



A HEALTHY ENERGY SHOT

FAQs

WHAT IS e+?

e+ is a convenient 60mL liquid energy shot that provides an energising boost to fight fatigue. Unique in its formulation, e+ contains natural caffeine derived from green tea and yerba maté along with a proprietary, adaptogenic botanical blend that increases energy, stamina and mental alertness. The result is an increase in mental and physical performance, whether it's before an athletic event or even a work deadline.

WHO IS e+ DESIGNED FOR?

e+ is designed for those looking for a more mental and/or physical performance boost, anyone looking to increase their body's capacity to perform better under stressful circumstances, and anyone looking to enhance physical activity and recovery.

HOW DOES e+ INCREASE ENDURANCE AND STAMINA?

e+ may have beneficial effects on endurance and stamina due to its adaptogenic botanicals. Adaptogens have been studied in athletes for decades, most notably in Russian Olympians, and have been shown to support increased energy production and improved endurance by decreasing the perception of effort and elevating cardiovascular function. Research also shows a benefit to exercise performance after consuming caffeine.

HOW DOES e+ ENHANCE COGNITIVE FUNCTION?

e+ may have beneficial effects on cognitive function mainly due to the natural caffeine and adaptogenic botanicals contained in each serving. Rhodiola, eleuthero root, and schizandra berry have all shown to increase speed and accuracy during stressful cognitive tasks. Also, caffeine has been found to improve alertness.

WHY SHOULD I CHOOSE e+ OVER OTHER ENERGY SHOTS?

Many other energy shots may have excessive levels of caffeine, which could potentially cause unwelcomed side effects. They may also use too much sugar (excessive amounts), artificial sweeteners, flavours and colouring. In addition, no other energy shot on the market contains our proprietary adaptogenic botanical blend that helps provide the simultaneous boost to energy and physical performance.

HOW LONG WILL THE EFFECTS OF e+ LAST?

The safe and natural ingredients in e+ can affect individuals differently; therefore e+ might work differently for each individual. e+ is fast acting and can increase energy that may last for hours. We recommend using one half (1/2) of a bottle, or 30mL, for moderate energy and one whole bottle or 60mL for maximum energy; maximum of two bottles daily. To find out how e+ works for you, drink one half (1/2) of a bottle, hold it in your mouth to savour the taste, wait 10 minutes and then decide if you want more. If you have any medical conditions, are pregnant, nursing, diabetic, on medication or otherwise have any concerns of if e+ is right for you, please check with your physician before taking this or any supplement.

WHAT IS THE BEST TIME TO TAKE e+?

e+ is great to take in the morning, during a mid-day crash or whenever mental and physical energy is draining. e+ can also be effectively used before an athletic workout, as its content of natural adaptogenic botanicals and caffeine may enhance physical performance and endurance. e+ is also great for traveling and action-packed holidays, when alertness or an extra boost of energy for physical activity is required. Caffeine or e+ should never be used as an alternative for sleep.



WHAT IS THE CAFFEINE CONTENT IN A 60ML SHOT OF e+ AND HOW DOES IT COMPARE TO OTHER PRODUCTS CONTAINING CAFFEINE?

e+ includes caffeine equivalent to a typical 200mL brewed cup of coffee. It's enough to give you an effective energy boost. Other common caffeinated products contain:

PRODUCT	0	50	100	150	200	250	300	350	400	CAFFEINE (mg)
e+ Natural Energy Shot										85 mg
Coffee, brewed (200mL)										65-120 mg (85 mg typical)**
Starbucks Brewed Coffee (470mL)										330*
Brewed Tea & Soft Drinks										50+ (range: 40-120)*
Espresso (60mL)										150+*
Typical Leading energy shots (60mL)										120-325***
Typical Leading energy drinks (470mL)										150-375***
No-Doz										100*

* Source: nodoz.com.au

** Source: Beverage Institute for Health & Wellness

*** Source: Energyfiend.com

SUPER-CHARGED INGREDIENTS:

GREEN TEA Naturally occurring caffeine, rich in antioxidants, to help release and support weight-management.

YERBA MATÉ A natural source of caffeine, known to increase basal metabolic rate associated with weight loss, improved alertness and athletic performance.

