

# Zrii FAQs



## WHAT IS ZRII?

Zrii is a powerful, new liquid nutritional drink, rooted in the ancient wisdom of Ayurveda. Widely considered one of the world's most rejuvenating superfoods. With amalaki as the basis of this delicious, functional beverage, this unique formulation synergistically combines six superior herbs and fruits designed to promote cellular rejuvenation, immune function and increased vitality. Learn more about Zrii ingredients

## WHY DOES ZRII HIGHLIGHT THE AMALAKI FRUIT?

Backed by the 5000-year-old science of Ayurveda, amalaki has one of the richest and most documented legacies of any fruit known today. It has been revered in India as the "Great Rejuvenator," the "Nurse", and the "Fruit of Immortality" for centuries due to its numerous nutritional properties and its ability to nourish the body on all levels. The amalaki fruit even has its own holiday in which families share a meal under its tree while giving thanks for the strength and luster promoted by the fruit.

In addition to being heralded for its youth-promoting and rejuvenating qualities, classical Ayurvedic texts describe Amalaki as a potent anti-inflammatory, digestive aid, elixir for the skin and hair, and metabolic enhancer. Over the past 50 years, Amalaki has been the subject of hundreds of scientific studies, which further validate what Ayurveda has known for over 5,000 years.

## WHAT DO YOU MEAN BY 'SYNERGY' AND 'SYNERGISTIC EFFECTS' OF THE BOTANICALS FOR MAXIMUM EFFECT WITHIN THE BODY'S CELLS?

Zrii utilizes a liquid delivery system to promote optimal absorption and assimilation of its active botanical ingredients. One of the unique aspects of Zrii is the synergistic effect of its botanicals, which derive from ancient Ayurvedic formulations. Rather than just consuming large amounts of amalaki, Ayurveda recommends combining the fruit with other herbs to further strengthen or 'potentiate' the effects of amalaki and drive them deeper into the physiology. Each botanical is included for its own unique properties at a specific quantity on a per ounce (1 serving) basis.

These herbs open the channels of the body, increase metabolic activity, and drive the nutritional components of Amalaki deeper into the cells and tissues. The addition of ginger, turmeric, and tulsi, in particular, support this deep, cellular delivery.

As this process takes place, unwanted cellular debris and waste will naturally begin to loosen from the tissues. Ayurveda prizes haritaki fruit as one of the most efficient botanicals for gently detoxifying unwanted byproducts from the colon and bodily tissues. Along with Amalaki, the prized Chinese fruits of schizandra and jujube also act as general tonics for the blood and brain, creating an overall balancing effect for the mind and body.

## WHAT NUTRITIONAL COMPONENTS DOES AMALAKI CONTAIN?

Unlike many superfoods being introduced today, the chemical profile of Amalaki cannot be limited to one star ingredient or beneficial compound. Instead, research has discovered an unparalleled spectrum of powerful antioxidants, polyphenols, tannic acids and bioflavonoids. Amalaki also contains a high concentration of amino acids, trace minerals and other beneficial phytonutrients.

Amalaki contains the potent phenolic combination of ellagic acid, gallic acid, and emblicanin A+B. Together these polyphenols are important for reducing cellular and oxidative stress, destroying immune-damaging free radicals and supporting the overall detoxification of the body. The bioflavonoids, rutin and quercetin, and powerful enzyme superoxide dismutase also

contribute to the overall anti-oxidant, anti-inflammatory and youth-promoting qualities of this remarkable fruit.

In addition to these antioxidants, the amalaki fruit is widely considered to contain the most concentrated source of Vitamin C. The fruit is also host to rare 'mighty-molecules' known as ascorbagens that create a protective bond around the Vitamin C molecules, making amalaki's source of Vitamin C more heat stable and bioavailable than synthetic varieties.

