

FREQUENTLY ASKED QUESTIONS

What is Waiora's **EDN (Essential Daily Nutrition)**?

Waiora's EDN is the most comprehensive, high potency liquid nutritional supplement for proper daily nutrition. It contains a cutting edge, nutrient-rich blend of over 150 life-essential vitamins, minerals, antioxidants, exotic whole-food fruits, rare herbs, enzymes, trace minerals, amino acids and essential fatty acids sourced naturally from all around the world – from the deepest oceans to the world's highest mountains.*

What does "high-potency" mean?

The FDA's high-potency label distinction is reserved for supplements that contain 100 percent or more of the recommended daily allowances (RDA) for at least two-thirds of the vitamins and minerals listed on the label.

Why was Waiora's **EDN** created?

Waiora's EDN was designed for those people who want one super daily nutritional supplement. EDN takes daily nutrition to a higher level with its superior *formulation*; easy *absorption* and digestion into the body; *convenience* – no longer do you have to manage double-digit bottles of supplements for all of your health concerns; *great-tasting* liquid; *and*, up-to-date nutritional *science*.

What vitamins are contained in Waiora's **EDN** and do they meet RDA requirements?

Waiora's EDN delivers 100 percent of the RDA of vitamins A, B, C, D, and E. Each vitamin is water soluble (it can be quickly and easily absorbed), has been derived from natural fruit or mineral sources, and will help replenish the health of your body.*

Why is Waiora's **EDN** provided as a liquid supplement?

Some experts believe that liquid supplements are up to 98% absorbed versus just 10-20% of multivitamins in solid form. Absorbability (bioavailability) is key in the consumption of multivitamins. It refers to your body's ability to digest, process and absorb nutrients. Most multivitamin pills contain vitamins that are bound with fillers and stabilizers. Pure liquid vitamins are simply a suspension of ingredients, and work faster than pills due to better bioavailability. Instead of waiting for digestion, breakdown, dissolving, absorption and finally introduction into the bloodstream, liquids work quickly and do not pass through the body undigested.

If I take Waiora's **EDN**, do I need to take anything else?

Waiora's EDN was designed to eliminate the need to take other supplements or formulas. As long as you are getting fats, protein and carbohydrates in the foods you eat, EDN will cover general health including anti-aging, immune and energy support. Unless you have a very specific health issue you are trying to address, there's no need to take anything else. Unlike most multivitamins, Waiora's EDN contains the latest advancements in nutritional research, the RDA of many critical vitamins and minerals, and the health benefits of exotic, high ORAC fruits.

How much do I take?

Take 1 fl. oz. (two tablespoons) once a day. Because Waiora's EDN contains several key natural energy ingredients including red Korean ginseng and vitamin B complex, you should not take it at night. As with any supplement, consult your physician if you have any specific concerns.

Is it okay to take more than one serving per day?

While with some people it is okay to take EDN twice a day, it may not be okay for others. Some vitamin and mineral supplements on the market contain 200% -300% of the daily value and people taking them have no side effects. However with some, consuming this excess can have adverse effects - it really depends on the person's sensitivity, body weight and chemical make up. As with any supplement, please consult your physician prior to use and to address any specific questions regarding a healthy consumption.

Can I take a half-dose in the morning and another half-dose in the afternoon?

While you can take half a dose twice a day, you might not experience the same benefits (an energy lift) as if you took a single 1-oz serving. To maximize your product experience we recommend that you take a full one- ounce dose each day.

*Can I take Waiora's **EDN** with Natural Cellular Defense?*

While you can take both products daily, we do not recommend that you take them together. To maximize each product's efficacy, you should take EDN and Natural Cellular Defense one hour apart.

*Is Waiora's **EDN** safe for kids?*

All the ingredients are naturally derived and should not be harmful to children. However, as is the case with adults, should you have any specific questions or concerns regarding whether your child should take the product, you should consult with your child's pediatrician.

How much should children take?

Children ages 2-12: take one tablespoon (0.5 fl. oz.) daily. For children under 2, parents should consult their child's pediatrician.

*Is Waiora's **EDN** safe for animals?*

Yes. However, as is the case with humans, should you have any specific questions or concerns regarding whether your animal should take the product or how much product should be administered, you should consult your veterinarian.

*What is the shelf-life of Waiora's **EDN**?*

The freshness of an unopened bottle of EDN is guaranteed for 1 year. The freshness of an opened, refrigerated bottle of EDN is guaranteed for approximately 30 days.

*Does Waiora's **EDN** need to be refrigerated?*

You do not need to refrigerate Waiora's EDN before using the product. However, to maximize your product experience we recommend that you serve the product cold. And like any product that contains fresh fruits or herbs, we recommend that once you open the product, you keep it refrigerated.

