



FREQUENTLY ASKED QUESTIONS

1. What is the name of the brand?

AXIO.

2. What does AXIO mean?

AXIO means worthy, or having value.

3. What is the name of the product?

There are two: Energy and Endure.

4. What is the name of the flavor?

There are two: Volt (Energy), which is a huckleberry and green grape flavor, and Charged (Endure), which is a raspberry flavor.

5. Can I use the AXIO products with Protandim?

YES. The new Axio products are designed to improve both physical and mental energy levels, while Protandim is designed to reduce oxidative stress by activating the body's protective Nrf2-pathway. Since the Axio products contains several ingredients with known Nrf2-activating effects (Green tea extract, New Zealand pine bark extract, and Quercetin), it is recommended to consume Protandim and the Energy Drink at least one hour apart from each other, and ideally up to two hours apart, for optimal absorption and efficacy of each product. For example, many people prefer to take their Protandim with breakfast or another meal to optimize absorption, while the Energy Drink is typically used between meals to maintain physical energy, mental focus, and overall well-being. Even though the Energy Drink contains several ingredients with Nrf2-activating effects, these ingredients are quite different from the ingredients in Protandim (even the green tea extracts are very different between products, with different methods of extraction and different bioactive polyphenol profiles). The Protandim formula has been optimized to provide Nrf2-synergy between each of its 5 individual ingredients, while the Energy Drink has been optimized to provide a multi-dimensional energy boost for both body and mind.

6. When will we get AXIO in other Markets?

We are in the process of examining future market opportunities. Announcements will be made as they are available.

7. Have the AXIO products been clinically tested?

Consumer testing is under way, as well as clinical testing. The results from both will be released as soon as the final data is received.

8. What time of day is best to use the AXIO products?

The AXIO products are to be used as needed to get that boost of oomph for physical and mental energy.

9. Do the AXIO products contain Nrf2 ingredients?

Yes. While oxidative stress protection is not the point of the AXIO products, they do contain quercetin dihydrate, green tea extract, and Monterey pine bark extract are all Nrf2 ingredients. For Nrf2 synergy, LifeVantage recommends Protandim.

10. What is the shelf life of the AXIO products?

AXIO has a shelf life of two years when stored in a cool, dry place as directed.

11. Are the AXIO ingredients non-GMO?

Yes, the ingredients are non-GMO.

12. What can you tell me about the maltodextrin in the AXIO formulas?

Maltodextrin is a natural polysaccharide – basically a complex carbohydrate made up of a long chain of glucose molecules from plant starches. If you’ve ever eaten a starchy root such as a potato or a starchy grain such as corn or wheat, then you’ve eaten maltodextrin.

Maltodextrin can be extracted from any plant starch – including potato, wheat, and corn – through a process called hydrolysis using water and enzymes to break the very large starch molecules into smaller maltodextrin fragments.

Maltodextrin has a glycemic index (GI) between 80 to 130, compared to a reference GI of 100 for pure glucose (depending on the size and branching structure of the specific maltodextrin molecule). However, it’s important to remember the difference between glycemic index (GI) and glycemic load (GL). Even though pure maltodextrin is digested and absorbed quickly by the body (and athletes may use large servings of maltodextrin in their sports drinks to support energy needs during exercise), our Axio products have very small amounts of maltodextrin (2g-3g and 10-15 calories), which are unlikely to impact blood sugar levels.

The maltodextrin used in our Axio products is derived from cornstarch – from non-genetically modified corn (non-GMO) – and contains 95% maltodextrin and 5% water with no other ingredients.

The maltodextrin in our Axio products serves two purposes. First, it helps the active ingredients in the formula to flow more smoothly during the blending and packaging process – this maintains consistency of active ingredients and flavors between each serving of product. Second, maltodextrin is a mostly tasteless powder that facilitates easier mixing/solubility as well as improved “mouth feel” when the Axio Drink powder is blended with water.

There are a lot of myths circulating on the internet about alleged “dangers” of maltodextrin, but the truth is that non-GM corn-derived maltodextrin helps our Axio products to retain consistency and efficacy from serving to serving and helps them mix and taste better – which means a better product for LifeVantage customers and Distributors.

13. Will LifeVantage provide sample AXIO product?

Each AXIO pouch contains 30 individual stick packs. If you want to provide individual stick packs as samples, you’re allowed to do so.

14. What is the return policy for the AXIO branded product?

The return policy follows LifeVantage policies currently in place.

15. Where are these products manufactured?

The AXIO products are manufactured in the United States of America.

16. What if I have an adverse reaction to the AXIO products?

Call our Customer Service line. 1 (866) 460-7241.

17. What are the ingredients for the AXIO products?

AXIO Energy Volt: niacin, vitamin B6, vitamin B12, magnesium, proprietary blend (DMAE, green tea extract (Camellia sinensis), Monterey pine bark extract (Pinus radiata), L-theanine, quercetin dihydrate, maltodextrin, natural flavor, citric acid, stevia leaf extract, natural color, gum acacia, guar gum, and xanthan gum.

AXIO Endure Charged: niacin, vitamin B6, vitamin B12, magnesium, proprietary blend (green tea extract (Camellia sinensis), Monterey pine bark extract (Pinus radiata), L-theanine, quercetin dihydrate, maltodextrin, citric acid, natural flavor, stevia leaf extract, natural color, gum acacia, guar gum, and xanthan gum.