#### **WHY DOES ZRII KEEP INFORMATION ABOUT FORMULAS PROPRIETARY AND NOT LIST THEM ON THE BOTTLE?**

To protect our formulas from becoming competitor knockoffs, we generally keep specific amounts and sources of ingredients used in our products as proprietary information. Zrii prides itself on providing the best product formulations available anywhere and will always strive to protect our competitive advantage. Our scientific team spent nearly a year of testing and research to formulate the product with the specific blend of Ayurvedic botanicals. However, you can download a copy of the Zrii label on our Zrii Nutrition page.

#### **HOW MUCH OF EACH BOTANICAL IS PRESENT IN ZRII?**

Due to the proprietary nature of the formulation, specific amounts of botanicals are not available.

There has been speculation and criticism in the broader liquid nutritional industry that functional beverages are little more than 'sugar water' and contain miniscule amounts of active ingredients. While Zrii can make no claims for the industry as a whole, from day one the formulation team has stated that the botanical dosage levels in Zrii would have to be "substantial on a per-ounce-of-product basis, in order to enact significant physiological change within the body."

#### **WHAT WILL PREVENT RETAIL STORES AND KNOCK-OFF BRANDS FROM CREATING AMALAKI-BASED PRODUCTS?**

There is no way to fully regulate the sourcing of botanicals, which partially explains the increased demand for superfoods in recent years.

As the first company in the West to create a functional beverage utilizing the Amalaki fruit, Zrii labeled its product "The Original Amalaki" from day one, with the expectation that knock-off brands will begin popping up as the benefits of amalaki become more widely known. Market analysis suggests that this type of piggyback exposure commonly ends up creating greater demand for the original product. Zrii's world-class formulation team, wild-crafted amalaki fruit, and complex formulation are also significant competitive advantages for the company.

#### **WHY ARE THERE FRUIT JUICES IN ZRII?**

Blended in a base of pomegranate, pear, and grape juice, Zrii is packed full of antioxidants, bioavailable Vitamin C, free-radical scavenging Polyphenols, and bioflavonoids and natural enzymes. Seven specific juice concentrates used in the formulation help maintain a balanced acid/alkaline profile and antioxidant value. This mildly acidic base helps to stimulate metabolism, and the alkalizing base of the amalaki therapeutic level helps with post digestive support. Additionally, this unique juice blend helps to round out all 6 tastes necessary in satiation and Ayurvedic wholeness. There are no artificial colors or sweeteners used in Zrii.

#### **ARE ZRII'S JUICES ORGANIC?**

The fruit juices in Zrii are currently not organic, however, Zrii continues to analyze and explore organic possibilities. One of the largest challenges has been finding a large and consistent supply of organic juices such as pomegranate, pear puree, and raspberry juice. Like the botanicals, each juice is triple tested for synthetic pesticides, bacteria, and other harmful elements on both the supply side, before production, and as a finished product.

#### **HOW IS THE AMALAKI FRUIT PROCESSED?**

The Amalaki fruit is wild-crafted and cold-pressed to ensure its nutritional potency. Due to the risk of oxidation, the fruit is pressed within hours of being picked. It is then vacuum-dried using a proprietary method in order to create a pure and potent extract and then shipped to the United States in airtight containers for manufacturing.

### **IS THE AMALAKI HARVESTED IN AN ENVIRONMENTALLY AND ECONOMICALLY SUSTAINABLE MANNER?**

The supply of Amalaki found in Zrii comes from a highly respected, multi-generational, family-run business in northern India. The company has provided jobs for native persons for decades in the Himalayan region where the fruit is farmed. Through being wild-crafted, the company utilizes its local contacts to harvest smaller numbers of wild trees on private plots of land. By having access to a vast network of these individual farms, the company is able to supply large quantities of Amalaki in an environmentally and economically sustainable manner. The company considers this wild-crafting process the most responsible farming method. It also leads to the purest Amalaki, which is consistent with the Ayurvedic principles at the foundation of the company.

