrated to 50% of its main active ingredient, chlorogenic acid. Chlorogenic acid prevents weight gain by inhibiting fat absorption and activating fat metabolism in the liver. L-Carnitine L-Tartrate (LCLT): LCLT is included to aid in metabolizing fats. It also acts as a recovery supplement, reducing the amount of muscle tissue damage (and soreness) caused by exercise stress and

### Concentrated Antioxidant & AntiInflammatory Blend

Exercise naturally causes oxidation to occur. Antioxidation is a must! Without supplementing antioxidant stores, one can overwhelm or exhaust antioxidant defenses. Timely antioxidant supplementation can minimize the detrimental effects of oxidation and can prevent fatigue. The following blend of muscle protectors help provide antioxidants needed to neutralize free radicals that damage even muscle cell DNA and membranes.

N-acetylcysteine (NAC): this derivative of the amino acid cysteine is a strong antioxidant. Better yet, it helps recycle an even more powerful antioxidant, glutathione. The antioxidant capacity of NAC cleans up the free radicals formed during exercise and helps delay fatigue.

Green tea extract is also included in our antiinflammatory blend for its polyphenolic and EGCG content. The catechin EGCG is well known to enhance fat metabolism. It can also improve insulin sensitivity. The potent polyphenols can also boost cardiovascular health by improving risk factors for cardiovascular disease and markers for inflammation.

Citrus bioflavonoids (such as quercetin, hesperidin, and tangeretin) synergistically work with vitamin C to scavenge free radicals. A study published in the Journal of Agriculture and Food Chemistry found that it can also help lower cholesterol and triglyceride (fat circulating in blood) levels.

Turmeric: The curcuminoids found in turmeric have potent antioxidant power to reduce inflammation and offset any muscle fiber damage or free radical damage caused by oxidation (from exercise, soreness) caused by exercise stress and optimizing muscle tissue repair.

### Key Adaptogen Complex

The following adaptogens strengthen the body and increase its resistance to daily stress.

One of the main components of rhodiola rosea is salidroside. It is known to help enhance performance and fight fatigue. It can also protect nerves from free radical damage. In one study, rosavins, another component of rhodiola rosea, aided exercise endurance after just a single dose.

Organic Ashwagandha (also known as Indian ginseng) packs the stress-reducing and energy-boosting power of withanolides. Studies attest to its ability to improve cardiorespiratory endurance, reduce blood levels of the stress hormone cortisol, and reduce BMI. Withanolides also have anticancer and antiinflammatory properties, protective against neurodegenerative diseases like Alzheimer's disease.

Siberian ginseng root: This ingredient boosts the body's ability to handle the physical stress, labor, and exhaustion associated with exercise. It heightens energy levels and resistance to disease. Research even points to siberian ginseng's ability to improve concentration.

### Nutrient Utilization and Absorption Blend

Astragin is a blend of Panax notoginseng and astragalus membranaceus extract. These root extracts support amino acid and vitamin absorption in the small intestine. This blend improves the lining of the intestinal wall, the function of which declines with age. Astragin boosts the availability of amino acids and glucose in the bloodstream. This blend is NSF certified (tested and passed by third party testing on metals and pesticides).

Black pepper extract enhances the bioavailability of nutrients. Piperine, the key alkaloid of black pepper, is responsible for improving intestinal nutrient absorption by the intestinal villi as well as boosting brain function. Black pepper stimulates the digestive enzymes of the pancreas, thus enhancing digestion.

# ENERGYFIRST® PREFUEL®

FEEL THE DIFFERENCE®

[www.EnergyFirst.com](http://www.EnergyFirst.com)

## Pre-Fuel Tangy Orange- EnergyFirst

### Supplement Facts

Serving Size 1 Scoop (10g)

Servings Per Container 32

Amount Per Serving

**Calories 20** **Calories from Fat 0**

% Daily Values

**Total Carbohydrate 2 g** 1%

**Sodium** (as chloride) 45 mg 2%

**Sugars 0 g**

**Calcium** (as carbonate) 50 mg 5%

**Magnesium** (as citrate) 20 mg 5%

**Potassium** (as citrate) 50 mg 2%

**Niacin** in *Saccharomyces cerevisiae* (baker's yeast) 15 mg 75%

**Vitamin B6** in *Saccharomyces cerevisiae* (baker's yeast) 2 mg 100%

**Vitamin B12** in *Saccharomyces cerevisiae* (baker's yeast) 15 mcg 250%

**Anabolic Strength, Power & Endurance blend 2500 mg**

Creatine Monohydrate, Instantized Branched Chained Amino Acids 2:1:1 (*Leucine, Isoleucine, Valine*), Betaine anhydrous, CarnoSyn® Beta-Alanine