18. What sweeteners are used in the AXIO products?

AXIO products contain only the natural sweetener Stevia leaf extract.

19. What colors are used in the AXIO products?

AXIO products contain only natural colors. AXIO Energy Volt color comes from spirulina (blue-green algae), and the Endure Charged color comes from mixed fruits and vegetables.

20. What is the source of the flavors used in the AXIO products?

AXIO products contain only natural flavors. The Volt flavor comes from huckleberry green grape, while the Charged flavor comes from red raspberry.

21. Do I have to provide my own water to mix with the AXIO products?

Yes. 12-16 ounces of cold water is recommended in a bottle, glass or other container.

22. What is the difference between the two AXIO products?

AXIO Energy is for a quick boost of energy, and AXIO Endure is for long-term energy.

23. Can I consume the AXIO product out of the packet without water?

LifeVantage recommends consuming the products as directed.

24. Who developed the AXIO products?

AXIO energy products were developed by LifeVantage's research and development department.

25. Will the supplement facts for AXIO products be available?

Yes. At 12 am ET, September 1, the supplement facts and ingredient information will be available in your Virtual Office.

SUPPLEMENT FACTS		
Serving Size: 1 Packet (NET WT [0.16 OZ] 4.5 g)		
Serving Per Pouch: 30 (NET WT [4.8 OZ] 135 g)		
	Amount Per Serving	% DV
Calories	15	
Total Carbohydrate	3 g	1%*
Niacin (as Nicotinic Acid)	20 mg	100%
Vitamin B6 (as Pyridoxine HCL)	1.60 mg	80%
Vitamin B12 (as Methylcobalamin)	6 mcg	100%
Magnesium (as Magnesium Aspartate)	10 mg	2%
Proprietary Blend	280 mg	
Green Tea Extract (Camellia sinensis) (Aerial)		†
Monterey Pine Extract (Pinus radiata) (Bark)		†
L-Theanine		†
Quercetin Dihydrate		†

*% Daily Value are based on a 2,000 calorie diet.
† Daily Value not established

Other Ingredients: Maltodextrin, Citric Acid, Natural Flavor, Stevia (Leaf) Extract, Natural Color, Gum Acacia, Guar Gum, and Xanthan Gum.

SUPPLEMENT FACTS		
Serving Size: 1 Packet (NET WT [0.16 OZ] 4.5 g)		
Serving Per Pouch: 30 (NET WT [4.8 OZ] 135 g)		
	Amount Per Serving	% DV
Calories	15	
Total Carbohydrate	3 g	1%*
Niacin (as Nicotinic Acid)	20 mg	100%
Vitamin B6 (as Pyridoxine HCL)	1.60 mg	80%
Vitamin B12 (as Methylcobalamin)	6 mcg	100%
Magnesium (as Magnesium Aspartate)	10 mg	2%
Proprietary Blend	280 mg	
Green Tea Extract (Camellia sinensis) (Aerial)		†
Monterey Pine Extract (Pinus radiata) (Bark)		†
L-Theanine		†
Quercetin Dihydrate		†

*% Daily Value are based on a 2,000 calorie diet.
† Daily Value not established

Other Ingredients: Maltodextrin, Citric Acid, Natural Flavor, Stevia (Leaf) Extract, Natural Color, Gum Acacia, Guar Gum, and Xanthan Gum.

26. Will there be pictures of the product be available online and in the VO?

Yes. The pictures of the AXIO products will be available at LifeVantage.com and in your Virtual Office.

27. Do the AXIO products qualify for the PC referral program?

Yes, the AXIO products will qualify for the program, but the pre-sale products will not.

28. Are the AXIO products approved by the U.S. Food and Drug Administration?

No. Because AXIO is a dietary supplement, it does not require approval by the FDA.

29. Are the Vitamins in the AXIO products synthetic?

The vitamins present in the AXIO energy drink are nature identical, meaning they have the same chemical structure as naturally derived vitamins. Because the vitamins are nature identical, they have been show in studies to be safe, bioavailable, and effective.

30. How much sodium is in AXIO Energy and Endure?

As per the Supplement Facts label there is no sodium in AXIO.

31. What is the source of the citric acid in the AXIO products?

Citric acid is manufactured by a natural fermentation of glucose syrup and sugar. There is no genetically modified material in the citric acid used in AXIO energy drinks.

32. What is the pH of the AXIO products?

AXIO energy drinks have a pH similar to orange juice. However, remember that the water used to mix the AXIO products will influence the resulting pH, as well as the concentration of the mixture.

33. How long do the AXIO products last?

Individual results may vary.

34. I tried the AXIO products and didn't notice anything. What's wrong?

Individual results may vary.

35. Should a person consume the AXIO products with food or on an empty stomach?

While the AXIO energy drinks certainly can be consumed in conjunction with food, for best results, drink AXIO Energy or Endure between meals on an empty stomach.

FOR MORE INFORMATION:

LifeVantage Corporation | 9785 S. Monroe St. Sandy, UT 84070
Distributor Support 1.866.460.7241 | lifevantage.com

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.