



# Product Claims and Guidelines

Amare Global® Canada

Sharing Amare products is the bread and butter of your business! More than that, you share Amare and our products because you have seen the profound difference they have made in your own life and the lives of others. The following product guide will help you share Amare products in simple and natural conversations while also making compliant claims that follow regulatory guidelines in Canada.

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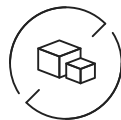
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# MentaBiotics™

A comprehensive combination of probiotics, prebiotics, and phytochemicals that have been scientifically proven to support mental wellness.

Recommended Use	Product Claims	Possible Approaches
<p>Mental wellness and gastrointestinal health</p>	<p>Helps to promote healthy gut flora.</p> <p>Supports mental wellness by populating the microbiome with specific strains of probiotics and prebiotics.</p>	<p>“Lately, I’ve learned so much about the connection between my mind and my gut health. MentaBiotics is a really cool product that has probiotics, prebiotics, and phytochemicals that helps promote a healthy gut AND supports my mental wellness! I just mix it with water and drink it as part of my morning routine.”</p>
<p>Stress and mood management</p>	<p>Helps promote a healthy mood balance.</p> <p>Helps to reduce or improve moderate feelings and symptoms of mild to moderate stress.</p>	<p>“You have a busy life—work, family, friends, hobbies. Keeping all those plates spinning can be the ultimate stress test. Mild stress? It happens to the best of us. Drinking MentaBiotics every day helps me promote a healthy mood balance.”</p> <p>“I love how I feel when I take MentaBiotics. I can handle the ups and downs of regular life with ease.”</p>



Sugar Free



Caffeine Free



Non-GMO



Gluten Free



No Fillers



No Artificial Preservatives, Colours, Flavours or Sweeteners



# Amare Energy+™ Pomegranate Lime

Amare Energy+ Pomegranate Lime helps to promote alertness and wakefulness and enhance cognitive performance without the jitters or crash you might get from high-stimulant or high-sugar energy drinks.

Recommended Use	Product Claims	Possible Approaches
Energy support	<p>Helps to temporarily promote alertness and wakefulness, and to enhance cognitive performance.</p> <p>Helps to temporarily relieve fatigue.</p>	<p>“For a long time, I looked for a great product to help me have the energy to get everything checked off my to-do list each day. I finally found the solution—Amare Energy+!”</p> <p>“Amare Energy+ helps me feel so much more awake each day. I love it so much it’s practically replaced my morning coffee!”</p>
Mental alertness	<p>Helps temporarily support mental sharpness.</p>	<p>“It’s nice to feel mentally alert as well as physically alert. When I drink Amare Energy+, I don’t feel like I’m dragging all day, and I can really focus on what needs to get done!”</p>
Antioxidant support	<p>A source of antioxidants that help protect against cell damage caused by free radicals.</p>	<p>“It’s so important to get the antioxidants you need to stay healthy. It’s easy to get them by drinking Amare Energy+ every day!”</p>



No Fillers



No Preservatives,  
Artificial Colours,  
Flavours, or  
Sweeteners



# Amare EDGE™ (Watermelon and Grape)

A combination of Mango Leaf, Lychee Fruit, and Palm Fruit: three synergistically powerful ingredients known for their antioxidant effects.

Recommended Use	Product Claims	Possible Approaches
<p>Antioxidant support</p>	<p>Source of antioxidants that help protect cells against oxidative damage caused by free radicals.</p> <p>A natural source of antioxidants formulated without calories, sugar, caffeine, GMOs, dairy, soy, gluten, animal products, preservatives, and artificial colours or flavours.</p>	<p>“Antioxidants help protect my cells against oxidative damage caused by free radicals. I add them to my diet by drinking Amare EDGE. The watermelon flavour is my favourite!”</p>



Sugar Free



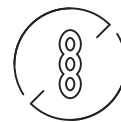
Caffeine Free



Non-GMO



Gluten Free



Soy Free



Dairy Free



No Artificial Preservatives, Colours, Flavours or Sweeteners



# Junior Mood+™

Junior Mood+ is a calmativie that helps to relieve restlessness or nervousness, improve sleep quality in individuals who experience sleeplessness, and support healthy mood balance in adolescents aged 12 years and over. The key ingredients are delivered in a delicious powder that is mixed with water or juice!

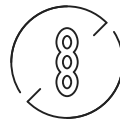
Recommended Use	Product Claims	Possible Approaches
Mood support	Helps to support mood balance in adolescents and youths 12 years and over.	"Growing up can be tough, so I like to give my 12-year-old some extra support with Junior Mood+."
Promote calm	A calmativie that helps to relieve restlessness or nervousness.	"Right now, my teenagers are experiencing a lot of new and exciting things at school and with their friends. I like knowing I can give something extra to help them stay calm under pressure with all these changes coming at them!"
Sleep support	Helps improve sleep quality in individuals experiencing sleeplessness.	"Enforcing bedtime for my 13-year-old son is getting harder and harder. I rest easier knowing he rests easier with the help of Junior Mood+"



Sugar Free



Gluten Free



Soy Free



# GBX FT™

GBX FT is a source of probiotics that promote favourable gut flora and help to support gastrointestinal health.

