

Powerhouse Ingredients

Cacao

Why the Whole Cacao Bean?

Cacao beans are usually processed to extract only the antioxidant-rich paste and cocoa butter, leaving behind the beans' outer husk. However, the husk is a rich source of dietary fiber—so rich, in fact, that Xoçai™ has included it in its X Powerhouse Cookies. Just one Cookie delivers 7 grams of dietary fiber—something other cookies don't even come close to.



Açaí

The açaí (ah-sigh-EE) berry is a high-energy fruit harvested on cooperative farms from a unique amazonian palm tree. Açaí has been utilized by natives of that region for centuries in a variety of ways. Now, it has exploded onto the health scene in North America, having received accolades from the likes of Oprah, Nicholas Perricone, M.D., best-selling health author, and various other media and health experts.

Blueberry

The Power of Blue! Blueberries consistently rank very high in antioxidants compared to other fruits and plants. They are bursting with nutrients and flavor, yet very low in calories. Blueberries continue to be one of the best choices to include in a healthy diet.



Additional Xoçai™ Products:



Xoçai™ X Power Squares™

- Brunswick Lab Tested - 3,582 ORAC!
- High level of antioxidants
- Loaded with epicatechins, catechins, and other flavonoids
- Diabetic friendly



Xoçai™ Nuggets

- Each 12-gram nugget has an ORAC value of 3,120.
- The Nuggets are extremely high in cocoa content
- Exotic flavors of dark chocolate with açai berry and blueberries
- Sweetened with raw cane juice crystals



Xoçai™ Omega Bars

- Provides a much needed source of Omega-3 fatty acids
- Each bar has an amazingly high ORAC value of 8,840.
- Complimented with orange oils and orange peels to provide a pleasant taste
- Formulated to provide the essential fatty acids from açai berry, flaxseed, and a patented, plant-based, encapsulated Omega-3



Xoçai™ Activ™

- High antioxidant unprocessed cacao, açai berries, blueberries, and concord grapes
- Activ has an ORAC value of 4,275 per ounce.
- No artificial flavors, artificial colors, preservatives, or added caffeine



Xoçai™ Protein Bar

- The ultimate low-calorie, high-protein "meal on the go" protein bar
- Sweetened with a low-glycemic-index sweetener
- Each bar delivers an ORAC value of 4,066.

For additional copies, call 877.225.3521 or visit chocolatebiztools.com



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America's Unhealthy Snack Syndrome

It's no secret that America's favorite snacks are simply not healthy—they're loaded with sugar, processed flours, high-fructose corn syrup, unhealthy fats, hydrogenated oils, and other artificial ingredients. Experts point to the plethora of snack foods that populate both our store shelves and our own pantry shelves as primary culprits in the rising rates of obesity, diabetes, heart disease and other lifestyle diseases. Cookies and chocolate are a big part of this problem.



The average American eats about 100 pounds of sugar yearly, much of which is consumed in snacks.

In fact, Americans eat about 50 lbs of cookies and 12 lbs of unhealthy chocolate every year.



X Powerhouse Cookie™: The First Healthy, Antioxidant-Rich Cookie

In 2006, MXI Corp. released the first true healthy chocolate. Unlike most other commercially available chocolates, Xoçai™'s premiere-grade chocolate is cold-processed, which retains the majority of the cacao bean's antioxidants, and does not contain any milk fats, alkali, hydrogenated oils or other artificial ingredients.



In response to the onslaught of unhealthy snack options, MXI Corp has created the X Powerhouse Cookie—the first-ever antioxidant-rich cookie that features Xoçai™'s premiere-grade chocolate, uses all-natural sweeteners, and provides a rich source of dietary fiber.

Replace the **BAD** with the **GOOD**



Americans eat 12 lbs of chocolate (most of which is unhealthy) and 50 lbs of cookies each year. Eating one Xoçai™ X Powerhouse Cookie per day instead of your daily junk food provides you a healthy alternative. And what would you receive in return? An antioxidant-rich, high-fiber, low-glycemic snack that combines the nutrients of cacao and açai into one cookie that satisfies and tastes great!

