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Zija's® Family of Brands Recommendations

Russ is often asked why Zija® International provides so much technical support to its distributors. His answer is simple, “We truly care about everyone’s health, and to those whom you equally share these wonderful and nutritious Moringa products with.”

This ‘share’ concept is not ours; it is our Founder’s, Mr. Ken Brailsford. With that thought in mind, this one word truly is the basis for our slogan: **“DRINK LIFE IN”**^(SM).

There is not any other single source of truly absorbable complete nutrition available from just one plant, (that IS provided in all Zija® products by Moringa oleifera).

Due to the many questions, e-mails, and phone calls that we receive, we felt that it would be prudent to distribute to new distributors (and current distributors), thoughts about how we should use and consume the Zija® product line.

In this briefing, we are providing very specific recommendations and considerations regarding the intake of the Zija® Smart Drink, the Zija® Smart Mix, the Zija® XM3–Extreme Moringa Drink, and the Zija® XM+ Mix, the Zija® Weight Management System – to include the Zija® XM-AM Caps, the Zija® XM-PM Caps, and the Zija® Miracle Tea:

1. The Zija® Smart Drink Beverage (Can):

Zija's® Smart Drink is overflowing with cell-ready nutrients, antioxidants, and vital proteins. It is a refreshing and nourishing beverage for everyday use. This beverage is 100% natural and contains over 90 verifiable nutrients in each serving. It is overflowing with vitamins, antioxidants, minerals, omega oils, and vital proteins. Just grab a chilled can of Zija®, shake and Drink Life In ^(SM) to the fullest!

For the best efficacious potential, this drink should be consumed first thing in the morning on an empty stomach, or at least 2 hours after a meal and 15 minutes before any meal or beverage other than water. Zija® was designed to be fully absorbable by the body when taken on an empty stomach, and any other foods or beverages consumed before it or with it, will reduce its bioavailability.

Remember that most average people are potentially, and to some extent, dehydrated. Therefore, it is very important to make sure that you are consuming plenty of water per day.

The minimum Zija's® Smart Drink recommendation for overall nutrient intake is one can per day. If you are a large person, usually in excess of 250 pounds, then you may want to consider consuming an additional can or two in the afternoon.

2. The Zija® Smart Mix Beverage (Powder):

Zija's® Smart Drink is overflowing with cell-ready nutrients, antioxidants, and vital proteins. It is a refreshing and nourishing beverage for everyday use. This beverage is 100% natural and contains over 90 verifiable nutrients in each serving. It is overflowing with vitamins, antioxidants, minerals, omega oils, and vital proteins.

Zija's® Smart Mix is a convenient, easy-to-open packet that allows you to instantly mix up Zija® anywhere! Simply add the Zija® Smart Mix packet in 8 to 12 ounces of cold water.

The Smart Mix gives you balance and variety as nature intended it. Drink Life In (SM) with the Smart Mix! It is also very convenient for traveling.

For the best efficacious potential, this drink should be consumed first thing in the morning on an empty stomach, or at least 2 hours after a meal and 15 minutes before any meal or beverage other than water. Zija® was designed to be fully absorbable by the body when taken on an empty stomach, and any other foods or beverages consumed before it or with it, will reduce its bioavailability.

We recommend mixing the powder with 8-12 ounces of water. However, for even more fluid intake, another suggestion would be to mix the powder in 20 ounces of water the night before and to place it in the refrigerator. This will allow the powder mix to infuse into the water and potentially allow it to have an even greater impact upon the cellular absorption.

3. **The Zija® XM3 Extreme Moringa Drink:**

Zija’s® XM3 delivers real, all-natural metabolic benefits with none of the harmful neurostimulants, artificial ingredients, flavors, preservatives, stabilizers, and sweeteners, of the so-called “energy drink” brands. In an energy beverage industry teeming with unsubstantiated claims and an overabundance of hype, many energy drinks simply offer “false” energy and can actually be harmful. XM3, on the other hand, works! Its energy enhancement, appetite suppression, and nutrition all result from safe and all-natural ingredients. XM3 is a highly potent and naturally occurring Moringa-based beverage, containing dozens of essential nutrients from the remarkable Moringa Oleifera plant.

