

XANGO

XanGo Canada Guidelines

We have received numerous inquiries about what you, as Canadian distributors, can say about our product and company as you promote your XanGo business. Since XanGo™ Juice is presently registered as a food in Canada, it is important for you to understand what can be said to protect all of us.

While there are restrictions on the medical or health claims that can be made for food products, there are many positive statements about the mangosteen, its ingredients and XanGo Juice that can be said as you build your business.

As a food, in general, we can talk about the ingredients of our product, such as the information found on the label, and the uniqueness of the ingredients. To help provide you with specific statements, we have developed a number of approved statements for your reference and use:

Mangosteen Origins and History

- ❖ The mangosteen fruit originated in the Malay Archipelago and quickly spread through the warm tropical climates of Southeast Asia .
- ❖ The small dark purple fruit with a delicious white pulp grows abundantly and is harvested twice a year from a small evergreen tree.
- ❖ Native people throughout Southeast Asia have historically used the fruit for its natural properties.
- ❖ It was when Europeans explored Southeast Asia that folklore related to the mangosteen first spread to western culture.
- ❖ However, it was not until XanGo launched XanGo Juice in 2002 that mangosteen began to achieve widespread recognition and acceptance in western markets, such as the U.S. and Canada.

Mangosteen Traditional Use

- ❖ The mangosteen rind was sliced and dried, then ground to a powder and administered as an herbal preparation.
- ❖ The mangosteen rind was steeped in water overnight and taken as a tea.
- ❖ The mangosteen rind was made into an ointment and applied externally as a lotion.
- ❖ It was through these popular uses that the benefits of mangosteen were passed down through history and several scientists and explorers took note.
- ❖ The mangosteen is so revered in Thailand that the Thai government recognizes it as the country's national fruit.

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Mangosteen/Xanthone Research

- ❖ The mangosteen fruit is an exceptional fruit fusing nutrition and sensational flavor. There are many elements found in the mangosteen that provide nutritional benefits.
- ❖ The main compounds, xanthones, are very stable and robust molecules, which show biological activity. The mangosteen fruit contains approximately 40 known xanthones and the majority of these are found in the highest concentration in the rind.
- ❖ Plant actives known as flavonoids offer additional benefits to the body.
- ❖ The two main flavonoids found in the mangosteen are catechins (found in green tea) and proanthocyanidins (found in grape seeds). Many research institutions, such as The Mayo Clinic, The Linus Pauling Institute, UCLA Center for Human Nutrition and many others have studied flavonoids extensively.
- ❖ While science is still progressing in its attempt to validate the uses of mangosteen, the research of the mangosteen's powerful phytonutrients thus far is quite promising.
- ❖ The mangosteen has been researched for 150 years, resulting in over 110 studies published in scientific journals, with studies touching on every system of the body.
- ❖ Studies on the mangosteen are exponentially increasing, with 15 up to 1980, 30 in the 90's, and already 45 since 2000.

General Statements about XanGo Juice and its Ingredients

- ❖ XanGo Juice is a great tasting beverage with naturally occurring nutrients, such as xanthones and flavonoids.
- ❖ A healthy diet low in saturated and trans fats may reduce the risk of heart disease. XanGo Juice is free of saturated and trans fats.
- ❖ Xanthones (or catechins, flavonoids, proanthocyanidins) are a factor in the maintenance of good health.
- ❖ Xanthones (or catechins, flavonoids, proanthocyanidins) are a factor in normal growth and development.

To help you further understand the history, terms and recent news coverage related to the mangosteen and XanGo Juice, you may click on the links below for more detailed information.

Mangosteen Timeline: <http://www.xango.ca/learn/timeline.html>

XanGo Glossary: <http://www.xango.ca/learn/profile.html>

Quotable XanGo: http://www.xangonewscenter.com/html/quotable_xango.html

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We hope this helps provide direction and confidence to you as you talk about the amazing fruit of the mangosteen and our incredible product, XanGo Juice. Please be assured that we are working diligently to open up additional legal avenues that will enable you to more fully talk about the benefits of drinking XanGo Juice. In the meantime, we hope that the above statements will help you talk about our product without worrying about jeopardizing the company's operation in Canada.

If you have any further questions, please contact educationandconduct@xango.com. We appreciate all you are doing to share the remarkable story of the mangosteen and XanGo Juice with the people of Canada and the world.

Sincerely,

The **XanGo** Management Team