



OMEGA 3



We know Health & Chocolate

The Founders of MXI Corp have dedicated the last 25 years of their lives to developing and marketing health-food products for the active and healthy lifestyle. These products have focused on the current diet trends whether it be low-calorie, sugar-free, high-protein, low-fat, high-fiber, or low-carbohydrate. Now they are dedicated to three of the fastest growing trends in diet and nutrition: high-antioxidant cacao, superfruits, and Omega-3! Before MXI Corp was established, its Founders owned and operated Pure De-lite™ Products, Inc., which was recognized as one of the leading distributors of low-carb, sugar-free products in the United States. Pure De-lite™ chocolates achieved top honors and accolades from companies such as the American Culinary Institute, CNN, and Health & Fitness as "The Best Low-Carb, Sugar-Free Chocolates" in the marketplace.

What is Xoçai™?

Xoçai™ (Shō-sái) – The name Xoçai™ consists of the first two letters of the Aztec word, "Xocolatl," an ancient, Central-American, chocolate drink, and the last three letters of "Açaí," a berry found in the Amazon Rain Forest.

Essence of Health, the Xoçai™ Omega Bar™

The North American diet is almost completely void of the essential fatty acid Omega-3. Researchers believe that at least 60% of North Americans are presently deficient in Omega-3 fatty acids and that children are obtaining almost no Omega-3. In fact, the deficiency of Omega-3 in the North American diet has now been linked to an extensive list of health-related problems cited in over 2,000 scientific studies.

Omega-3 fatty acids are essential to health. They are classified as essential fatty acids because they are essential to human health but cannot be manufactured by the body.

Reverse the Imbalance!

It is important to maintain an appropriate balance of Omega-3 and Omega-6 in your diet as these two substances work together to promote better health. A healthy diet should consist of roughly two times more Omega-6 fatty acids than Omega-3 fatty acids (2:1). Many researchers suggest that the present excessive levels of Omega-6 fatty acids, relative to Omega-3 fatty acids (10:1), in the North American diet have created a significant imbalance which is a major factor in the rising rate of diseases in the United States. Omega-9 fatty acids are not classified as essential fatty acids, because they can be created by the human body from unsaturated fat.

The Xoçai™ Omega Bar™ has been developed to provide your body the essential fatty acids for preventative and better health during every stage of your life!



* Based on standard ORAC testing of selected production samples. ORAC Values may vary.

Chocolate Omega-3 Fatty Acids

The Greek term “Theobroma Cacao” literally means “Food of the Gods.”

Cacao, or Chocolate, originated with the Olmec Indians in 1500 B.C.

Mayans and Aztecs used cacao in a royal chocolate drink called Xocolatl. Xocolatl progressed to a favored beverage of the European elite.

“The divine drink builds up resistance and fights fatigue. A cup of this precious drink (cacao) permits a man to walk for a whole day without food.” Montezuma II.

From antiquity to the present, chocolate has been one of the most beloved products, and for more than 90% of its history chocolate has been consumed as a beverage.

Although many health benefits have been attributed to chocolate during its 3,500-year history, the full extent of its contributions to human health is only now being brought to light through modern technology and research.

Research has demonstrated that flavonoids play an important role in protecting the cacao plant. Further research has concluded that these same natural protective compounds in cacao beans, when consumed by humans, help maintain health by protecting cells from the damaging effects of free radicals.

Cacao beans contain over 300 chemically identifiable compounds making it one of the most complex food substances on Earth.

Açaí

The super antioxidant berry from the Amazon Rain Forest

Açaí (ah-sigh-ee) is a high-energy berry harvested on co-op farms from a special Amazon palm tree.

Açaí berries contain amino acids, essential fatty acids (Omega 3 & 6), and higher amounts of antioxidants than any other fruit.

The Açaí berry has over 14 times more antioxidants than raw spinach, and 10 to 30 times more anthocyanins than red wine.

Essential to the Human Body

The National Institutes of Health and International Society for the Study of Fatty Acids and Lipids (ISSFAL) recommend that individuals consume at least 220mg daily of DHA (docosahexaenoic acid), the most important Omega-3 fatty acid, and that pregnant and nursing women consume at least 300mg daily. For comparison purposes, there are 100mg of DHA per 1/4 cup of canned tuna. The Xoçai™ Omega Bar™ has a minimum of 200mg of DHA and EPA per 34-gram bar. The Xoçai™ Omega Bar™ is an excellent source of Omega-3 and promotes the necessary balance of essential fatty acids through the Açaí berry, flaxseed and a patented, plant-based, encapsulated Omega-3.

Antioxidants

What are antioxidants? Antioxidants are molecules which prevent the damaging effects of oxygen free radicals in the body. The damage caused by oxygen free radicals is called oxidation. Examples of oxidation are bananas turning brown when left on the counter top, or the rusting of iron.

How are antioxidants measured?

The antioxidants in any food are measured by its capacity to absorb free radicals. ORAC (Oxygen Radical Absorbance Capacity) values as determined by the U.S. Dept. of Agriculture measure the capacity of a food to absorb oxygen free radicals. The chart to the right contains the ORAC values of several high-antioxidant foods.

ORAC and the USDA

The USDA website recommends a Daily Antioxidant Intake Range of 3,000 to 5,000 ORAC. However, recent studies have suggested that more active lifestyles require higher levels of antioxidants.

Xoçai™ Omega Bar is produced with some of the world's most powerful super foods – unprocessed cacao powder and the Açaí berry. As a result, one 34-gram Xoçai™ Omega Bar has an astounding 8,840 ORAC (Oxygen Radical Absorbance Capacity) per bar exceeding the high end of the USDA's Antioxidant Recommended Daily Intake of 5,000 ORAC.

Xoçai™ Omega Bar should be a vital part of a balanced diet and an active lifestyle.

ORAC* Values of Top Antioxidant Foods

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|--------------------------|---------|
| Unprocessed Cocoa Powder | 26,000 |
| Açaí Berry | 18,500* |
| Dark Chocolate | 13,120 |
| Prunes | 5,770 |
| Raisins | 2,830 |
| Blueberries | 2,400 |
| Blackberries | 2,036 |
| Strawberries | 1,540 |
| Spinach, Raw | 1,260 |
| Broccoli Florets | 890 |
| Red Grapes | 739 |
| Cherries | 670 |

Source: Data from U.S. Department of Agriculture and the Journal of the American Chemical Society.

* Source: Brunswick Laboratories