- The recommended serving amount for the average 150 pound person is; **2 ounces**.
- The recommended serving amount for the 200-300 pound person is; **3 ounces**.
- The recommended serving amount for the 300 plus pound person is; **3-4 ounces**.
- Drink 1 to 3 ounces in the morning and more as desired throughout the day.
- ***However, do not consume more than 8 ounces per day.***
- Consuming XM3 after 5 pm is not recommended so as to not disrupt sleep patterns.
- XM3 is not suitable for people under the age of 18, or those sensitive to caffeine or other stimulants.
- You may mix 1-3 ounces with either the Zija® Smart Drink or the Zija® Smart Mix.

4. **The Zija® XM+ Mix:**

Zija’s® XM+ Mix provides a very unique combination of the Zija’s® Smart Mix cell-ready nutrients, antioxidants, and vital proteins, along with the Zija’s® XM3 Extreme Moringa Drink and its energy enhancement, appetite suppression, and nutrition. This combination allows you to be able to get both products in one easy mix!

For best results, we recommend mixing the powder with 20-24 ounces of water the night before and to place it in the refrigerator. This will allow the powder mix to infuse into the water and potentially allow it to have an even greater impact upon the cellular absorption.

For all other recommendations, please see the Zija’s® Smart Drink and Zija’s® XM3 above.

5. **The Zija® Weight Management System:**

Zija’s® break-through formulas raise the bar in weight management and nutritional cleansing products. Simply put, when you combine the synergistic effects of Zija’s® proprietary blend of

Moringa, Vitamins, Minerals, natural Caffeine, and many other natural ingredients – magic happens!

First and foremost, it is highly recommended and we feel even required that for the best potential affect, anyone wanting to start on the Zija® Weight Management System, will need to have been on either the Zija® Smart Drink or the Zija® Smart Mix for at least 2-4 weeks prior to starting on this product!

Also, please drink more water than the usual recommendation. This will be very beneficial in assisting detoxification, and increasing the potential weight-loss.

The Zija® XM-AM® Caps:

Potential benefits and effects: To help manage and control weight by allowing your body to burn your excess fat. This means that you will consume less food, since your body will be utilizing stored fat as an energy source, and thereby reducing hunger pangs. You will feel more energy and more satisfied with less food.

The recommended use of the Zija® XM-AM® Cap is to take one capsule orally mid-morning and/or mid-afternoon, two hours after a meal and/or on an empty stomach, and/or at least one-and-half hours before any meal. However, it is not recommended to take it later in the day, as sleep may be impaired. **Do not take more than two capsules per day.**

We have been asked how many XM3 Caps a person should start with. Our recommendation is that if a person tends to consume most of their food intake from wake-up to 6:00 PM, then they should start by taking one capsule mid-morning. If a person tends to consume the majority of the food intake from Noon to late evening and/or up to bedtime, then they should start by taking one capsule mid-afternoon.

We also do not recommend using any caffeinated drink, any soda or diet drink, any type of alcoholic drink, any juice, the XM3 and/or XM+ drink to take this product!

Please use only water when taking this product!

We also recommend that while you are on the Zija® XM-AM Caps, you do not need to be consuming the Zija® XM3 Extreme Moringa Drink.

The Zija® XM-PM® Caps:

Potential benefits and effects: To help manage and control weight by reducing stress related cravings in the evening hours (especially sugar – if you truly want to overcome them), increased metabolic effects – burning fat (may increase evening & sleep time sweating – the effect of thermogenesis), blood sugar regulation, reduce effects of stress, potentially to help create a more restorative sleep cycle - balance, energize, rejuvenate, and revitalize the body.

The recommended use of the Zija® XM-PM® is to take one capsule daily, 30 – 60 minutes before your evening meal. We would like to add that depending upon the effect that you desire, you may change the time that you take the capsule. For example;

- If you are using the XM-PM® as a supplement to reduce food/sugar cravings during the evening hours, take as directed.
- If you want to use the XM-PM® as a supplement to reduce stress and potentially assist in your sleep patterns, then take the capsule 30-60 minutes before going to bed.

We also do not recommend using any caffeinated drink, any soda or diet drink, any type of alcoholic drink, any juice, or the XM3/XM+ drink to take this product!

Please use only water when taking this product!