RHODIOLA Increases energy, reduces fatigue and enhances cognitive function and physical performance.

ELEUTHERO ROOT An adaptogenic plant that supports energy, physical performance and helps combat stress.

SCHIZANDRA BERRY Increases stamina, ideal for combating fatigue, nervous exhaustion and lack of energy.

LEUZEA ROOT Helps with concentration and increases the rate at which cells restore their energy (ATP).

WHY DOES e+ CONTAIN CAFFEINE?

1. Caffeine can also ward off drowsiness and restore alertness, optimising mental performance and enhancing mood.
2. Caffeine derived from green tea or yerba maté can increase basal metabolic rate, helping to release and maintain weight loss.
3. Caffeine stimulates the brain and contributes to clearer thinking and greater concentration during mental tasks.
4. Caffeine also acts as an ergogenic aid — allowing athletes to train harder and longer.

e+ contains naturally occurring caffeine from green tea and yerba maté, which can be a healthy addition to your routine if you're seeking an energy boost.

WHAT IS YERBA MATÉ EXTRACT AND GREEN TEA EXTRACT AND WHAT ARE THEIR BENEFITS?

Green tea is made from the leaves of the plant *Camellia sinensis* and is widely consumed worldwide, especially in Asia. This extract contains catechins that have shown to stimulate thermogenesis (i.e. increase your metabolism), increase antioxidant status, and reduce stress. Green tea extract is also a natural source of caffeine.

Yerba maté is an herbal tea beverage that is a natural source of caffeine and has been widely consumed for centuries in South America. It's made from an infusion of the dried leaves of a plant (*Ilex paraguariensis*), native to southern Brazil, Argentina and Paraguay. Regular consumption of yerba maté can provide health benefits for your cardiovascular system, protect against oxidative stress. The health benefits of yerba maté are largely attributed to its high concentration of bioactive compounds, including polyphenols, flavonoids, amino acids, vitamins and minerals.

DOES e+ CONTAIN ARTIFICIAL COLOURS, SWEETENERS OR FLAVOURS?

e+ does not contain any artificial colours, sweeteners or flavours.

IS CAFFEINE BAD FOR ME?

Many studies on caffeine have demonstrated that moderate caffeine consumption — equivalent up to 400mg per day (3 to 4 cups of brewed coffee) — poses no health risk to most people. The average adult in the Australian consumes approximately 250-300mg per day (or 3-5mg per kilogram of body weight per day). The Drug & Alcohol Information Service considers 3mg of caffeine or four cups of coffee as OK without experiencing unpleasant side effects. The general DAO recommendation is to not exceed doses higher than 300mg at a time or 600mg in a day.*

HOW MANY BOTTLES OF e+ CAN YOU DRINK DAILY?

Isagenix® recommends drinking no more than two (2) bottles of e+ daily and to limit consumption of other caffeinated products on days you consume e+.

WILL e+ CAUSE JITTERS OFTEN ASSOCIATED WITH CAFFEINATED ENERGY PRODUCTS?

The exact amount of caffeine needed to cause jitters varies from person to person and depends on weight and sensitivity to caffeine. The amount of caffeine in e+ is considered moderate and should not cause jitters in most people.

IS e+ SAFE FOR CHILDREN?

e+ energy shots are marketed to those ages 16+; adult supervision recommended for use with minors ages 12+. The products are not intended for children. Please consult with your healthcare provider to determine if this product is suitable for your entire family.

CAN YOU USE e+ ON CLEANSE DAYS?

Yes, e+ can be taken on Cleanse Days (no more than two (2) bottles) when you need that extra boost of energy during the day. Isagenix Chief Science Officer Suk Cho and the Research and Science Team recently conducted a study at the request of Isagenix Founder and Master Formulator John W. Anderson to evaluate the effects of e+ on individuals during Cleanse Days. Preliminary results found e+ is an effective tool in supporting the weight loss from the 9-Day Nutritional Cleansing Program.

DO YOU USE e+ IN PLACE OF ISADELIGHT PLUS™ OR ISAGENIX SNACKS™?

e+ is not considered a snack option. It is intended as a safe and natural energy support supplement that can be added to your daily Shake Day protocol as needed. It should not be used as a substitute to any other Isagenix products, but as an addition to the many solutions-based nutritional supplements that Isagenix offers.