**Nitric Oxide and Cell Volumizing Complex 2815 mg**

Citrulline Malate 1:1, L-Glutamine, Taurine, L-Glycine, L-Arginine HCL, Red beet root extract

**Energy, Focus, & Fatty Acid Oxidation Matrix 930 mg**

L-Tyrosine, Green tea extract (*standardized for caffeine\*\**), Green coffee bean extract (50% chlorogenic acid), L-Carnitine L-Tartrate,

**Concentrated Antioxidant & Anti-Inflammatory blend 435 mg**

N-Acetyl-L-Cysteine, Green tea extract (*standardized for 90% polyphenols & 50% EGCG*), Grape Seed Extract (*Standardized to 95% Proanthocyanidins*), Citrus bioflavonoid complex, Turmeric (*Standardized to 95% curcumininoids*),

**Other Ingredients:** Organic tapioca maltodextrin, Natural flavors, Citric Acid, Calcium silicate, Organic lemon flavor, Stevia leaf extract (Reb A).

**Key Adaptagen Complex 140 mg**

Rhodiola Rosea Extract (*Standardized to 4% Rosavins & 1% Salidroside*), KSM-66® organic Ashwagandha (*standardized to 5% withanolides*), Siberian ginseng root (*Eleutherococcus senticosus*)

**Nutrient Utilization and Absorption blend 27.5 mg**

Astragin™ ((Panax notoginseng (root) extract and Astragalus membranaceus (root) extract), BioPerine® (Piper nigrum) black pepper extract

AstraGin™ is a trademark of NuLiv Science.

KSM-66® is a registered trademark of Ixoreal Biomed Private Limited

BioPerine® is a trademark of Sabinsa Corporation.

CarnoSyn® is a registered trademark of Natural Alternatives International, Inc. (NAI).

\*\* Total caffeine from all sources is equal to 75 mg/ 10 g serving

† Percent Daily Values are based on a 2,000 calorie diet

\*Daily Value not established



**ENERGYFIRST<sup>®</sup>**

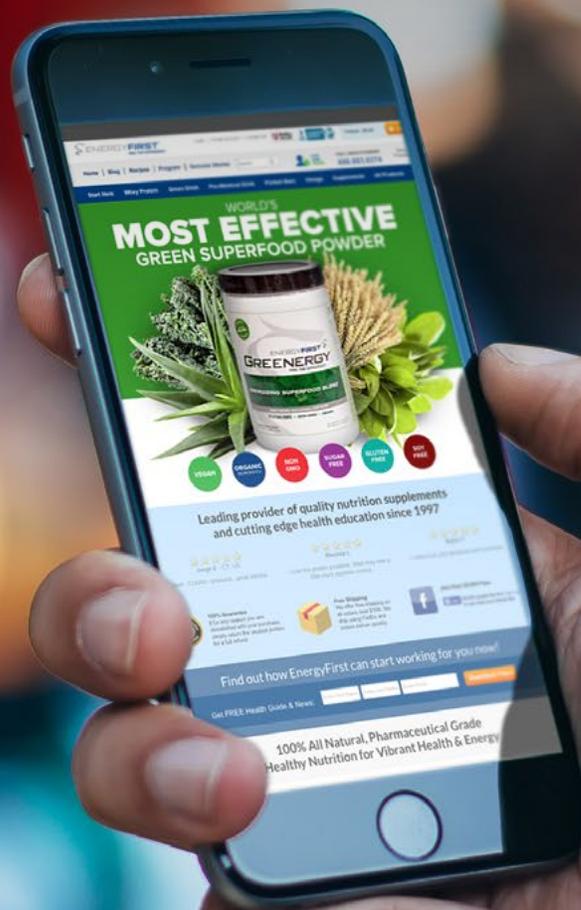
# PROMOTIONALS

The EnergyFirst Marketing Team has the capacity to develop strategic advertising and marketing campaigns to support sales including outdoor, radio, TV, online and in-store promotions. These campaigns can be customized to your local or national demographics and focus on your customers needs.



