



DNA

BEAUTY & VITAL CHARGE

ACTIVATE
NEW DRINK

The source of beauty and vitality derived from modern science

The Mother Earth has been nurturing and supporting life since a long, long time ago. It has been one billion years since the ancestors of mankind evolved from multicellular organisms.

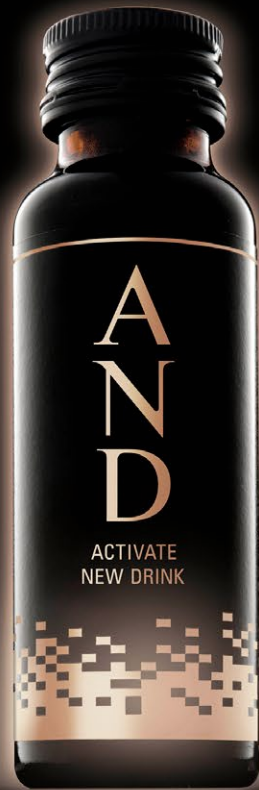
Genes, which are also known as the blueprint of life, are inherited by descendants of living organisms, connecting the generations and this continues till present day. In the process, not only human beings, all animals and plants have also undergone various evolutions while being exposed to climate changes and ultraviolet rays.

Amongst them, there are plants that have withstood the external threats from the harsh environment, and survived by storing various useful ingredients.

Especially the resilient berries that have survived since thousands of years ago, and the cat's claw that has been used by the native inhabitants of the Amazon for a long time, are filled with rare and beneficial ingredients.

The wisdom of modern science accumulated by mankind, has been condensed in every bottle of the AND; not only to boost beauty and vitality, but also to fulfil the desire of living an enriching life, as well as to utilise the power of such plants.

AND supports your pursuit for beauty and vitality, as you live each day with positivity.



Illuminate your beauty Rediscover your vitality

It is everyone's dream to maintain a healthy and radiant skin, to retain youthfulness and to tackle new challenges. AND, which stands for "Activate New Drink", is a next generation functional drink in a bottle. Packed with carefully selected ingredients, this functional drink supplements your health and beauty needs. AND is designed for everyone who dreams of finding beauty and vitality from within; bringing you one step closer towards self-discovery, inspiring you to welcome each day with brand new confidence.

The enchantment of black and gold

Premium content in a bottle

A modern and sophisticated premium drink based around the colours black and gold. The beauty of its unmatched quality is represented by the colour gold; the unshakeable burst of energy is expressed using the colour black. It is specially designed with both the modern women and confident men in mind.

The design on the bottle – shiny gold blocks rising from the bottom – depicts the image of one nurturing beauty from within. The blocks represent the essential elements of health and beauty, illustrating how one can be transformed with the AND.



BEAUTY

Exuding radiance like
an overflowing fountain

True beauty is not only about the outer appearance.
It is also about revitalising your body and radiating beauty
from within.

This drink encapsulates the wisdom of modern science and
the beneficial ingredients from power plants,
giving your skin a boost;
it is your daily dose of beauty supplement in a bottle.
Now you can look at yourself in the mirror every day and
smile with confidence.

BEAUTY & VITAL CHARGE
A Hybrid Drink of Beauty and Vitality

VITAL CHARGE

Revitalise and enjoy life
the way you desire

There is no downhill in life.
There are always new heights to achieve and new challenges
in life to conquer.

You will open up a whole new world and discover new dream if
you can pursue life tirelessly with passion and an inquiring mind.
The desire to protect the important things in life, and to live life
the way you want, is a new driving force.

AND gives you the vitality that you need, preparing you for the
next door of opportunity that opens.

The 5 Powers of AND

The AND comes with a wide range of benefits, hidden in the powerful plants used in this product.

Our predecessors had relied on these plants for their survival.

Today, with the help of modern technology, we can take advantage of the wisdom gathered from modern scientific research on these power plants and ingredients, to create a healthier life.