*Why are minerals important to my health and which are contained in Waiora's **EDN**?*

While the body can manufacture a few vitamins, it cannot manufacture a single mineral on its own. **Without minerals, your body will not function and your health will ultimately fail.** Waiora's EDN contains many minerals including chromium, iodine, manganese, molybdenum, selenium, copper, zinc, calcium, potassium, magnesium, and a blend of 60 other trace minerals to help promote nutrition and optimum health.*

*What are Pacific sea salts and why are they included in Waiora's **EDN**?*

Because our oceans are self-cleansing, sea minerals extracted from deep in the ocean (Pacific sea salts) are non-toxic for human, plant and animal consumption. The ocean is absolutely the only trace mineral source that receives all of the necessary trace minerals in the earth's crust. This happens because of continual erosion, from weathering and from plant growth decay. The glacier milks run into the ocean waters. Volcanic eruptions and activities associated with volcanic eruptions also add to the mineralization of the seas. Not good, but also a fact, pollution run-off from industry also add to the mineralization of the seas. Rainfall and the washing of minerals from the air into the oceans also offer more mineralization to the oceans.

Trace minerals have numerous roles. Often times, because these minerals are found in such small quantities in the body, scientists and physicians have paid little attention to their importance in health and disease prevention. However, with the advent of improved science and the recognition of the efficacy of natural medicine, we are beginning to understand how vital these elements are to our health. Trace minerals, in a sense, are akin to the numerous tiny nails, nuts, and bolts that hold a house together. At first glance, a home is made of much more than these items. However, if they are slowly removed and never replaced, the house will continue to sag and finally fall apart. So it is the same with the smallest building blocks of our bodies. Trace minerals are important in the proper functioning of enzyme systems, nerve conduction and muscle function, assisting with transfer of nourishment into cells, providing the framework for tissues, and regulation of organ functions. These behind the scenes' functions are not possible without a constant, adequate supply of minerals.

The trace minerals in EDN's blend of Pacific sea salts include: sodium, magnesium, calcium, potassium, boron, iodine, iron, zinc, molybdenum, manganese and selenium.

What are "polyphenols" and why are they important to my health?

Polyphenols are a large group of natural antioxidants comprised of phenolic acids, bioflavonoids, anthocyanins, catechins, isoflavones and proanthocyanidins. Studies have demonstrated numerous health benefits of polyphenols including anti-inflammatory, anti-microbial and cardio-protective properties. Waiora's EDN contains a host of polyphenols including green tea (used in China for more than 5,000 years to promote overall health and well-being) and grape seed extract (20 times more potent than vitamin C, 50 times stronger than vitamin E) to support your cardiovascular and immune systems, fight free radical damage and slow the effects of oxidative stress.*

What are phytonutrients?

Phytonutrients are nutrients found in plants and are essential for optimum health and longevity.

Phytonutrients from plants protect us from bacteria, viruses and fungi by supporting the immune system. Research has shown that these classes of phytonutrients including carotenoids, flavonoids, isothiocyanates and polyphenols all may protect against certain health issues.

Waiora's EDN provides a powerhouse of phytonutrients from its 150+ life-essential nutrients.*

What herbs are included in Waiora's EDN?

Herbs are foundational nutrients that help nourish the body's deepest and most basic elements. They have been used safely and effectively for centuries by Chinese and Native American cultures to promote overall health and well-being. Waiora's EDN supports energy and mental acuity with a blend of Korean red ginseng and a host of B vitamins to help promote alertness and concentration, support memory, and promote energy, stamina and endurance naturally. It is also fortified with Maitake mushroom (rich in minerals, vitamins, and amino acids) to provide superior antioxidant power and help support immune system function.*

What fruits are included in Waiora's EDN?

Waiora's EDN contains exotic whole-food fruits like acai and goji, along with other high ORAC fruits—*pineapple, cranberry, cherry, passion fruit and mango*—to help replenish your body's cells, tissues and organs, fight free radicals and help slow the effects of oxidative damage.*

What is "Acai fruit?"

Acai fruit, found in the Amazon Rainforest, is considered the number one superfood. It is rich in B and C vitamins, essential fatty acids (Omegas 3, 6 and 9), minerals, protein, antioxidants and anthocyanins (25 times that in red wine).

What are "Goji berries?"

Native to the Himalayan mountain region, *Goji berry* contains 19 amino acids (building-block protein), 21 trace minerals, a complete spectrum of antioxidant carotenoids, and is one of the most concentrated sources of beta-carotene, calcium, and vitamin C in the entire plant world.

Waiora's EDN provides purple power. What does that mean?

Purple power refers to the rich, deep-colored fruits including acai, goji, cranberry, passion fruit and cherry found in Waiora's EDN. These richly-colored fruits have unusually strong health benefits due to their higher antioxidant concentrations. Fruits with purple, blue or red pigments tend to be especially high in healthy polyphenols such as anthocyanins. Anthocyanins are powerful antioxidants. The darker, deeper fruits have the highest anthocyanin values, thus contributing the most potent antioxidant sources.