# ADVERTISING & PROMOTIONALS

TOOLS TO HELP YOU THRIVE IN THE HEALTH BUSINESS



# IN-STORE POP



EnergyFirst supports our products at the retail level with free-standing racks and displays, end caps, kiosks, counter displays, line leaders, shelf hangers, and window and floor decals. In addition, EnergyFirst has the manufacturing capabilities to create customized shop-in-shop buildouts to feature the entire EF line of products.

# IN-STORE POP & COLLATERALS

TOOLS TO HELP YOU THRIVE IN THE HEALTH BUSINESS



## IN-STORE POP & HANGERS

IN-STORE POSTERS, SHELF SIGN HANGERS



## STAND-ALONE END CAP

CUSTOMIZABLE WITH ANY ENERGYFIRST PRODUCTS OF YOUR CHOICE.



## STORE END CAP

GREENENERGY, PREFUEL, PROTEIN BARS, PROENERGY AND SUPPLEMENTS



## HEALTH KIOSK

GREENENERGY, PREFUEL, PROTEIN BARS, PROENERGY AND SUPPLEMENTS

# IN-STORE POP



# IN-STORE HANGERS



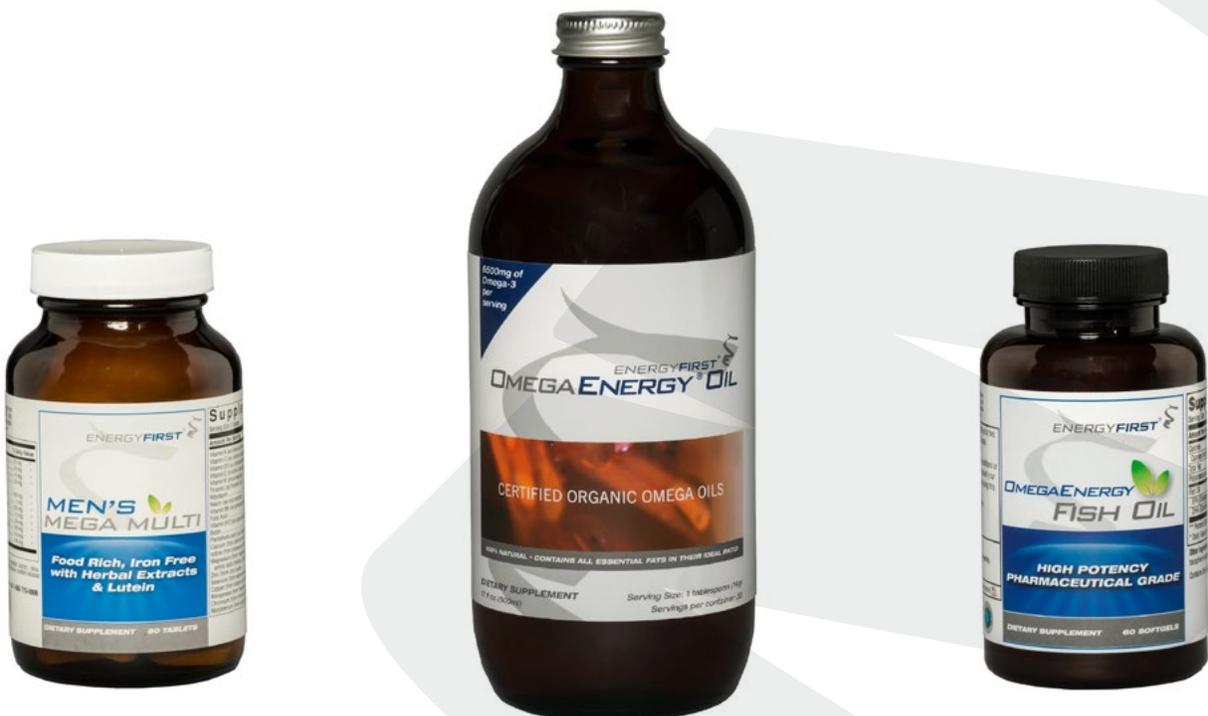
END CAP & PRICE SHEET HOLDER

# SUPPLEMENTS & OMEGAS

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A multivitamin and fish oil supplement are important for everyone. In addition to those nutrients, there are other supplements that can naturally alleviate and prevent certain ailments. EnergyFirst vitamin supplements are the industry's best. All our supplements are manufactured to the highest exacting standards in our full GMP and QAI certified organic facility.

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**ENERGYFIRST<sup>®</sup>**

# LINE SHEETS

All of the EnergyFirst products are featured on our line sheet, categorized with the MSRP price.