Supports Vitality

AC-11^{※1} is a beneficial ingredient extracted from the bark of Cat's Claw Vine, a plant that grows in the Amazon.

This ingredient is known to boost vitality, supporting your pursuit for a more enriching life.

Retains Youthfulness

The vitamin C from maqui berry, seaberry and blackcurrant is recognised to help maintain skin's suppleness and translucency.

Maintains Good Health

A combination of niacin^{※2}, zinc gluconate, vitamin B2 and vitamin B6, giving you the extra energy and support to strive for greater achievements.

Increases Everyday Vigour

The combination of soy peptides and vitamin C intake supports normal collagen formation, helps you feel energised and supports your active lifestyle.

Healthy and Radiant Skin

Lingonberry, raspberry and other beneficial ingredients help boost your skin, giving it a healthy glow.

※1 An extract from the bark of the Cat's Claw Vine.

※2 Niacin is a nutrient that contributes to the maintenance of your skin. It is also known to help release energy (from proteins, fats and carbohydrates), reduce fatigue and contribute to the normal functioning of the nervous system.

Stay energised every day with niacin^{※1}

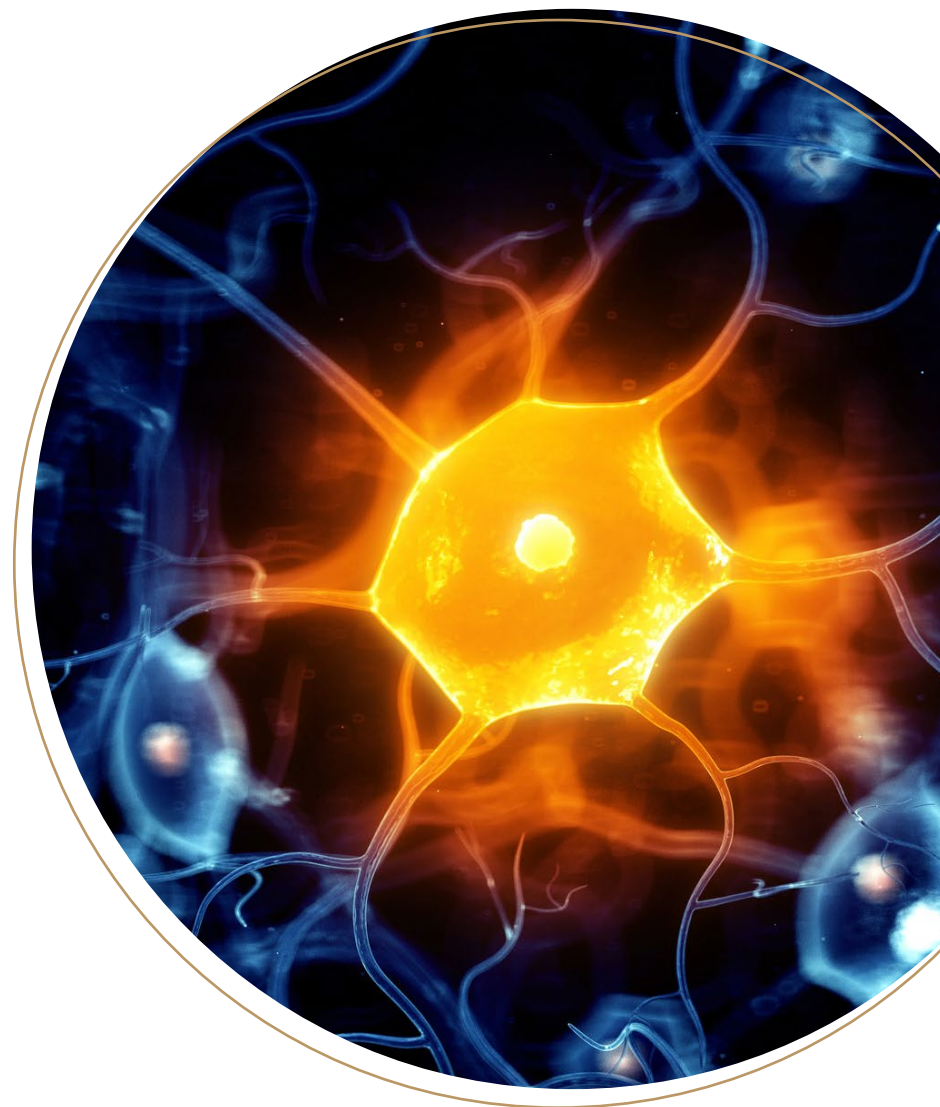
Commonly known as the vitamin B complex, there are eight B vitamins that help us stay energised throughout the day, supporting our active lifestyle. Out of the eight B vitamins, the AND contains four of them – B2, B6, niacin and folic acid.

