

# X2O™, FocusUP® and BLAST™

## Talking Points

**XOOMA™**  
WORLDWIDE  
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[www.xooma.com](http://www.xooma.com)

### X2O™, small sachet transforms plain water into mineral-rich alkaline water

- X2O is a sachet that contains calcium, magnesium and over 70 essential trace minerals.
- It's an exclusive and organic marine-made mineral complex.
- The mineral complex is found only one place on Earth, from a pristine ocean source near the Okinawan Islands.
- X2O is harvested in its natural form and contains a full spectrum of trace minerals.
- X2O has 3 main benefits: alkalize, hydrate and mineralize.
- X2O is an easy-to-use sachet that you drop into your bottle of purified water.
- One foil pack of X2O contains 6 sachets.
- X2O is **less than \$1.00** per sachet (Member pricing).



### Brief Facts about Alkalinity

- pH stands for the "Potential for hydrogen" and is a unit of measurement to determine the level of acidity or alkalinity. The pH scale ranges from 0 to 14. Anything below 7 is acidic and anything above 7 is alkaline.
- Your blood has to maintain a pH balance of approximately 7.365 for your good health and survival. With 7.0 being neutral on the pH scale, X2O has an average health promoting pH of 9.9.
- Most foods and beverages we consume on a daily basis cause our bodies to become acidic.
- Most beverages are acidic, with sodas being some of the lowest pH numbers. Regular soda is approximately 2.5 pH and diet soda is even lower, at approximately 1.8 pH.
- X2O has a strong negative ORP, or Oxidation Reduction Potential, which is what you want. A negative ORP measurement indicates that it can act as a 'reducing agent', in this case reducing free radicals by increasing the bioavailability of oxygen that creates an anti-oxidizing effect. This higher alkaline state includes the ability to assimilate more oxygen, which can lead to improved health. \*

### X2O delivers 3 main benefits: Alkalize, Hydrate, and Mineralize

#### Alkalize

- X2O helps maintain a healthy pH balance in the body by transforming your water into powerful alkaline beverage.
- Higher alkalinity means the water you drink with X2O can fight against acidic conditions within the body which can lead to disease and illness.\*

#### Hydrate

- Staying hydrated is vital to every cell in the body.
- The human body is designed to be approximately 70% water.
- X2O provides improved hydration by allowing the water to be more easily absorbed by your body by changing the molecular structure of the water.
- Electrolytes are essential for specific bodily functions and good health.
- X2O delivers many vital electrolytes (specific minerals) into your water that improve your overall hydration and cellular function.

#### Mineralize

- Every sachet of X2O contains over 70 naturally-occurring trace minerals
- These minerals are easily absorbed and used to support your body's metabolic functions.
- To maintain a healthy pH balance, your body must have an abundant supply of ionic minerals, especially calcium.
- X2O helps to ensure that your body gets the optimal level of minerals it needs is a vital component to being healthy.

### Notable Quotes

"You can trace every sickness, every disease and every ailment, to a mineral deficiency."  
Dr. Linus Pauling, Two-Time Nobel Prize Winner

"The cells of a healthy body are alkaline while the cells of a diseased body are acidic."  
Dr. Arthur Guyton, author of Textbook of Medical Physiology

## FocusUP® is the world's first "Pure Energy Think Drink"

- FocusUP is a revolutionary blend of internationally-researched Energetic Nutrients and Botanical Ingredients that help you feel energized, focused and alert.
- It is available in capsule form or a great-tasting drink stick.
- FocusUP helps you maintain healthy energy levels for several hours throughout the day.
- In addition to creating healthy energy, FocusUP 'feeds the brain' the type of nutrients it needs for improved: focus, concentration, memory, mood and mental performance.
- Key ingredients include:
  - Acetyl L Carnitine
  - Green Tea Extract
  - Rhodiola Rosea Extract
  - DMAE
  - Mucuna Pruriens
  - Huperzine A
  - Vitamin B12
- Say good-bye to those unhealthy energy drinks and experience the amazing benefits of FocusUP, the world's first "think drink" that will energize you for hours!



## Xooma BLAST™ – "Healthy never tasted so good!"

- Xooma BLAST is a guilt-free, great tasting healthy beverage that comes in three different flavors: Strawberry/Dragon Fruit Lemonade, Grape Xcape, and Limeonade.
- Xooma BLAST comes in a pouch of 15 individual drink sticks, and transforms water into a delicious healthy beverage for the whole family.
- NO ARTIFICIAL sweeteners, flavors, colors or preservatives.
- Phytonutrient Blend = 1.5 servings of whole food derived fruits & vegetables
- Immune System Support Blend with healthy dosages of vitamin C, vitamin D3, zinc, vitamin A, vitamin D and folate in every stick.
- Mushroom Superfood Blend (Lion's Mane, Shiitake, Reishi & Maitake) provides benefits for brain function, cardiovascular health, blood sugar balance and more!
- Only 5 guilt-free calories per serving and NO SUGAR
- Xooma's BLAST is "mom-approved" and perfect for children, teens – and adults!



## Green Xooma Bottle

- Xooma's Green Bottle is an exclusive product made from a unique BPA-Free and BPS-Free resin, which means it is certified for safety when beverages are consumed from this bottle.
- It will not retain odor or taste, and has a wide mouth for easy filling and cleaning.
- Xooma's bottle is a 'green product' in that it is made from recyclable materials. Since it can be re-used on a daily basis, it helps reduce the environmental waste created by popular bottled beverages.
- A great 'attention getting' design and color that encourages people to ask you about X2O and Xooma.



\*The statements in this document have not been evaluated by the Food and Drug Administration, and Xooma's products are not intended to diagnose, treat, cure or prevent any disease or illness.