Please pay attention to these Warnings regarding both the XM-AM® & XM-PM®:

- These products are NOT intended for use by persons 17 years or younger without the supervision of a health professional or a parent/guardian.
- These products are NOT for use by any person who may be pregnant, or those intending to become pregnant, or who are nursing, or if they are caffeine sensitive, or if they suffer from high blood pressure, or any type of cardiovascular and/or cardiopulmonary disease, or if they have any difficulty urinating, or if they have any type of psychiatric condition, are dealing with any depression, or if they have recurrent headaches, or have a “medical condition”, or are taking any type of MAOIs, SSRIs or ADHD drugs, without the supervision of a licensed healthcare professional. If any other health condition exists please consult your health care professional.
- Do not take these products with any type of alcohol, cold medicine/drugs (Robitussin DM, & Demerol etc.) or any product containing Pseudoephedrine, Ephedrine, Phenylpropanolamine (PPA) or other caffeine-containing products.
- Consumption contrary to these warnings may cause adverse health effects.
- If any unpleasant effects occur, discontinue use immediately.

The Zija® Premium Tea:

Zija’s® Premium Tea is a pleasing-tasting blend of traditional eastern and western herbs. This proprietary herbal combination aids in digestive cleansing and acts as a natural gentle laxative, fat metabolizer, diuretic and appetite-suppressor. This premium formula is a mild and versatile product that is both nutritious and delicious!

Zija’s® Premium Tea is an important addition to the Zija® Weight Balance System. It is used to assist the body in getting rid of the toxins and impurities that build up, and to assist in getting rid of the cellular debris from burning the fat in our bodies.

Here are the recommendations on how to take the Zija® Premium Tea:

The Basic Recommendation: Steep the tea in 6-8 ounces of boiling water for 5 minutes, (*do not place the tea bag in the water in the microwave, or on the stove*), let it cool to drinking temperature and drink just prior to going to sleep at night.

- ***If you are 25 pounds or less overweight, then only drink one serving every 3 days.***
- ***If you are between 25-35 pounds overweight, then drink one serving every other night.***
- ***If you are over 45 pounds overweight, then drink one serving every evening.***

**Please remember that the above products are recommended for adults only!
Children desiring weight-loss should be under the supervision of a licensed
healthcare professional!**

6. The Zija® Gen-M™ Next Generation Skin Care:

The gen-m™ products provides 9 key anti-aging elements for the face that incorporates the very important result-oriented effects. It is years ahead of all others, and it is suitable for all skin types, and all ages.

The 9 Key Anti-aging Elements:

1. Bio-Moringa Infusion™ (Moringa Oleifera Extract):

A proprietary blend of the entire organically-grown Moringa oleifera plant loaded with amino acids, vitamins and trace minerals that help hydrate the face and body. It is a revolutionary skin nutrient complex that contributes to overall skin elasticity, softness and smoothness.

2. Zija Oil™:

It is rich in essential fatty acids. The Zija Oil™ is a proprietary blend of Moringa oleifera seed oil, including palmitoleic, oleic and linoleic acids. It is a powerful, dry-touch oil that immediately penetrates the lipid bilayer and moisturizes the skin.

3. Phase2 Rx (Moringa Oleifera Extract):

Phase2 Rx helps upregulate your phase 2-enzyme system, directly reducing erythema to protect skin from sunlight damage, environmental pollutants and oxidative stress.

4. Summer Snowflake Extract:

A Botox-like active that effectively inhibits contraction of muscle cells thus reducing and preventing wrinkles and fine lines. It slows down skin aging by reducing cell proliferation through dormancy and increasing the natural defense against external aggression.

5. Redensin:

Redensin extract uses a patented, cell vector technology to fill in wrinkled areas of the forehead, crow’s feet, frown lines, cheekbones, and mouth.

6. Peptides:

Peptides diminish skin roughness and lessen the appearance of wrinkle volume and depth. They enhance collagen production for a more youthful looking skin.

7. Pumpkin Seed Extract:

This extract stimulates the synthesis of collagen and fibrillin in connective tissue, for improved elasticity. It is effective for increased firmness, smoothness and skin tone.

8. Vitamins C & D:

Vitamin C promotes collagen and elastin. Vitamin D is a powerful antioxidant and anticarcinogen.