They are also referred to as water soluble vitamins, and because they are not retained by our body, we need a regular intake of these vitamins.

Niacin is known to play the important role of assisting enzymes in the body to convert food into energy, allowing us to perform our daily activities. It is also said that about 60 – 70% of the energy required by our body is provided by the work of niacin.

“I can still go on.” The AND is specially formulated to carry you through obstacles with resilience and confidence.

^{※1} Niacin is a nutrient that contributes to the maintenance of your skin. It is also known to help release energy (from proteins, fats and carbohydrates), reduce fatigue and contribute to the normal functioning of the nervous system.



Rediscover your vitality with soy peptides

Soybeans, packing a protein punch, are also known as “meat of the field”.

The AND contains a good balance of essential amino acids that cannot be synthesised by the body; it is a beauty and health beverage with amino acid score^{※1} of 100.

The soybeans are used as a raw material, and the soy peptides are derived from soybeans fermentation and enzymatic degradation. Peptides are formed when protein is broken down, and these peptides are made up of amino acids. Protein is made up of many blocks of amino acids, and is absorbed by the body after being digested and broken down. However, since peptides are already broken down, they are absorbed more easily by our body. It is said to be more effective than amino acid supplementation.

When one is on a diet or increases his/her physical activities, it is particularly easy to result in a shortage of amino acids. In times like these, the AND can be your best ally, supplementing you with the essential nutrients, supporting your quests for achieving beauty and vitality.

The AND supplements the essential nutrients that your body may lack; it is highly recommended for the hardworking people who need a vital charge before taking another step forward in life.



^{※1} This is the numerical representation of the amino acids contained in food. The upper limit is 100, and the higher the score, the higher the quality of the protein.

The Incredible Resilience of the 5 Berries

These brightly-coloured berries that grow under adverse conditions, have a refreshing taste and are known for their amazing adaptability and resilience. They can also be harnessed as a source of energy, giving us the healthy glow.



Maqui Berry

Supporting your overall health and wellness

Even amongst the “superfruits”, the maqui berry is regarded as the king. The Mapuche Indians, who are indigenous to Southern Chile, had for a long time consumed the juice of the maqui berries for improvement of vitality and health. As they did not succumb to the invasion of other ethnic groups such as the mighty Incas and the Spanish, it was said that the maqui berry was the secret to keeping the Mapuche Indians strong and undefeatable.



Lingonberry

Elegantly aromatic and packed with nutrients

Extremely resilient, the lingonberry grows in severely cold soil, which drops to -30°C in the harsh winter. It is also often used in Finland to make processed foods such as jam. While it is sweet-smelling and brightly coloured like a ruby, it is rich in resveratrol and contains a high concentration of vitamin C, arbutin and a variety of minerals.



Seaberry

A fruit valued by Genghis Khan

The fruit of the seaberry (also known as sea buckthorn) contains more than 200 natural compounds. The seaberry is favoured by wild animals such as the horses, and according to a legend, it was the source of the leaping power of Pegasus, the winged-horse in Greek mythology. There is also a record which shows that Genghis Khan, the ruler who reigned the mighty Mongol empire, held the fruit in high regard.