Recommended Use	Product Claims	Possible Approaches
Inflammation management	<p>Helps to reduce the plasma pro-inflammatory cytokine IFN-gamma, a clinical marker of inflammation, in young adults with moderate stress levels.</p> <p>Helps to increase the plasma anti-inflammatory cytokine IL-10, a clinical marker of inflammation, in young adults with moderate stress levels.</p>	<p>“Managing inflammation is so important to overall health. GBX FT has been shown to reduce one clinical marker of inflammation and increase one clinical anti-inflammatory marker in young adults with moderate stress levels.”</p>
Gastrointestinal health	<p>Source of probiotics to support gastrointestinal health.</p> <p>Could promote favourable gut flora.</p>	<p>“When our gut health isn’t 100%, so many other things about our health can be affected. I take GBX FT for the probiotics that could promote favourable gut flora and support my overall gut health!”</p>



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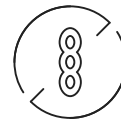
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Non-GMO



Gluten Free



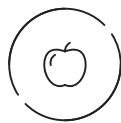
Soy Free



Stimulant Free



Dairy Free



Vegan



No Artificial Preservatives, Colours, Flavours or Sweeteners



# Ignite for HER™

Ignite for HER is a proprietary blend formulated with adaptogens, herbs, and phytonutrients that are used to provide a source of antioxidants.

Recommended Use	Product Claims	Possible Approaches
Healthy glucose support	Fenugreek is traditionally used in herbal medicine as a therapy for promoting healthy glucose levels.	"Whenever I can, I prefer to use products made with clean ingredients with a strong background in traditional herbal medicine, like fenugreek. This ingredient promotes healthy glucose levels and can be found in Ignite for HER from Amare."
Digestive support	Fenugreek is traditionally used in herbal medicine to help stimulate the appetite and as a nutritive tonic.	"Getting older has impacted my appetite and I just haven't been feeling myself! A friend recommended I start taking Ignite for HER from Amare, and it has made a difference! Ignite for HER contains fenugreek, a unique ingredient used in traditional herbal medicine to stimulate appetite and as a nutritive tonic."



Sugar Free



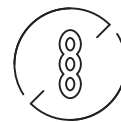
Caffeine Free



Non-GMO



Gluten Free



Soy Free



Dairy Free



No Fillers



No Artificial Preservatives, Colours, Flavours or Sweeteners





# Ignite for HIM™

Ignite for HIM is a proprietary blend formulated with ingredients used to provide antioxidants.

Recommended Use	Product Claims	Possible Approaches
Stress management	Helps to temporarily relieve symptoms of stress.	"Between work, my family, and my health—it's natural that I feel stressed. Now that I take Ignite for HIM, I feel that stress a little less and it makes my whole day better!"
Cognitive function	Helps to support cognitive function such as mental focus and stamina.	"For years, my workdays were so long and demanding I felt I could never keep up. Now, Ignite for HIM helps me stay focused long enough to get all the important things done—and I enjoy the other areas of my life so much more!"
Antioxidant support	Provides a source of antioxidants.	"In addition to all the other great benefits of Ignite for HIM, I also rest easy knowing I'm getting antioxidants that support my health."



Sugar Free



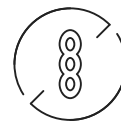
Caffeine Free



Non-GMO



Gluten Free



Soy Free



Dairy Free



No Fillers



No Artificial Preservatives, Colours, Flavours or Sweeteners



# GBX Sync™

Amare GBX Sync is a natural health product formulated to support immune function and maintain good health.

Recommended Use	Product Claims	Possible Approaches
Stress management	Helps increase vigor in those under physical or mental stress.	"Stress used to get the best of me. Now I have more energy and stamina throughout my day even when I'm stressed!"
Bone, teeth, and skin health	Helps in collagen formation to maintain healthy bones, cartilage, teeth, and gums.  Helps in connective tissue formation.	"GBX Sync is great for getting many aspects of our health back in sync! This daily supplement supports our bones, teeth, and skin!"
Metabolic health and nutrition	Helps to maintain the body's ability to metabolize nutrients.  Source of antioxidants.	"There are so many products out there to help support your immune system and nutrition. I love that GBX Sync uses plant-based ingredients to support my health in these key areas!"



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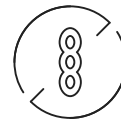
Caffeine Free



Non-GMO



Gluten Free



Soy Free



Dairy Free



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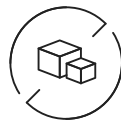
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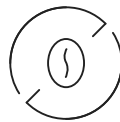
# Amare Spark Dragon Fruit

A next-generation, caffeine-free source of antioxidants that helps to protect cells against the oxidative damage caused by free radicals, and support and maintain a healthy digestive system.

Recommended Use	Product Claims	Possible Approaches
Antioxidant and nutrition support	Provides a source of antioxidants and fibre for the maintenance of good health.	"These convenient 'grab-and-go' stick packs are easy to mix with water to get the antioxidants I need throughout my busy days."
Digestive health	Supports and maintains a healthy digestive system.	"Amare Spark Dragon Fruit helps me so much when it comes to supporting my digestive system when I drink it each day."



Sugar Free



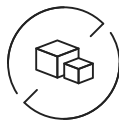
Caffeine Free



# GBX Flow™

Support and supercharge your body with a source of antioxidants that helps to protect cells against oxidative damage caused by free radicals.

Recommended Use	Product Claims	Possible Approaches
Antioxidant support	A proprietary blend of ingredients that provides a source of antioxidants that help fight against oxidative damage caused by free radicals.	"GBX Flow is great for protecting my cells from oxidative damage with antioxidants so I can feel my best."



Sugar Free



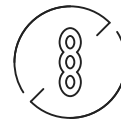
Caffeine Free



Non-GMO



Gluten Free



Soy Free



Dairy Free



No Fillers



No Artificial Preservatives, Colours, Flavours or Sweeteners



# Probiotics™

Source of probiotics that help support gastrointestinal health.

Recommended Use	Product Claims	Possible Approaches
Gastrointestinal support	Helps support intestinal health and promotes favourable gut flora.	"I feel so much better when my gut feels good, too. Probiotics from Amare is a great way to support your gut health!"



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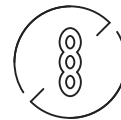
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