



## HIRO Thermo

**Key message.** Drink Thermo. Burn calories.

**Positioning statement.** HIRO Thermo is the only thermogenically enhanced beverage in the world powered by Tahitian Noni†.

Now there's a great-tasting product that burns calories while delivering the natural health and proven benefits of Tahitian Noni® ingredients. HIRO™ Thermo harnesses the demonstrated science of EGCG and caffeine to help the body release heat through a chemical reaction within cells to burn calories (thermogenesis). Studies have shown that EGCG combined with caffeine increases metabolic activity.\* Let HIRO Thermo give you the edge you need to come out on top.

HIRO Thermo is designed to help your body in three ways:

- burning calories\*
- boosting metabolism\*
- increasing thermogenesis\*

**Conquer your world.** Every day, billions of people wake up and head out the door, each with his or her own world to face. No matter who you are, no matter what you do, no matter how your world is defined, HIRO gives you what you need to *Conquer Your World™*.

**Powered by Tahitian Noni®†.** Thousands of years ago, the ancient Polynesians had their own source of health and revitalization: a sacred fruit called “noni.” Today, you can tap into that mystic, ancient source. HIRO is the functional drink that is power-packed with genuine, natural noni juice.\*

### PRODUCT BENEFITS:

- Increases thermogenesis\*
- Burns calories\*
- Boosts metabolism\*
- Contains EGCG, a powerful source of antioxidants and a thermogenic enhancer\*
- Contains high levels of antioxidants
- Tastes delicious

†The trademark Tahitian Noni® refers to Tahitian Noni® brand products

\*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.

## BENEFICIAL INGREDIENTS:

- Noni
- Ginger Extract
- EGCG (Green Tea—  
Epigallocatechin gallate)
- Cacao Extract
- Calcium
- Prickly Pear Leaf Extract
- Chromium Nicotinate
- Guarana Seed Extract
- Vitamin C

## SUPPLEMENT FACTS:

<b>Supplement Facts</b>	
Serving Size 1 Can (250mL)	
Amount Per Serving	% Daily Value
Calories 10	
Total Carbohydrate 2 g	1%**
Sugars <1 g	†
Vitamin C 4.5 mg	8%
Calcium (as Calcium Lactate) 206 mg	20%
Zinc 1.2 mg	8%
Sodium 83 mg	4%
Potassium 101 mg	2%
Chromium (as Chromium Nicotinate) 100 mcg	80%
<b>Proprietary Calorie Burning Blend</b>	<b>1076 mg</b>
Prickly Pear Extract (Leaf)	†
Cacao Extract (Seed)	†
Guarana Extract (Seed)	†
Green Tea Extract (Leaf) Standardized to 45% EGCG	†
Cayenne Pepper Extract (Fruit)	†
Ginger Extract (Rhizome)	†
**Percent Daily Values are based on a 2,000 calorie diet	
†Daily Value not established	

## OTHER INGREDIENTS:

Carbonated Water, *Morinda citrifolia* (Noni) Fruit Juice, Prickly Pear Juice from Concentrate, Calcium (as Calcium Lactate Pentahydrate), Citric Acid, Natural Flavor, Prickly Pear Extract, Magnesium (as Magnesium Lactate), Sodium Citrate, Cacao Extract, Natural Color (Vegetable and Fruit Juices with Caramel Color), Guarana Seed Extract, Green Tea Extract, Potassium Sorbate, Sucralose, Acesulfame Potassium, Ginger Extract, Chromium Nicotinate, Capsicum Extract

## VOLUME/WEIGHT/SERVINGS:

250 mL / 8.33 FL OZ (one full can) = one serving

## PART NUMBER & PRICING (U.S.):

Thermo 24 pack—104696 \$65.00

QV/CV: 35

## RESEARCH:

1. Nagao, Tomonori. Yumiko Komine, Satoko Soga, Shinichi Meguro, Tadashi Hase, Yukitaka Tanaka, Ichiro Tokimitsu. "Ingestion of a tea rich in catechins leads to a reduction in body fat and malondialdehyde-modified LDL in men." *Am. J. Clin. Nutr.* 81: 122-9 (2005).
2. Nagao, T. T. Hase, I. Tokimitsu. "A green tea extract high in catechins reduces body fat and cardiovascular risks in humans." *Obesity (Silver Spring)* 15(6): 1473-83 (June 2007).
3. Dulloo, A.G. C. Duret, D. Roher, L. Girardier, N. Mensi, M. Fathi, P. chanter, J. Vandermander. "Efficacy of a green tea extract rich in catechin polyphenols and caffeine in increasing 24-h energy expenditure and fat oxidation in humans." *Obesity (Silver Spring)* 15(6): 1473-83 (June 2007).
4. Rudelle, S. M.G. Ferruzzi, I. Christiani, J. Moulin, K. Mace, K.J. Acheson, L. Tappy. "Effect of a thermogenic beverage on 24-hour energy metabolism in humans." *Obesity (Silver Spring)* 15(2): 349-55 (2007).
5. Berube-Parent, S. C. Pelletier, J. Dore, A. Tremblay. "Effects of encapsulated green tea and guaran extracts containing a mixture of epigallocatechin-3-gallate and caffeine on 24h energy expenditure and fat oxidation in men." *Br. J. Nutr.* 94(3): 432-6 (Sep. 2005).
6. Westerterp-Plantenga M.S. M.P. Lejeune, E.M. Kovacs. "Body weight loss and weight maintenance in relation to habitual caffeine intake and green tea supplementation." *Obes. Res.* 13(7): 1195-204 (July 2005).
7. Zhang, R. W. Xiao, X. Wang, X. Wu, W. Tian. "Novel inhibitors of fatty-acid synthase from green tea (*Camellia sinensis* Xihu Longjing) with high activity and a new reacting site." *Biotechnol. Appl. Biochem.* 43(1):1-7 (Jan. 2006).



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