Blackcurrant

One of the blessings of Mother Earth

Also known as cassis in Japan, the blackcurrant has a history of several hundred years. Ben Ard, which is a variety of blackcurrant from New Zealand, is specially selected for AND because of its extremely high content of anthocyanin. It is a supreme quality of blackcurrant that is produced by the spring water and clean, unpolluted air.



Raspberry

Beneficial nutrients for beautiful skin

Amongst the different types of berries, many of us would be more familiar with the raspberry. Raspberries have been cultivated in Britain since the 16th – 17th century, and it is said to have gained widespread popularity when the monks used them to maintain good health. These reddish purple berries are tenacious and able to withstand the severely cold weather. The raspberries contain polyphenol, which is becoming the centre of attention as a beauty ingredient; as well as ellagic acid, making them a nutritious fruit to boost your overall skin health.

Cat's Claw Vine – a legendary plant passed down from the ancient times

Native to the depths of the rainforests in Peru and the Amazon, the Cat's Claw Vine is considered rare even in its habitats. The Cat's Claw Vine is named after the tendril at the base of its leaf, which possesses hooks that look like a cat's claws.

It is said that for over 2000 years, the native inhabitants have incorporated this woody vine into their lives, consuming it as tea and so on.

Today, according to Swedish researchers who after investigating over 250 plant species across a span of more than 30 years, have come to acknowledge the value of Cat's Claw Vine, and the benefits of the ingredients extracted from the bark have since garnered much attention.

AC-11^{※1}

A remarkable force extracted from the bark

Putting the bark through hot water extraction and concentrating the result produces "AC-11", an ingredient which has recently received a lot of attention for its benefits. Rich in AC-11, the AND seeks to support your active and healthy lifestyle with this beneficial ingredient.



※1 An extract from the bark of the Cat's Claw Vine.

A blend of beneficial ingredients, supporting your overall well-being

In the ancient times, the plants were deemed to be filled with secrets. However, due to the power of modern science, the ancient secrets of plants have been unlocked and harnessed as beneficial ingredients to be utilised by humans.

Beauty Ingredients

Maqui Berry

A superfruit that is known to help increase your energy level. Rich in delphinine, the maqui berry supports your overall health and wellness.

Seaberry

Packed with more than 200 natural compounds such as vitamins B1, B2, C and E, as well as flavonoids, polyphenols, palmitoleic acid and minerals, it is no wonder the seaberry is also hailed as a superfruit.

Lingonberry

Containing vitamin C, arbutin and other minerals, the lingonberry is also known to be rich in resveratrol, an ingredient believed to help maintain youthful skin.

Blackcurrant

Widely regarded as a cassis variety of supreme quality, the blackcurrant contains 3 to 4 times more anthocyanin than the blueberries, which is a compound that protects the plant from harmful ultraviolet rays.

Raspberry

Rich in polyphenols such as anthocyanin and ellagic acid, the raspberry works to strengthen your body from the inside, and maintain your skin condition on the outside.

Folic Acid

Contained in dark leafy green vegetables such as spinach, folic acid is one of the B vitamins that is known and recommended for women to consume daily.

Vitamin C

Vitamin C is known as the essential beauty nutrient. It helps you feel and look energised, giving you the healthy glow.

Vital Charge Ingredients

Niacin^{※1}

One of the B vitamins, the niacin is an ingredient that maintains the health of your skin and body.

Soy Peptides

Soy peptides are a type of protein, known as the main source of energy and nutritional support for the human body. They are rich in a variety of amino acids, and can be broken down by enzymes into smaller molecules for more effective absorption by the human body.

AC-11^{※2}

This beneficial ingredient is extracted from the bark of the Cat's Claw Vine, a plant that grows in the Amazon. It has been gathering attention as an ingredient that supplements the general health.