### **HOW DO YOU MAINTAIN QUALITY DURING EACH HARVEST?**

Zrii undergoes extensive testing measures to ensure consistent quality. Potency and purity are foundational components to the formulation. For this reason, all active botanicals are triple tested: botanicals are tested for microorganisms, pesticides, metals and other measures on the supply side, upon arrival in the US, and lastly as a finished product at the time of production. Advanced flavor technology/diagnostics are also used to ensure consistency in taste.

### **IS THERE A SPECIAL WAY TO HARVEST THE AMALAKI FRUIT?**

The Amalaki fruit in Zrii is always hand-picked. Zrii's supplier of Amalaki plants and picks the fruit in accordance with traditional Ayurvedic practices and seasonal rhythms. The "Zrii: Stars Aligning" DVD, displays a brief clip of Amalaki harvesters performing a small thanksgiving ceremony before hand picking the fruit from the tree.

### **WHERE ARE THE SEVEN BOTANICALS GROWN AND HARVESTED?**

The five botanicals deriving from the 5,000-year-old system of Ayurveda (amalaki, turmeric, tulsi, haritaki, and ginger) are grown in India. The two botanicals deriving from the 5,000-year-old system of traditional Chinese medicine (schizandra and jujube) are grown in China. Extra attention has been placed on the purity of these Chinese botanicals given recent stories in the news about toxicity in both the Chinese food supply and manufacturing industries.

### **ARE THE BOTANICALS IN ZRII ORGANIC?**

Purity and potency are foundational components of Zrii's formulation. Zrii only selects organically grown and harvested sources of each botanical, and Zrii's suppliers provide documentation stating their botanicals are free from synthetic pesticides, herbicides, genetically modified ingredients, and other unnatural chemicals.

At this time, USDA guidelines and international regulations prevent Zrii from using the term "organic" in reference to the botanicals in its formulation.

### **IS ZRII TESTED FOR HEAVY METALS AND PESTICIDES?**

Yes. To back up the claims made with Zrii's natural ingredients, Zrii conducts ongoing, batch-specific testing for pesticides, heavy metals, and other harmful materials. Zrii adheres to the most stringent heavy metal testing currently required by any state in the United States. Potency and purity are foundational components to the formulation, and Zrii chooses to work with only the highest quality suppliers of botanicals in both India and China.

Zrii is triple-tested for heavy metal and trace mineral contaminants, such as lead, arsenic, and mercury. Botanicals are first tested on the supply side, again upon arrival in the United States, and lastly as a finished product (with the juices) at the time of production. Zrii is also tested for microorganisms, pesticides, and several other contaminants.

### **IS ZRII PASTEURIZED?**

Given the presence of fruit juices, the product has to be pasteurized. Zrii employs a highly advanced flash pasteurization process which heats the drink for a very short period of time to kill any existing microbes. This quick process still preserves the integrity and potency of the active botanicals in the product. Additionally, we have done what few companies have even been able to accomplish—manufacture without the use of preservatives. Due to the negative impact of preservatives, we will

continue to provide fresh Zrii with just-in-time inventory.

#### **DOES ZRII CONTAIN ANY ARTIFICIAL PRESERVATIVES?**

Given the presence of natural botanical preservatives in Zrii, artificial preservatives are not necessary for increasing the product's shelf life. In addition, tulsi, amalaki, and turmeric have been studied for their anti-fungal, anti-microbial, and anti-bacterial properties.

#### **HOW MUCH ZRII SHOULD BE CONSUMED IN A DAY?**

The optimal serving size of Zrii is one ounce consumed 1 to 3 times a day. This amount was set by Zrii's Scientific Advisory Board to offer a safe and physiologically significant serving level that can be enjoyed by a broad cross-section of individuals. Ayurveda recommends breaking up the serving levels throughout the day (i.e. one ounce taken three times per day) to have a deeper effect within the body.

#### **IS IT POSSIBLE TO CONSUME TOO MUCH OF THE BOTANICALS IN ZRII?**

First and foremost, Zrii is a food-grade beverage. In toxicology studies, none of the seven botanicals in Zrii have been shown to be toxic when taken in large amounts.