## SUBMIT YOUR ORDER

Contact your account representative or via email at [info@energyfirst.com](mailto:info@energyfirst.com)



## DOWNLOAD

<http://www.energyfirst.com/site/files/pdf/2014-EF-Order-Form.pdf>



## CALL US TOLL-FREE

888.883.6374





1140 Highland Avenue, Suite 100  
Manhattan Beach, CA 90266

Website: [www.energyfirst.com](http://www.energyfirst.com)

Toll Free: 1-888-88-ENERGY  
888-883-6374

Email: [info@energyfirst.com](mailto:info@energyfirst.com)

Live Longer and Stronger with Energyfirst!

For the world's best tasting, highest quality, all natural meal replacement protein shakes!

Product Description		Price	QTY	Total
PROENERGY WHEY PROTEIN ISOLATE CONTAINERS	ProEnergy Ultimate Vanilla Whey Protein Isolate 2 lb.	\$45.99		
	ProEnergy Chocolate Decadence Whey Protein Isolate 2 lb.	\$45.99		
	ProEnergy Strawberry Supreme Whey Protein Isolate 2 lb.	\$45.99		
GREEN DRINK	Greenenergy – The World's Most Effective Green Drink Powder	\$34.99		
PRE WORKOUT	Prefuel -100% Natural Pre-workout Energy Drink	\$34.99		
PROTEIN BARS – HIGH PROTEIN, GREAT TASTING	Energyfirst Permalean Bars – Stark Raving Peanuts (Box of 12 bars)	\$29.99		
	Energyfirst Permalean Bars - Chocoholic Cookie Dough (Box of 12 bars)	\$29.99		
OMEGA 3 ESSENTIAL FATS	EnergyFirst OmegaEnergy Oil Blend 17 oz. (Refrigerate)	\$19.99		
	EnergyFirst OmegaEnergy Mix 16 oz. (1 lb.) (Refrigerate)	\$11.75		
	Energyfirst OmegaEnergy Fish Oil EPA/DHA 60 softgels	\$19.99		
PROENERGY WHEY PROTEIN ISOLATE CASES (Four - 2lb. containers) 12% off	ProEnergy Ultimate Vanilla Whey Protein Isolate 8 lbs.	\$161.88		
	ProEnergy Chocolate Decadence Whey Protein Isolate 8 lbs.	\$161.88		
	ProEnergy Strawberry Supreme Whey Protein Isolate 8 lbs.	\$161.88		
EXPRESS KIT	<b>A BASIC COMBINATION of nutrition products to make the EnergyFirst Shake</b>	<b>YOU SAVE 5%!</b>		
	1-2lb. Whey Isolate, 1 OmegaEnergy Mix, 1 Greenenergy	\$87.99		
	1-2lb. Whey Isolate, 1 OmegaEnergy Oil, 1 Greenenergy	\$94.99		
1-MONTH PROGRAM PACKAGE	<b>1-MONTH'S SUPPLY of EnergyFirst Program Products</b>	<b>YOU SAVE 10%!</b>		
	Two 2lb. ProEnergy Whey Protein Isolate (any combination of Chocolate Decadence, Ultimate Vanilla or Strawberry Supreme), 1 Greenenergy, 1 Omega mix, & 1 EnergyOne Mega Multi	\$140.99		
3-MONTH COMMITMENT PACKAGE	<b>3 MONTH'S SUPPLY of EnergyFirst Program Product</b>	<b>A \$500 VALUE - SAVE 20%</b>		
	6-2lb Whey Isolate (any combination of Chocolate Decadence, Ultimate Vanilla or Strawberry Supreme), 5 Greenenergy, 4 Omega Mix, 2 VitaEnergy Mega Multis	\$425.99		
EDUCATION	The Energy Guidebook (230 pages)	\$19.99		
BLENDER BOTTLE	The ultimate bottle for making shakes in the office or on the road	\$10.99		
TRAVEL PACKETS	Chocolate Decadence – Each packet contains 25g of ProEnergy powder, equivalent to 1 scoop	\$1.99		
	Ultimate Vanilla – Each packet contains 25g of ProEnergy powder, equivalent to 1 scoop	\$1.99		
	Strawberry Supreme - Each packet contains 25g of ProEnergy powder, equivalent to 1 scoop	\$1.99		
	Greenenergy – Each packet is equivalent to 1 scoop	\$1.49		
	PreFuel - Each packet is equivalent to 1 scoop	\$1.59		
PERMALEAN WHEY PROTEIN BLEND	Permalean Vigorously Vain Vanilla whey protein blend 1.6 lb	\$29.99		
	Permalean Chocoholic Chocolate whey protein blend 1.6 lb	\$29.99		