Zinc Gluconate

Zinc gluconate is important for the maintenance of your health; supplement your zinc gluconate intake with the AND.

Vitamin B2

Vitamin B2 supports growth and the maintenance of good health. Known for its role in energy production, it is considered as one of the essential nutrients for people with active lifestyle. It is also known as the “beauty vitamin”, promoting the maintenance of healthy and glowing skin.

Vitamin B6

Vitamin B6 is known to be compatible with the proteins that make up the body, and is a nutrient that generally helps in maintaining good health.

^{※1} Niacin is a nutrient that contributes to the maintenance of your skin. It is also known to help release energy (from proteins, fats and carbohydrates), reduce fatigue and contribute to the normal functioning of the nervous system.

^{※2} An extract from the bark of the Cat's Claw Vine.

7 Ways the AND Increases Your Charm

1

A beauty drink that maintains healthy and radiant skin, giving you more confidence for a more active and enriching life. A functional drink that supplements your vitality and takes care of your overall well-being. It is a brand new concept of **hybrid** drink that supports your quest for both “beauty” and “vitality”.

2

A nutritional beverage which contains niacin^{※1}, a nutrient that maintains the health of your skin. It is a concoction of vitamins B2, B6, folic acid and niacin.

3

Contains “**soy peptides**”, which are derived from soybeans.

4

Rich in vegetable protein, the soy peptides have an “**amino acid score**^{※2}” of 100, making it a beneficial ingredient for maintaining a healthy body.

5

Contains **AC-11**^{※3}, an ingredient that has been gaining attention for its potential to increase energy level.

6

Comprises **five kinds of berry extracts** from superfruits such as the maqui berry and seaberry. A healthy and delicious treat with a burst of berry flavour.

7

The AND is formulated to nourish and energise the body. It is **fat-free, caffeine-free, preservative-free** and **free of artificial colouring**.



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※3 An extract from the bark of the Cat's Claw Vine.

Enhance your glow and experience a new feeling of wellness. Advanced beauty and health habits resulting in a brand new you.

Beauty, energy and vitality are elements that come from within you. Besides supplementing you with the essential nutrients, the AND gives you the extra boost, supporting you as you live each day with fulfilment and purpose.

The inner care which brings about beauty and vitality.

Delicious and refreshing, it is easy to incorporate this berry-flavoured beverage into your regular health and beauty regimen.

With time, you will be able to feel the differences – renewed beauty and vitality that is not quite the same as before.

Increase Your Charm with the AND

SCENE 1

For First-time Users

“10-day Beauty & Vital Charge”

For first-time users, it is recommended that you consume one bottle daily for 10 consecutive days. This will help to supplement nutrients that may have been lacking in “beauty” and “vitality”.

SCENE 2

1 Bottle Every 2 – 3 Days

“For Maintenance”

Our body repairs itself while we sleep at night. Every 2 – 3 days, you may drink one bottle of AND at the end of the day or during “Cinderella Time” (10pm – 2am), for maintaining overall health and wellness.

SCENE 3

Re-energising Your Tired Body

“Energy in a Bottle”

When your body feels tired after a hectic schedule or working out, and you still would like to work harder, the AND helps to restore energy, giving you the strength to remain mentally and physically strong.

Q&A

Q: What are the characteristics of the AND?

A: AND is a hybrid product that supports both “beauty” and “vitality”, a functional drink that gives you both “Beauty & Vital Charge”. It is specially formulated to supplement the need for “beauty” and “vitality”, suitable for both adult men and women. The AND is a dietary supplement that contains niacin.

Q: Are all the ingredients natural?

A: Not only do we ensure that the ingredients used are natural, we also combined the natural power and wisdom of modern science, so as to develop a high-quality premium product. No animal derived ingredients are being used in this product.

Q: Is there a recommended way of consumption?