#### **SHOULD ZRII BE CONSUMED ON AN EMPTY STOMACH OR WITH FOOD?**

This is really a matter of preference. One may notice that drinking Zrii before food allows them to feel the unique effects of the botanicals more quickly. This is because the drink enters the bloodstream more rapidly when consumed on an empty stomach.

When consuming Zrii with food, the active components will be digested along with it, driving them deeper into the tissues through the digestive process. In either scenario, the body will receive the nutritional benefits of the active ingredients. For individuals experiencing more deeply rooted or longstanding imbalances of the body, taking Zrii with food may assist the delivery process more effectively.

#### **WHAT IF SOMEONE EXPERIENCES STOMACH SENSITIVITY WHEN TAKING ZRII?**

Given the significant amounts of the botanicals, some people may respond differently to the individual digestive herbs because of each person's unique physiological makeup. The drink is designed to enliven the overall metabolism of the body, and the enzymatic process actually begins as soon as the drink hits the tongue.

For people sensitive to the digestive herbs, we recommend diluting the drink with an equal part water. This changes the metabolism/absorption of the overall drink, making it less apt to cause unwanted digestive effects. In this case, we also recommend drinking Zrii with food. (Gradually increase the amount once the symptoms subside.)

Signs of digestive sensitivity may include gas, bloating, loose stools, or a mild heating sensation in the stomach.

#### **CAN ZRII BE TAKEN WITH PRESCRIPTION MEDICATIONS?**

Individuals taking medications or with pre-existing medical conditions consult their primary care physician before consuming Zrii (or any nutritional supplement). Zrii has not been clinically tested for prescription drug interactions or specific disease conditions. The Scientific Advisory Board of Zrii (of which some members are Western medical doctors) is currently not aware of any negative interactions between Zrii and prescription medications.

#### **CAN ZRII BE CONSUMED BY SOMEONE WHO USES BLOOD THINNING OR BLOOD PRESSURE MEDICATION?**

Zrii has not been clinically tested for prescription drugs interactions or specific disease conditions. Therefore, the decision to consume Zrii while taking medications ultimately rests in the hands of the consumer and their primary care physician. Turmeric and ginger have known blood-thinning effects, but in reviewing the available scientific research, however, Zrii's Scientific Advisory Board states that levels of these botanicals are well within the safety window for individuals taking these medications.

### **IS IT SAFE FOR WOMEN WHO ARE PREGNANT OR BREASTFEEDING TO CONSUME ZRII?**

Pregnant or lactating women should consult with their primary care physician before consuming Zrii. This recommendation is in line with general standards of healthcare in regards to the consumption of herbal supplements while pregnant or breast feeding.

Science in recent years has focused on the influences of antioxidant rich botanicals to potentially inhibit the absorption of iron, thus presenting a concern for pregnant or lactating women. In reviewing the available literature on Zrii's botanicals, the Scientific Advisory Board feels that the levels are well within the window of safety for pregnant and lactating women. If an individual is particularly concerned about iron, the Scientific Advisory Board recommends consuming Zrii 30 minutes before eating.

In traditional Ayurvedic medicine, both amalaki and turmeric are widely used in pregnancy. These ingredients are traditionally thought to contribute to the overall good health of a baby.

### **DOES ZRII HAVE A LAXATIVE EFFECT? IS THIS HABIT-FORMING?**

Zrii is not designed to have a laxative effect. Haritaki fruit is included in Zrii to serve as a subtle detoxifying agent. Amalaki and haritaki are used together in the well-known, classical Ayurvedic formulation, Triphala. Upon initially taking haritaki, some individuals may find that they have looser stools or more frequent bowel movements. After a few days, however, the body will typically begin to adjust, creating greater balance in the entire digestive system. This type of cleansing effect and subsequent digestive benefit is an important foundation of Ayurvedic medicine. The levels of haritaki in Zrii have been carefully formulated to make it beneficial for widescale use by anyone. It has also been shown that haritaki is not habit-forming.