IF I TAKE IONIX® SUPREME DAILY IN MY 30-DAY PROGRAM OR BY ITSELF, HOW AND WHEN CAN I TAKE e+, AND WILL I GET AN ADAPTOGEN OVERLOAD?

The Adaptogen blends in Ionix Supreme and e+ have some overlap, but are substantially different and are intended to provide different effects. For example, the e+ Adaptogen blend is primarily designed for sports performance and fighting fatigue. The Ionix Supreme Adaptogen blend is primarily designed for healthy ageing and stress management.

IS THERE SUGAR IN e+ AND WHERE DOES THE SUGAR COME FROM?

There is no sugar added to e+. The sugar included for flavouring is naturally derived from fruit juices.

WHAT ARE ADAPTOGENS? HOW DO THEY WORK IN e+?

Adaptogens are natural substances found only in a small number of rare plants and herbs. These plants and herbs provide special nutrients, which assist the body in achieving optimal mental and physical performance. For a substance to be considered an Adaptogen, it has to be completely nontoxic to the body and have no harmful effects no matter the amount or length of time it is used. Adaptogens balance and normalise the systems of the body, which leads to better resistance to stressors at the cellular level allowing better control of homeostasis leading to better overall health.

e+ contains a special blend of 10 adaptogenic botanicals that are supported by several clinical studies with results published in numerous research papers. In these studies, the proprietary blend was found to increase mental and physical performance while also protecting the body from stress and offering normalising and antioxidant actions. Furthermore, the blend was found to be more effective at inducing beneficial effects than any single Adaptogen taken alone.

* Source: dao.health.wa.gov.au

WHAT ARE THE ADAPTOGENS IN e+ AND WHO CREATED THE FORMULA?

e+ contains an herbal Adaptogen blend formulated by the late Dr. Israel Brekhman, who was a pioneer in the discovery and development of these stress-neutralising agents. Isagenix has exclusive access to his proprietary blend, making e+ unique compared to other products on the market. The Adaptogens include Eleuthero root, hawthorn berry, rhodiola, schizandra berry, Japanese aralia, cramp bark berry, licorice root, leuzea root, mountain ash berry and chaga mushroom.

WHAT ARE THE ADVANTAGES OF REDUCING THE EFFECTS OF STRESS ON THE BODY?

Reducing the effects of stress is very important for optimal health. Having long-term chronic stress has been shown to have a detrimental effect on your health.

Having a regular source of Adaptogens, as what is found in other Isagenix products and now e+, helps improve the body's resistance to stress. Adaptogens are known to increase the body's capacity to perform mentally and physically in stressful situations. e+ is one more tool to help keep your body primed to deal with all types of stress in your life.

ARE THERE ANY INGREDIENTS IN e+ THAT ARE BANNED SUBSTANCES TO ELITE ATHLETES?

There are no ingredients in e+ that are considered banned for elite athletes, according to a search of the World Anti-Doping Agency (WADA) published 2012 "Prohibited List – International Standard."

WHO SHOULD NOT TAKE e+?

e+ should be kept out of the reach of children. If you are very sensitive to caffeine, pregnant, nursing, diabetic, on medication, have any medical condition, or are beginning a weight-control program, consult your physician before using this product or any other dietary supplement. Discontinue use if any adverse reactions occur.

DOES e+ NEED TO BE REFRIGERATED AFTER OPENING?

The 60mL shot of e+ is meant to be consumed all at once. If only half of the bottle is consumed only, then it should be refrigerated.

ARE THERE ANY ALLERGENS IN e+?

Please see the ingredients list to determine whether or not the product contains any ingredient that you may be allergic to. The product is dairy-free, gluten-free and soy-free.

ARE e+BOTTLES RECYCLABLE?

Yes, the plastic used in our bottles is 100% recyclable. Isagenix has always embraced the importance of recycling, and we recently redoubled our efforts to make recycling the highest priority by implementing sustainable packaging practices. Isagenix plastic containers are also completely biodegradable and Cheerful Planet Certified containing our proprietary and non-toxic resin additive that helps them break down more quickly when introduced to a microbe-rich environment—such as a landfill or compost pile.