

Verve!

Named Ms. Fitness Magazine's Product of the Year

My name is David Woynarowski MD and I am an anti-aging doctor, a supplement designer and a fitness expert. I also have the great fortune of being a member of the top review panel for the Product of the Year Award for Ms Fitness Magazine.

I'm honored that they ask me to review all kinds of products: from supplements to exercise widgets, information products and just about anything new that pertains to health and fitness.

The truth is that most of the time the stuff never gets out of my office, because they are simply NOT GOOD ENOUGH... and that includes the numerous widgets, drinks, pills and info products.

Getting through my door takes a lot and getting the thumbs up for product of the year takes much, much more.

So when they put Verve in front of me I thought, "Why do we need another energy drink!" In a step-by-step analysis the answer became clear and eventually led to Verve being the only real choice for Product of the Year 2009.

Step One: TASTE!

I really liked the fresh, clean, natural taste of Verve and I could tell it was very different right away. Everything is naturally sourced and not created in a lab. Mother Nature rules here in the form of organic plant sources and the great taste reflects it.

Step Two: SHOW ME THE SCIENCE

In addition to my medical endeavors I am also a scientist. All the hype, packaging novelties

and celeb word-of-mouth cannot replace solid science. Verve wowed me with science.

For instance, Verve's parent company, Vemma, has two clinical studies to back up what they say. (And more on the way no doubt.) There's nothing like a randomized, double-blind, placebo-controlled study to get my attention. Statistical significance trumps taste tests every time.

The first impressive study shows a rise in antioxidant levels after drinking just 2 ounces of the Vemma nutrition formula in



Giving your body what it needs vitamin and anti-oxidant wise and reducing inflammation make this product a legitimate “healthy energy drink” ...Up until now a true oxymoron!!!

Verve. Now, you may wonder, what does that have to do with an energy drink and why is it important?

First off, energy drinks are meant to support an active lifestyle. Active lifestyles including exercise, while terrific for you, can also increase the level of oxidation and inflammation in your blood. As an ultra-runner I am uniquely aware of the demands exercise can place on your body. Most energy drinks just bang you with caffeine and other stimulants and don't worry a bit about the “side effects” of your active lifestyle. In other words, they may be the poison and not the antidote, because they let you do more damage - but don't help you recover from it.

Now, in case you don't read or care a lot about science, here is a little tidbit for you as well. Chronic inflammation can cause problems in your body. It has been linked to bad joints, bad hearts, bad moods and, perhaps even worse: to getting fat! And we all know the really bad things that come with being fat.

So it stands to reason you might not want a lot of chronic inflammation in your life. Any product that can cut inflammation is a great product in my book and again Vemma's science won the day.

Back to that Randomized Double-Blind Placebo-Controlled Trial (in doctor talk that is very very good!) entitled “The Effect of the Vemma Formula on Immune Function and Inflammation in Humans.” This study shows a drop in critical markers of inflammation that anti-aging doctors like me know can be directly related to disease. So we can safely say that there is science to back up Vemma's claims of effectively giving your body antioxidants and reducing inflammation in your body.

I will never forget the candid conversation with the former head of a major energy drink company who had just gone off to start his own brand. He left because, as he told it, “You would not give this stuff to your neighbor's dog if you saw how they made it!” That drink is still selling like hotcakes, by the way!

While I can't name names, I can tell you that if you have ever had an energy drink you've probably had this one and it's anything but healthy.

Which brings us back to our Product of the Year: Verve.



Step Three: The Ingredients and The Nutrition

Guarana, aloe and mangosteen, are all at the core of this natural organic mix. And there are tons of vitamins and minerals from Calcium to Manganese, Vitamin A to Vanadium, and they are all provided in a highly bioavailable form so you get what they say you get on the label instead of creating expensive urine.

Then there is the brain stuff - you know, the stuff that makes you feel more alert and alive - like Taurine, D ribose and choline and inositol as well, making this pretty close to a multi-vite in a bottle!

The net effect of all these ingredients is that Verve scored very well on the bioavailable nutrition scale. In English this means it's a great source of valuable nutrition for your body.

How much? Well here are just a few food equivalents for one 8 ounce serving of Verve. The same amount of Vitamin A as a cup of Spinach. The same Vitamin D levels as 55 eggs! The ORAC antioxidant value of 17 ounces of cherries. And in point-to-point comparison Verve simply blows the competition out of the water in antioxidant value.

Now I don't care what you drink for your energy drink but I will tell you this: it doesn't even come close to this, thus substantiating the claim of Verve as “The insanely healthy energy drink!”

I think this is the biggest difference between Verve and all the other energy drinks out there. People are constantly wishing for a healthy alternative to the best-selling products which are pretty much “glow in the dark” versions of soda!

I could keep writing about the health benefits that are so appealing to me but I need to tell you a bit more about why we chose this product because yes, there is more!

Step Four: Convenience and Availability

First, it's available in a couple of different sizes and caffeine loads dependent on how fast and how much extra energy you need. For typical use there is an 8-ounce can and for fast-acting instant energy a 3-ounce shot. How's that for allowing you to choose what's right for you?

Now, truthfully, none of this would mean much to me without.....(drum roll, please) THE SCIENCE, but when you put the total package together: superior ingredients and sourcing along with undeniable science... well, then my friend you have an undeniable winner.

Our Product of the Year 2009 Is Verve! (www.verve.com)

Dr Dave Woynarowski MD is a Board Certified Internist and Anti-Aging doctor as well as a Certified Personal Trainer. In addition to anti-aging medicine he has extensive experience in the specific science and techniques of weight loss and has successfully helped thousands to resculpt their bodies in the image they desire. He is a new regular contributor to Ms. Fitness Magazine and a member of the Ms. Fitness Review Panel. He can be contacted by: doc@drdavesbest.com or by calling 1 (866) 654-7670 toll-free in the US or CANADA or by phone outside the US at 1 (610) 880-0075, or FAX (610) 916-3931



Actress AnnaLynn McCord from TV's Nip/Tuck and the movie Transporters 2 at the 2009 Oscars gift suite.



Actor Terence Howard at the 2009 Golden Globes gift suite.

Miss USA 2009 Kristen Dalton: "When asked what's in her fridge at home, said, "Milk, cheese, yogurt, Vemma-my vitamin drink- and vegetables." View it at http://www.youtube.com/watch?v=3DYh3w_sYd8