### **IS ZRII GLUTEN-FREE?**

Yes.

### **IS IT SAFE TO DRINK ZRII THAT HAS BEEN FROZEN AND THAWED? HOW ABOUT HEATED TO HIGH TEMPERATURES IN THE SUN?**

Processes that expose foods to high levels of heat, light, and/or oxygen cause the greatest nutrient loss. It is advisable not to leave Zrii in car trunks or outside for hours. (This goes for any nutritional supplement.)

### **HOW MUCH VITAMIN C IS IN ZRII?**

The juice of the amalaki fruit has almost twenty times as much vitamin C as the juice of an orange.

By design, there is no standardized method to measure to vitamin C levels due to the natural variation of micronutrients and macronutrients within wild-crafted/organically harvested fruits. This variation is dependent upon harvesting cycles, time of harvest, and natural soil conditions. Furthermore, a comparison of ascorbic acid and the ascorbagens (the tannic acid-protected form of vitamin C in amalaki) is not a straight comparison.

### **DOES CONSUMING HIGH LEVELS OF VITAMIN C POSE ANY HEALTH RISKS?**

The naturally occurring vitamin C found in Zrii/amalaki fruit was formulated to supply a level that would be safe for everyday consumption, even when consumed at much larger than recommended amounts.

Research has shown that amalaki (amla) is 12 times easier to assimilate than ascorbic acid, which is found in food additives as a preservative. Researchers have also shown that just 8.7 mg of natural vitamin C from amla is equivalent to 100 mg of synthetic vitamin C. (Synthetic vitamin C is often missing vital nutrients such as rutin and bioflavonoids.)

Vitamin C has only been shown to have a negative impact on a few medical conditions and associated medications. These conditions are recurrent kidney stones, severe kidney disease, gout, iron overload, and glucose-6-phosphate dehydrogenase deficiency. Vitamin C supplementation is, therefore, not recommended for individuals dealing with these illnesses.

### **IS ZRII TESTED FOR SUBSTANCES BANNED BY ATHLETIC ASSOCIATIONS AND AGENCIES?**

Banned Substances Control Group (BSCG) has certified that Zrii is free of anabolic agents and stimulants banned by major athletic organizations. This testing assures that athletes and sports associations can enjoy Zrii with full confidence.

BSCG is the only certification program in the United States that uses a WADA/ IOC accredited laboratory for all analyses. The detection limits used by BSCG are the lowest detection limits for any similar program worldwide. BSCG's ongoing testing program tests Zrii for over 80 substances banned by the World Anti-Doping Agency (WADA), International Olympic Committee (IOC), United States Anti-Doping Agency (USADA), National Football League (NFL), National Collegiate Athletic Association (NCAA) and many other professional and amateur sports leagues.

### **WHY DOES ZRII USE PLASTIC?**

We at Zrii carefully considered the options of plastics versus glass for our nutritional beverage product. A couple of key points helped us come to the conclusion that plastic would be the best option. The Zrii bottles are made from high quality, food grade HDPE #2 recycled plastic which has been shown to be one of the safest plastics in regards to chemical leaching\*. Plastic is lighter and less expensive to ship, thus saving the consumer money and reducing unnecessary fuel pollution.

\*As reconfirmed in a recent Time magazine article and the scientific community, HDPE #2 does not contain bisphenol-A and is considered safe for use in food products. The biggest risks in plastic are with #7 Lexan, which is why top sports bottles have recently switched over to HDPE #2 from #7.

### **CAN ZRII BOTTLES BE RECYCLED?**

HDPE #2 plastic is widely considered one of the easiest products to recycle and is first among recycling programs. Should our packaging end up in a landfill, plastic will decompose faster than glass. And since plastic is less likely to break, there is less waste in manufacturing and re-shipping packages to the consumer.