## Supplements

Product Description				Price	QTY	Total
<b>Multi + ACE</b>	EnergyOne MegaMultivitamin plus ACE		1 per day	30 tablets	\$13.99	
<b>Fish Oil</b>	Energyfirst OmegaEnergy Fish Oil EPA/DHA			60 softgels	\$19.99	
<b>B</b>	Ultimate B Complex			90 tabs	\$11.99	
<b>C</b>	Vitamin C with Rosehips		1000 mg	100 caps	\$12.99	
<b>D</b>	Vitamin D		1000 IU	100 softgels	\$5.99	
<b>E</b>	Vitamin E		400 IU	60 softgels	\$11.99	
<b>Multi Vitamins</b>	Men's Multi Vitamin			90 tabs	\$24.99	
	Prenatal Multi with DHA			90 tabs	\$14.99	
	Women's Multi Vitamin			90 tabs	\$24.99	
<b>Bone Health</b>	Coral Calcium Plus			120 caps	\$14.99	
<b>Cholesterol/Heart</b>	Cholesterol/Heart Formula			60 caps	\$15.99	
<b>Eye Health</b>	Lutein Plus Eye Complex			60 caps	\$16.99	
<b>Anti-Oxidants</b>	Antioxidant Complex			120 tabs	\$17.99	
	Alpha Lipoic Acid		300 mg	60 caps	\$13.99	
	Resveratrol		40 mg	60 caps	\$7.99	
	C0-Q10		100 mg	60 caps	\$19.99	
<b>Fat Burners &amp; Weight Loss Supplements</b>	Leanergy - Ephedra Free Fat Burning			60 tabs	\$19.99	
	Conjugated Linoleic Acid (CLA)			60 softgels	\$17.99	
	Chromium Picolinate		200 mcg	100 caps	\$6.99	
<b>Hair, Skin &amp; Nails</b>	Hair, Skin & Nails			60 tabs	\$11.99	
<b>Prostate Health</b>	Prostate Health Formula			60 caps	\$14.99	
<b>Bones, joints, and anti-inflammatory</b>	Glucosamine, Chondroitin & MSM Complex			120 caps	\$16.99	
	Inflammation Blend with Curcumin			60 tabs	\$19.99	
<b>Sleep Aid</b>	Sleep Aid with L-Tryptophan			30 caps	\$11.99	
<b>Digestive Enzyme</b>	Enerzyme Digestive Enzyme Complex			90 caps	\$9.99	
<b>Amino Acid</b>	Amino Acid Complex			100 caps	\$14.99	
<b>Probiotics</b>	Probiotic Blend			100 caps	\$12.99	
<b>Organic Fiber</b>	Organic Psyllium Fiber		336 g		\$14.99	
<b>Shipping and Handling - US (free ground or home delivery shipping over \$150)</b>					<b>SUBTOTAL</b>	
	<b>% of Order Total Before Tax</b>	<b>Minimum Charge</b>	<b>Maximum Charge</b>	<b>SALES TAX (CA ONLY)</b>		
<b>FedEx Ground (1-5 business days)</b>	9%	\$5.95	49.95	<b>SHIPPING AND HANDLING</b>		
<b>FedEx 2 Day</b>	15%	\$19.95	99.95	<b>ORDER TOTAL</b>		
<b>Shipping Information</b>			<b>Billing Information (if different from shipping information)</b>			
<b>Name</b>			<b>Name</b>			
<b>Address</b>			<b>Address</b>			
<b>City</b>	<b>State</b>	<b>Zip</b>	<b>City</b>	<b>State</b>	<b>Zip</b>	
<b>Phone</b>			<b>Phone</b>			
<b>E-mail (required for order confirmation and emailing of tracking number):</b>						
<b>Please choose:</b>	Cash	Check (Check # _____)	American Express	Visa	Mastercard	Discover
<b>Credit Card Number:</b>				<b>Expiration Date:</b>		
<b>Name on Card (PRINT)</b>			<b>Signature</b>			<b>DATE</b>



**ENERGYFIRST<sup>®</sup>**

THANK YOU