
FITNESS COFFEE® - a new healthy way to get fit

Fitness Coffee is an innovative patented product manufactured by GVM I.E. (Italy). It is a blended gourmet coffee that, through the addition of special herbs and spices, can contribute to the general wellbeing of the consumer. Fitness Coffee is 100% natural Italian product and contains only premium quality ground coffee, selected officinal herbs (Green Tea, Licorice, Yerba Mate, Bitter and Sweet Orange, Mint, Turmeric, Rhodiola Rosea, Ginger etc.) and aromatic spices (Cardamum, Cinnamon, Cloves, Anis).

Fitness Coffee was the work of years of preparation, thousands of hours of research and hundreds of professional Italian coffee connoisseurs. The initial thoughts came from wondering why new innovation and new types of coffees have been so limited. These thoughts lead to asking how the natural antioxidants properties of coffee could be enhanced and turn in to a natural and functional drink. Fitness Coffee was introduced to the market in September 2007 after four years of scientific and technical studies. The patent was awarded in June 2009 (n.0001361629).

We live a fast paced life full of constant change, stress and uncertainty. This leads to sleep deprivation, poor nutrition and a body that is begging for help. Fitness Coffee is an all natural product designed to replenish the body without changing your passion for coffee.

Fitness Coffee is:

- The sole patented health coffee on the market
- 100% natural
- Lower calories than artificially enhanced instant coffee (full of hydrogenated fats and sugars) due to the natural production process and all natural composition
- Over 300% more antioxidants than green tea and over 150% more antioxidants than a red wine Merlot
- Fitness Coffee has been known to:
 - Increase metabolism*
 - Tone and purify the body*
 - Increase Energy*
 - Help you lose weight*

* Naturally Fitness Coffee is not a medicine and helps in weight control when taken in conjunction with a balanced (calorie) controlled diet and moderate exercise.

Fitness Coffee is 100% vegetal product entirely made in Italy. All the ingredients are safe according to the actual suggestions, laws and rules of the Health Minister and of EU Community. All products are sourced from certified Italian suppliers that guaranteed freshness and nutritional value of each product. Fitness Coffee is proud to be 100% natural and DO NOT contain:

- artificial additives,
- artificial colorings,
- artificial flavors,
- preservatives,
- MSG,
- sugar,
- Genetically Modified Organisms (GMO).

FITNESS COFFEE®

- can be brewed as a normal cup of coffee (drip-filter, moka, boiled, French press or espresso);
- is unique and delicious with a long lasting flavor;
- can be served cold and with ice as a superb alcohol-free herbal beverage, ideal for the hot season.

According to the recent scientific study (Dr. Björn Carlmark, Bearco KB / Dr. Magnus Nylander, MN Biocare, Stockholm – Sweden) Fitness Coffee Antioxidant and Fitness Engislim Coffee contain 300% more antioxidant benefits than green tea. Antioxidants are absolutely essential to our health. They are substances that fight toxins and protect cells from the damage caused by free radicals.

Some ingredients and their health properties:

Green Tea (Thea sinensis) Leaves and apex gems. Numerous worldwide scientific studies show that green tea can lower the cholesterol, guard against cancer and promote weight loss. It is a stimulant and astringent. It exerts a strong influence over the nervous system, generally evidenced by a feeling of comfort.

Turmeric (Curcuma Longa). Dried Rhizomes. Turmeric was used more than three thousand years ago by Indian healers to treat obesity. Modern research has shown that turmeric has a beneficial effect on the liver, stimulating the flow of bile, which is responsible for the breakdown of dietary fat. The latest studies show a very important action of turmeric on degenerative diseases which still do not have specific treatment in medicine, such as Alzheimer.

Green Anis (Pimpinella Anisum). Crushed seeds and fruits. Green anis has been shown to possess potent antimicrobial properties. Further known properties are: diuretic, tonic, antispasmodic.

Lemon Vervain (Lippia Citriodora). Leaves. Infused Vervain has strong antioxidant properties.

Sweet and Bitter Orange (Citrus Aurantium). Peel of fruits. We use ground peels of both bitter and sweet orange fruits for an incomparable aroma. Bitter Orange, taken in the safe quantities contained in the Fitness Coffee, may also help to increase the metabolism and to facilitate weight loss.

Licorice (Glycyrrhiza Glabra) roots: We use first quality flayed roots originating from Italian fields and rich in aromas. This plant is used by health care professionals to relieve respiratory ailments (such as allergies, bronchitis, sore throats, and tuberculosis), stomach problems (including heartburn from reflux), inflammatory disorders, skin diseases, stress relief, and liver problems.

Mate (Ilex Paraguayensis), leaves: Yerba maté based beverages contain the largest polyphenol content. Polyphenols contain antioxidant properties and have been found to aid in the prevention of several degenerative diseases, including cardiovascular disease (CVD) and cancer.

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Ginger (Gingiber Officinalis), rhizomes: ginger has been used for centuries for its many benefits. It is a powerful antioxidant and it stimulates the production of energy improving digestion. It also can lower cholesterol and treat nausea and motion sickness.

Rhodiola Rosea (Rhodiola Rosea) roots: Rhodiola rosea roots have been used for decades in the traditional medicine of Russia, Sweden, Norway, France, Germany and Iceland. Since 1961, more than 180 studies have been published and the conclusions are: it enhances both physical and mental stamina; it speeds cardiovascular and muscle energy recovery time and it possesses pharmacologically relevant anabolic activity. Furthermore Rhodiola is a general tonic to enhance energy and ease stress and to treat specific conditions, such as depression, anxiety, or the unwanted symptoms of menopause.

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Cinnamon Ceylon (Cinnamomum Zeylanicum), barks. Aids digestion, may be helpful in treating diabetes, has antibacterial capabilities, treating stomach disorders, diarrhea and can relieve gas and bloating. Recent studies have discovered that cinnamon can be useful for those suffering from type II diabetes decreasing blood glucose levels as well as triglycerides and cholesterol, all important factors for diabetes sufferers.

NUTRITIONAL VALUES

NUTRITIONAL FACTS	AMMOUNT PER SERVING, 7 G	AMMOUNT PER 100 G
Energy (KJ)	3,33	47,57
Energy (KKal)	0,75	11,32
Proteins (g)	0,02	0,33
Total Fats (g)	0,01	0,2
Carbohydrates (g)	0,11	1,64
Sugars (g)	0,05	0,66
Sodium (mg)	0,31	4,44

PRODUCTS INFORMATION

SHELF LIFE: 24 months

PACKAGING SIZES:

- 250 g (8,8 oz) bag in carton of 24 bags each; single-dose espresso pods 7 g in cartons of 150 pods each.