*Is Waiora's **EDN** 100% vegetarian?*

Yes. Waiora's **EDN** does not include fish oil or any animal by-products and is therefore considered 100% vegetarian.

*Is Waiora's **EDN** certified organic?*

No. Waiora's **EDN** is all natural. Every vitamin, mineral, herb and fruit is derived from natural sources. Since some of the fruits within the blends are derived from countries outside of the U.S. —namely Tibet and Brazil—we cannot make any organic claims about the product. In addition, each ingredient is tested for impurities—chemicals, toxins, pesticides and herbicides—to not only ensure that they are USDA & FDA compliant but also to ensure that only the purest ingredients are used.

*What does it mean that each ingredient in Waiora's **EDN** is USDA & FDA compliant?*

The FDA and USDA set guidelines for consumable products. Even though nutritional supplements are not regulated by the FDA and USDA, the ingredients used in **EDN** are in compliance. To ensure that a manufacturer's ingredients are in compliance, the FDA and USDA can randomly test a product. If the product fails, the manufacturer can be fined and/or possibly shut down. Our manufacturers strictly follow these guidelines to ensure that each ingredient is compliant with FDA & USDA guidelines.

*What kind of testing is done on **EDN** to ensure efficacy. Basically, how do I know what it says on the label is what is in the product?*

The testing that is undertaken is extensive. To begin with, we test the ingredient extracts that go into the product, test the water quality in the mixture, and then we pull out any substances that are not good for the body. We test to make sure all of the vitamins and all of the minerals in the liquid formulation are what is in the product and on the label. Further, we test the efficacy and safety of all of the fruits - we actually break down all the fruits and do sugar tests and we check the carbohydrate content. Then we put the product through stability testing.

What is "stability testing?"

We take bottles that have been mixed and filled, heat them in ovens and then chill them. It's called freeze thawing. We then test for the vitamins, the minerals and other key components to see what it is in the product. This helps us to examine and ensure that what is in the product on day one is also in the product in month six. We check to see if the sugar content has broken down, has the color broken down, has the product held up during the heating and freezing process so that the vitamins that are in there have a long shelf life.

*What sweeteners/sugars does Waiora's **EDN** use? Are they natural?*

The product contains sweeteners derived from natural sources in the whole-food fruit base (including pineapple, mango, cherry, passion fruit, and cranberry), and are complemented by stevia—an all natural, non-caloric South American herb, and agave nectar- an all natural sweetener extracted from the agave

plant, a cactus-like plant that has been used by Native Americans for thousands of years. Agave nectar has a very low glycemic index, which helps keep blood sugar levels in balance.*

The label says six grams of sugar. Where does that sugar come from?

The sugar in the product comes from all natural sources. The FDA states you have to put the amount of sugar per serving that your body will consume. However, it doesn't differentiate between added artificial sugars and the natural sugars that come from fruits (like Goji or Acai). The sugar in EDN is all natural.

*Where does the folic acid in Waiora's **EDN** come from?*

Like the other vitamins contained in EDN, folic acid (also known as vitamin B9) is derived from natural fruit and herb sources. For instance, the natural fruit included in EDN: pineapple, apple, cherry, passion fruit, and mango as well as the Maitake mushroom each provide great sources of folic acid.

*What is the source of the B12 vitamins in **EDN**?*

The vitamin B12 in Waiora's EDN is derived from a non-animal fermentation process. It IS NOT from an animal source.

*How does Waiora keep **EDN** fresh?*

Naturally derived citric acid (from limes) and potassium sorbate (from stevia and other fruit sources) serve as natural preservatives to keep Waiora's EDN fresh. Both have been used for decades by food and beverage manufacturers and are recognized as safe by the FDA.

Why does the product appear cloudy?

The high mineral content of Waiora's EDN contributes to the cloudy appearance of the blend. It contains chromium, copper, iodine, manganese, molybdenum, selenium, zinc, calcium, magnesium, potassium, and more than 60 trace minerals from Pacific sea salt.

What is the stuff at the bottom of the bottle?

Any product that is comprised of a blend of ingredients (*including natural fruit sources and minerals*) will inevitably result in some visual residue that appears on the bottom of the bottle. This separation is completely normal. Simply shake well and serve.

What's the difference between "flash pasteurization" and "kettle cook?"

All liquid products made from natural, living ingredients are prone to bacterial growth. To help ensure that products do not contain bacteria, they are put through a process of heating (also called pasteurization). However, the process of heating can not only alter the taste, it may also diminish the nutrients contained in

the product. Other products are "kettle cooked" which greatly diminishes the nutritional value of the finished product. The best way to ensure that key nutrients are not destroyed is to quickly heat and then chill the product. This process is called "flash pasteurization."

Waiora's EDN product is flash pasteurized. Additionally, nutrient values are tested after production to ensure they meet label claims. The product is quickly heated and cooled to eliminate any bacteria, yet maintains the full nutrient profile.

* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.