A: For first-time users, it is recommended that you consume one bottle daily for 10 consecutive days. This will help to supplement nutrients that may have been lacking in “beauty” and “vitality”. Thereafter, you may consume one bottle every 3 days, or as and when you deem necessary. However, it is recommended that you consume the AND regularly for maintenance.

Q: When is the best time to consume the AND?

A: You can consume the AND at any time. However, because our body requires various nutrients for the maintenance of beauty and health when we sleep, it is recommended to consume the AND at the end of the day, during “Cinderella Time” (between 10pm to 2am).

Q: Is it suitable for long-term consumption?

A: Yes, of course! It is a product that supports “beauty” and “vitality”, so we recommend that you incorporate the AND into your beauty and health regimen.

Q: Can the AND be consumed with other supplements or medicine?

A: The ingredients in AND are not known to react adversely with other supplements or medicine. However, if you have any concerns, please consult your physician for clarification before consumption.

Q: Can pregnant and lactating women, or children consume the AND?

A: If you are pregnant or lactating, please consult your physician before consumption. This product is not recommended for children.

AND

ACTIVATE NEW DRINK

Product name	AND (Activate New Drink)	
Ingredients	Water, Isomaltooligosaccharide, Soy Protein Isolate, Erythritol, Vitamin C (Ascorbic Acid), Lemon and Lime Pectin (Thickeners INS440), Citric Acid (Acidity regulator E330), Raspberry Fruit Extract, Soybean Polysaccharides, Cat's Claw Extract, Blackcurrant Fruit Extract, Lingonberry Fruit Extract, Zinc Gluconate, Niacin (Nicotinamide), Maqui Fruit Extract, Seabuckthorn Fruit Extract, Vitamin B2, Vitamin B6, Sucralose (Sweeteners E955), Steviol Glycoside (Sweeteners E960), Antifoam agent (Hydrogenated starch hydrolysate), Emulsifier (INS471, INS475, mixed tocopherol concentrate), Folic Acid, Flavor and flavoring (contains Cranberry, Blueberry, Lychee) <i>*For allergens, please see ingredients in bold.</i>	
Contents	(50ml x 10 bottles) per box	
Recommended daily intake	Adult - 1 bottle a day, please shake well before consumption.	
Supplement fact per bottle (50ml)	Vitamin C (Ascorbic Acid) ... 396mg Vitamin B6 (of Pyridoxine Hydrochloride) ... 8.8mg Niacin (as Nicotinamide) ... 34mg Soy Protein Isolate (of Glycine max) ... 3,365mg Uncaria tomentosa (Cat's claw) Extract ... 125mg Vaccinium vitis-idaea (Lingonberry) Fruit Extract ... 50mg Hippophae rhamnoides (Seabuckthorn) Fruit Extract ... 20mg	Vitamin B2 (of Riboflavin 5' Phosphate Sodium) ... 8.5mg Folic Acid ... 1mcg Zinc (of Zinc Gluconate) ... 4.8mg Rubus idaeus (Raspberry) Fruit Extract ... 200mg Ribes nigrum (Blackcurrant) Fruit Extract ... 60mg Aristotelia chilensis (Maqui) Fruit Extract ... 30mg
Storage	Store in a cool place away from high temperature, high humidity and direct sunlight.	
Caution	<ul style="list-style-type: none">■ This product is not intended to diagnose, treat, cure or prevent any disease or disorder, including its related conditions. Please adhere to the daily recommended intake.■ Check the ingredients before drinking. Do not consume if you are allergic to any of the ingredients in this product.■ Discontinue use and consult your physician if adverse reactions occur.■ If you are pregnant, breast-feeding and/or have any known medical conditions or are taking medication(s), please consult your physician before consumption.■ Sedimentation and slight changes in taste, smell and colour caused by the nature of the ingredients may occur, and do not affect the quality of the product.■ Please finish the product after opening.■ Please do not heat up or freeze the contents as it may damage the container.■ Please take care when handling the sharp edges of the bottle cap.■ Keep the product away from the reach of children.	



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