9. Desert Flower Elixir:

Desert Flower Elixir is a blend of unsaponifiables of the Olive fruit and the incredibly stable Jojoba. It prevents lipid peroxidation and gives a dry oil touch to the skin. Immediately penetrates the lipid bilayer and moisturizes the skin.

The Zija® Gen-M™ Benefits:

Creamy Face Cleanser (Daily Maintenance)

Gentle, every day cleanser that is effective as a makeup remover and shave cream. Massages away dead skin cells, removes excess dirt and oil. Non-drying sulfate-free cleanser restores balance, elasticity, tone and natural lipids. Non-irritating, uses a unique olive foaming cleanser called Tensolive, which gently washes your face.

Rehydrating Mist (Daily Maintenance)

This evaporation-resistant, all-natural mist plumps and rehydrates your skin. Rich in active plant ingredients provides on-the-spot nourishment and moisture. Rehydrating Mist gives you a quick shot of vitamins, amino acid peptides, and trace minerals to revitalize you in an instant and help hydrate your face and body.

Daily Moisturizer SPF 15 (Daily Protection):

Multi-active day moisturizer combines sun protection and major antioxidant properties. Proprietary formula protects while allowing body to absorb its daily dosage of sunlight-provided vitamin D. This silky, light, quick-absorbing moisturizer replenishes the skin’s moisture balance and guards against free radicals and environmental abuse.

Anti-Aging Night Repair (Anti-aging Treatment):

Formulated with moisturizing herbs and essential oils that drench your skin, night repair product relaxes fine lines with a Botox-like active called Snowflake. Peptide complexes promote cell turnover rate and enhance collagen production for more youthful looking skin. Phase2 Rx active helps upregulate your phase 2-enzyme system, reducing erythema to protect skin from sunlight damage, environmental pollutants and oxidative stress. Redensin extract uses a patented, cell vector technology to fill in wrinkled areas of the forehead, crow’s feet, frown lines, cheekbones, and mouth.

Eye Serum (Targeted Treatment):

Formulated to firm and reduce redness, puffiness, and dark circles, this refreshing eye treatment serum is filled with active ingredients to moisturize, soothe and strengthen the delicate tissue around the eyes. Upon application these ingredients begin to repair, protect, and diminish signs of aging. Clinical data for this product shows that within just a few days, wrinkle lines around the eye diminish greatly. This amazing serum is suitable for all skin types.

Zija Oil (Targeted Treatment):

This all-natural, restorative oil is powerful and perfect for everyday use. Our beauty oil features organic, cold-pressed, extra virgin plant oils, which are highly valued in the cosmetic industry for their exceptional anti-aging properties. The antioxidants and nutrients present in this oil blend help curb the damage free radicals can have on your skin. Combined with a proprietary mix of essential oils, our beauty oil is rich in palmitoleic, oleic and linoleic acids and vitamins A and C. This oil improves fine lines and wrinkles, helps tighten the skin’s pores, purifies the skin, keeps skin healthy and glowing, and has excellent moisturizing, nourishing and medicinal qualities.

Spa Masque (Targeted Treatment):

Lifts and removes unwanted debris and dead skin cells. This all-natural formula created from a nutrient-rich plant extract is packed with vitamins and minerals. Natural green clay found off the coast of Normandy, France combined with our proprietary plant extract removes impurities of the skin by absorbing excess oil, clarifying and toning the skin, and leaving it with a rich, smooth feel.

In Closing:

We would like to address the “Share” concept of our Founder, Mr. Ken Brailsford.

It is apparent that we all want to attain a healthier vitality in life, and we also want to share this potential vitality with others about our new found product line.

Once we feel the change within us, we become excited and want to share, that to us, the Zija® products, are pure and pristine nutritional products, that they are robust with all natural energy, and that they help us to balance and optimize our appetite, improve our health, and that they provide us with many potentially healthy options, plus they give us the ability to attain beauty from within and from without.

Let’s make sure to help those who join us in our endeavors to get healthy and to help others who want to get healthy, to be prudent with how we both consume and share these products.

These statements have not been evaluated by the Food and Drug Administration.

These products and/or recommendations are not intended to diagnose, treat, prevent and/or cure any disease.