

V e M M M A

MICHIGAN STATE
UNIVERSITY



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VERVE!

**A NATURAL, HEALTHY ENERGY DRINK
CREATED BY VEMMA**

CLUB VERVE

- Club Verve is a brand new student lead organization that allows us as students to work together as a team in order to make money, improve our resume's, and broaden our social horizon on our own time, simply by giving our fellow students the same opportunity we were presented and chose to embrace.



WHAT IS VEMMA?

- Vemma is a company that has devoted it's product line to healthy lifestyle supplements.
- It is actually an acronym meaning-

V = Vitamins

E = Essential

M = Minerals

M = Mangosteen

A = Aloe

- The product we will be working with is called “Verve”, Vemma’s healthy energy drink.



Main Menu

Verve!
insanely healthy energy

In a side-by-side comparison, Verve checks out as the best energy drink for your body, boasting the highest antioxidant value and the most complete supply of nutrients for sustained energy and enhanced health.*

Verve!®††



Red Bull™††



Monster Energy™††



HIRO™ Energy Sudden Impact™††



A.C.T.™ Energy††



Rev3 Energy™††



	8.3 fl oz	8.3 fl oz	8.3 fl oz	8.3 fl oz	8.3 fl oz	8.3 fl oz
Serving Size	8.3 fl oz	8.3 fl oz	8.3 fl oz	8.3 fl oz	8.3 fl oz	8.3 fl oz
Servings Per Container	1	1	1.9	1	1.4	1.4
Cost Per Ounce	\$0.33	\$0.19	\$0.23	\$0.24	\$0.24	\$0.36
ORAC (Antioxidant Value) Per Serving	4428	590	747	1483	1718	1793
Calories Per Serving	72	110	104	10	17	73
Sugars Per Serving (g)	18	27	28	1	3.5	17.7
Caffeine Per Serving (mg)	80	83	86	81	104	83
Plant-Sourced Major, Trace and Ultra-Trace Mineral Blend (mg)	956	0	0	0	0	2
Vitamin A	✓					
Vitamin C	✓			✓	✓	
Vitamin D3	✓					
Vitamin E	✓			✓		
Thiamin	✓			✓		✓
Riboflavin	✓		✓	✓		✓
Niacin	✓	✓	✓	✓	✓	✓
Vitamin B6	✓	✓	✓	✓	✓	✓
Folic Acid	✓			✓		
Vitamin B12	✓	✓	✓	✓	✓	
Biotin	✓			✓		✓
Pantothenic Acid	✓	✓		✓		✓
Selenium	✓					
Wildcrafted Whole Fruit Mangosteen and Xanthone-Rich Pericarp (Rind)	✓					
Organic Glyconutrient-Rich Aloe Vera	✓					✓
Organic Decaffeinated Green Tea	✓				✓	✓
No Artificial Colors	✓			✓	✓	✓
No Artificial Flavors	✓		✓	✓	✓	✓

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

†† Comparisons based on independent lab tests conducted in May 2007 (Lot #1005270), July 2007 (Lot #HBC13407/1615G, D716N/14:15, F240G220424, C1#1005907/14:26), August 2007 (Lot #F240G220424, V07001), January 2008 (Lot #V07201) and February 2010 (#WV11814).

Note: This comparison is based on the equivalent of an 8.3 fl oz serving size and pricing of a 24 can case. Actual serving sizes are based on 8.3 fl oz Verve, 8.3 fl oz Red Bull Energy Drink, 16 fl oz Monster Energy, 8.33 fl oz HIRO Energy Sudden Impact, 12 fl oz A.C.T. Energy and 12 fl oz Rev3 Energy.

This information has been gathered from the products' packaging and their respective websites. The products listed are trademarks of their respective company.

"✓" means it is present. This information provided is for comparison purposes only and is accurate as of 05/2010.

What Would You Have To Eat?



=

1 cup of spinach/Vitamin A
2 oranges/Vitamin C
55 eggs/Vitamin D
9 avocados/Vitamin E
3 cups of peas/Thiamin
19 medium bananas/Riboflavin
5 large potatoes/Niacin
2 large watermelons/Vitamin B-6
61 cups of tomatoes/Folate
62oz. of cheddar cheese/Vitamin B-12
3 stalks of broccoli/Iron
17 oz. of cherries/ORAC Value
37 medium mushrooms/Pantothenic Acid



	Verve® Energy Shot	5-hour ENERGY® Shot
Caffeine	160 mg	196 mg ±
Price	\$2.83	\$2.99
B-Vitamins	✓	✓
12 Full-spectrum vitamins**	✓	
Over 65 major, trace and ultra-trace plant-sourced minerals	✓	
Antioxidant blend (Vitamins A, C, E)	✓	
Mangosteen superfruit	✓	
Organic aloe vera	✓	
Organic green tea	✓	
No preservatives	✓	
No artificial colors	✓	
No artificial flavors	✓	✓

Note: The information refers to one serving size of 5-hour® ENERGY Shot. Information has been gathered from the product's packaging and its respective website. The product listed is a trademark of its respective company. Comparisons based on Lot #L252081L. Information is provided for comparison purposes only.

± Test results data based on independent lab test conducted in February 2009 (Lot #L252081L).

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**Includes: Vitamin A, Vitamin C, Vitamin D₃, Vitamin E, Thiamin, Riboflavin, Niacin, Vitamin B₆, Folate, Vitamin B₁₂, Biotin and Pantothenic Acid.

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ONE WAY TO MARKET VERVE TO THE COLLEGE MARKET

- Any given Thursday, Friday, or Saturday night the majority of college students will participate in some form of social drinking
- A lot of students will use energy drinks as “chasers”, not only to cover up the taste of alcohol, but also to give them a more “exciting” drunk.
- After doing this however, one will usually wake up feeling extremely hung-over
- NO LONGER!!

CONT...

- Verve is one of the best “chasers” available. Why?
- Unlike other energy drinks that rely on things like caffeine and sugar to give you energy, Verve uses a combination of vitamins and minerals that your body needs anyway to give you energy
- When someone drinks alcohol, the alcohol excretes a certain amount of Vitamins and Minerals from their body and this is one of the main things that causes a hangover
- When someone “chases” with Verve, it puts those Vitamins and Minerals right back into your body.
- That means if someone uses Verve as a chaser rather than Red Bull or Monster, you will still get the same “exciting” drunk, but you will wake up in the morning feeling great! Best of both worlds.

QUESTIONS?

[Click this text for Vemma terms and regulations:](#)

OR

Join the Facebook group, “Club Verve”

OR

Contact- MSUVemma@gmail.com

Luke Hessler
(231-631-6975)

hesslerl@msu.edu

Kevin Kreta
(231-492-4341)

kretakev@msu.edu

