

# Älsa™

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## Älsa: Facts at a Glance

### CONNECT:

Website: [www.alsaenergy.com](http://www.alsaenergy.com)

Facebook: [www.facebook.com/AlsaEnergyForEverything](http://www.facebook.com/AlsaEnergyForEverything)

Twitter: [@AlsaEnergy](https://twitter.com/AlsaEnergy)

Instagram: [@AlsaEnergy](https://www.instagram.com/AlsaEnergy)

Pinterest: [AlsaEnergy](https://www.pinterest.com/AlsaEnergy)

### LAUNCH DATE:

April 2015

### MISSION:

To provide the highest quality, healthy energy drink to individuals who seek:

- Optimal mental performance
- Improved focus and attention
- Long-lasting energy without jitters
- Safe products that align with a healthy lifestyle

### OVERVIEW:

Älsa is at the forefront of a growing movement in the energy drink market. Delivering clinically studied, sustained energy and brain nutrients that improve alertness, focus and brain metabolism, it is a more balanced beverage without the crash of most energy drinks. Älsa is a drink mix in convenient, single-serving powder packets. It is vegan and gluten-free, naturally sweetened with fructose and stevia extract and naturally flavored for a light, pleasing taste.

### BENEFITS:

Distinguishing Älsa are Cognizin® citicoline and PUREENERGY®, two clinically tested premium ingredients that deliver a healthy brain boost and sustained, efficient energy.

**Cognizin for a healthy brain.** Cognizin is a patented ingredient clinically studied to provide sustained mental energy, enhanced focus, and healthy memory function. Cognizin is a branded form of citicoline, a natural substance found in every cell of the body and especially vital to brain health.

**PUREENERGY for safe, more efficient energy** PUREENERGY is an innovative, patent-protected caffeine ingredient that is a combines caffeine and pTeroPure® pterostilbene (see below). What's unique about PUREENERGY is that its caffeine is metabolized more efficiently compared to ordinary caffeine. This means it provides more energy over a longer period of time with less caffeine. In fact, one serving of Älsa delivers six hours of steady energy from the amount of caffeine (100 mg) contained in just one average cup of coffee.

**pTeroPure pterostilbene for health and cognition benefits.** pTeroPure is a pure (99%+) nature-identical form of the powerful antioxidant trans-pterostilbene, with seven patents issued or pending. It helps maintain normal blood pressure and blood sugar levels and may enhance cognitive function. Pterostilbene offers significant advantages over resveratrol, including superior bioavailability (80% vs. 20%), a seven-times-longer half-life in the body, greater oral absorption and metabolic stability, and 2-4 times greater cellular uptake.

**A vitamin powerhouse.** Älsa also contains 14 vitamins, minerals, amino acids, and electrolytes, including:

- B & C vitamins for immune support
- Electrolytes for enhanced hydration
- White tea and yerba mate extracts to boost energy and deliver antioxidants

**PRODUCTS:**

Älsa comes in three refreshing flavors: Dragon Fruit, Pomegranate Blueberry, and Three Citrus. Just dissolve a single-dose powder packet in 16 oz. of water, blend into a smoothie, sprinkle over yogurt, or enjoy in a favorite recipe. Use twice-daily ritual to maximize benefits.

**PRICING:**

A 24-stick single-flavor pack is \$39.50; a nine-stick assortment pack is \$14.95.

**HOW TO ORDER:**

Älsa is available online at [AlsaEnergy.com](http://AlsaEnergy.com), [ProHealth.com](http://ProHealth.com) and [Amazon.com](http://Amazon.com), and in-store at 16 [Akin's](#) and [Chamberlin's](#) Natural Food Markets throughout the country.

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