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MEET 4LIFE'S FLAVOR WIZARD!

JANUARY PRODUCT SPECIAL



THE IMMUNE SYSTEM *Company*<sup>®</sup>





# WORKOUT SUPPLEMENTS

We interviewed **Dr. Brent Vaughan:** Senior Vice President of Research and Development and our 4Life Flavor Wizard! (Yeah, you read that right.) Dr. Vaughan gave us some insights into the development of 4Life's premiere PRE-workout and POST-workout products.\*



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



# BEST PRE-WORKOUT FLAVOR!

## **What was the biggest challenge when formulating PreZoom?**

The flavoring was a bit of a challenge. Individual amino acids have a very bitter, nasty flavor. It's not a pleasant flavor or an easy one to cover up.

## **So, how did you create the delicious pre-workout product we all know and love?**

The first step in flavoring PreZoom was to create something with little or no flavor. We used different sweeteners and "masking flavors," which cover up certain objectionable flavors. Once we found a formula we liked, we started experimenting with different flavor options. Watermelon was one of our pre-decided flavor targets, and it's delicious.

## **Is watermelon the only flavor in PreZoom?**

Watermelon is the overall flavor, but it's made up of several different ingredients. We tried various melon flavors and tinkered with amounts to find a flavor we liked best. The final product has flavors from two different companies: one with a stronger melon flavor and one with more aromatics. Aromatics are ingredients that hit your nose, which is where most flavor is perceived. The bicarbonates (sodium and potassium) in the product already provided a bit of saltiness, so we did not add any salt to the product. The salty notes interact nicely with the watermelon flavor for an added kick.

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It sounds like it took a lot of trial and error with different combinations to get to the delicious formula we love today.

Definitely, but in the end, we ended up with a nice, fruity “mighty melon” flavor that has a smooth sweetness, a hint of sourness, and a little saltiness. (You all put salt on your watermelon anyway, right?) This formula does an excellent job of covering up those objectionable flavors from our most powerful action ingredients, leaving you with something you’d gladly pair with your workout or while enjoying some throwback Richard Simmons workout videos.\*

## Can you give us a quick rundown of what 4LifeTransform PreZoom does?

PreZoom can increase your focus, support muscle performance, promote body vitality, delay muscle fatigue, replenish electrolytes, and support the immune system. It’s the perfect pre-workout buddy!\*





After

## You witnessed the formulation of Renuvo, right?

Yes. I love Renuvo and what it can do for the body. Renuvo was designed to help the body recover from the stresses of physical activity, whether that's a workout, yard work, manual labor, or running from a bear. You know, the things you do every day.\*

Renuvo can help you recover from physical activity, and it also contains adaptogens.\*

## It sounds like Renuvo offers a lot of benefits! Let's start with recovering from physical activity.\* Can you talk us through the details of how this product works?

Renuvo contains powerful ingredients that help the body maintain balance and also help the body moderate and properly mitigate inflammation from physical activity. Physical activity naturally increases oxidative stress. Oxidative stress initiates your body's anabolic (growth) processes, which strengthen your muscles and bones. In general, bodily stress is a good thing, but too much can be a bad thing.\*

Renuvo helps keep physiological stress at healthy levels, aiding the body as it builds, rebuilds, and repairs.\*

## Awesome! You also mentioned adaptogenic ingredients.\* Can you tell us more about those?

Adaptogens are unique herbs that help the body maintain balance. Most food components stimulate or diminish a bodily function. Only a few ingredients can do both, and adaptogens are in this category. Adaptogens help your body return to a balanced state faster and help your body retain its resiliency, further aiding your body in dealing with whatever stress comes next.\*

Together, the combination of ingredients in Renuvo will help you recover from any activity, making it easier for you to get up tomorrow and do it all over again . . . and again . . . and again.\*

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# January Product Special

1 – 4LifeTransform PreZoom

1 – 4Life Transfer Factor Renuvo

**Your Sale Price: \$83**

**Regular Wholesale Price: \$98**

LP: 50 | Item #56056

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