

Älsa™

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An energy drink for mind, body and soul: Älsa delivers the sharp focus and steady lift adults seek to support a purpose-filled life

New healthy energy contender boosts mental clarity with Cognizin® citicoline

DANA POINT, Calif. – April 28, 2015 – With the modern world’s ever-increasing time demands, energy and focus are precious commodities for those who seek a life of purpose. Enter Älsa, a new, premium contender in the energy drink market that delivers a healthy, steady lift plus the benefits of mental energy powerhouse Cognizin® citicoline – all without the jolt or crash of the typical energy drink.

Founded by two wellness industry leaders, Älsa was conceived for active adults who strive daily to give their best efforts across all facets of their lives: work, play, family and community. Its unique blend of clinically tested, best-in-class ingredients delivers a steady, measured flow of energy and clarity to support mindful everyday living in a fast-paced world.

Älsa is designed to easily integrate into consumers’ daily routines (twice a day for maximum benefits). It comes in single-dose powder packets that can be tossed into a purse or pocket and dissolve instantly in 16 oz. of water. Available in three all-natural flavors -- dragon fruit, pomegranate blueberry, and three citrus – Älsa is vegan, gluten-free and only 30 calories per

serving. It is naturally sweetened with fructose and stevia extract and has no artificial flavors, colors or preservatives.

Älsa's key ingredients include:

- 250 mg of Cognizin®, a patented, branded form of citicoline, a natural substance vital to brain health and found in every cell of the body. Cognizin is clinically tested to provide sustained mental energy, enhanced focus, and healthy memory function.
- 100 mg of caffeine (about the same as in a cup of coffee) from three sources: white tea extract, yerba mate extract, and PUREENERGY®.
- PUREENERGY, an innovative, patented ingredient that combines caffeine and pTeroPure® pterostilbene* for efficient, sustained energy that will last from mid-morning to mid-afternoon without an unpleasant jolt or sudden drop.
- pTeroPure® pterostilbene – a patented, nature-identical form of trans-pterostilbene, which shares the strong antioxidant values of resveratrol but is 60% more effective and bioavailable. Helps maintain normal blood pressure and blood sugar levels and may enhance cognitive function.
- 14 essential vitamins and minerals, including Vitamins C, B6, and B12, as well as the amino acids L-Carnitine and Taurine, and Ginkgo Biloba.

Älsa is the brainchild of Thad Hyland and Kasia Mays, two wellness industry professionals whose career paths first intersected at Ojai Valley Inn & Spa, where they led the legendary spa's concept and development. They bring to their Älsa collaboration the same sense of purpose and uncompromising dedication to quality.

According to Hyland, "As professionals with demanding schedules and who demand a lot of ourselves, we know first-hand how hard it is to maintain the energy and focus needed to stay fully engaged in our work and home lives. Älsa grew out of our own need for a simple solution that aligned with our wellness values, and a desire to share it with others who strive to lead lives of purpose."

Retailing at \$39.50 for a 24-stick pack or \$14.95 for a nine-stick assortment pack, Älsa is available online at AlsaEnergy.com, ProHealth.com and Amazon.com, and in-store at 16 [Akin's](#) and [Chamberlin's](#) Natural Food Markets throughout the country. For more information, visit www.AlsaEnergy.com or connect with Älsa on [Facebook](#), [Twitter](#), [Instagram](#) or [Pinterest](#).

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