Weight Watchers Points: *4 Points* If you're a Weight-Watchers enthusiast, you can see that the X Powerhouse Cookie is a great option for your diet regimen!

Comparing the Cookies: *Which Do You Want?*



X Powerhouse Cookie (57g)

- Whole wheat flour
- No shortening
- Brown rice syrup, brown sugar, cane juice, fructose
- Cinnamon, nutmeg; no artificial flavors
- **Chocolate:** cold-processed, non-alkalized, whole cacao bean, natural cocoa butter, no milkfats, oils or waxes, no artificial ingredients
- 0 grams trans-fat



Fudge Cookie w/ Chocolate Chips (57g)

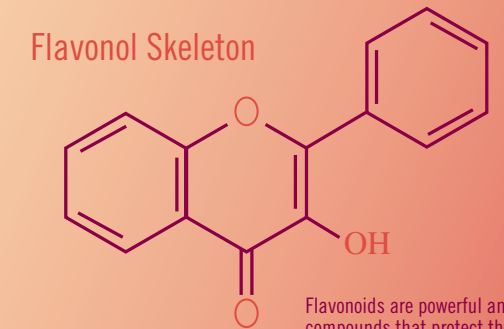
- Bleached white flour
- Shortening
- Sugar, high-fructose corn syrup, malt syrup
- Artificial flavors
- **Chocolate:** heated, alkalized, with milk fats and artificial ingredients; also has "cocoa powder flavor" (does not contain cocoa)
- 1.8 grams trans-fat

9 Reasons to Choose Xoçai™'s X Powerhouse Cookies

- 1 Provides Xoçai™'s Premiere-Grade Chocolate**
The X Powerhouse Cookie is loaded with chocolate chips made with Xoçai™'s antioxidant-rich, all-natural healthy chocolate.
- 2 Delicious**
Don't believe us? Try it and see!
- 3 Uses All-Natural Sweeteners**
Brown rice syrup, cane juice and fructose comprise the Cookie's all-natural sweetening team.
- 4 High in Fiber**
The entire cacao bean, which is a terrific source of fiber, is used in the X Powerhouse Cookies.

- 5 A whole-food product**
The Cookies include whole wheat flour, whole cacao beans, cocoa butter, and natural sweeteners—very few of its ingredients are processed.
- 6 A "Clean" Product**
Uses no artificial ingredients, trans-fats, sweeteners or chemicals.
- 7 Delivers an Antioxidant Punch**
The nutrients from cacao and açai in the X Powerhouse Cookie provide you with an entire day's worth of antioxidants.
- 8 Helps Break the Cycle of Unhealthy Dietary Habits**
You and your family can still experience the great taste and "decadence" of a snack food without suffering the dangerous health consequences.

- 9 An Unrivaled Source of Flavonoids**
Recent cacao studies have concluded that health benefits were obtained by consuming daily 600-900mg of total flavonoids, plant-based antioxidants that help the body's cells resist damage by free radicals. X Powerhouse Cookies have an astounding 1,036mg of total flavonoids per cookie (57g).



Flavonoids are powerful antioxidant compounds that protect the body from free radical damage.

11,115 ORAC

The ORAC test, which is used to measure the antioxidant contents of foods and health products, puts Xoçai™'s X Powerhouse Cookies at an astounding 11,115—giving you an entire day's worth of antioxidants in just one cookie!



Brunswick Labs: A Seal of Superior Quality

The astounding 11,115 ORAC score for Xoçai™'s X Powerhouse Cookies comes from Brunswick Labs, an independent, third-party laboratory that provides analytical services for some of the world's finest research institutions, corporations, and public organizations. Xoçai™'s X Powerhouse Cookies have received the Brunswick Lab certified seal, which assures consumers they are getting one of nature's premiere antioxidant-rich foods.

Did you know that Xoçai™'s X Powerhouse Cookie provides the same ORAC equivalent as the following foods?

To equal the ORAC score of one 2-oz X Powerhouse Cookie (11,115), you need:

1 Cookie



X Powerhouse Cookie
11,115 ORAC • 2 oz

=



12.8 lbs Tomatoes

or



30 oz Spinach

or



32 oz Raspberries