

SEXES Facts

Superiority of refreshing drink SEXES®

Functional foods offer great potential to improve health and/or help prevent certain diseases when taken as part of a balanced diet and healthy lifestyle.

Consumer interest in healthy eating **among which the most important is low sugar intake**, is shifting towards the potential health benefits of specific foods and food ingredients. Moreover, scientific evidence supports the idea that some of these might have positive effects on our health and well-being, beyond the provision of basic nutritional requirements.

Many studies show the threats of high sugar intake especially in the glucose-fructose syrup form. This one has been scientifically linked to high risk of diabetes disease.

Facts about overweight and obesity

Overweight and obesity are the fifth leading risk for global deaths. At least 2.8 million adults die each year as a result of being overweight or obese. In addition, 44% of the diabetes burden, 23% of the ischaemic heart disease burden and between 7% and 41% of certain cancer burdens are attributable to overweight and obesity.

The food industry plays a significant role in promoting healthy diets by:

- reducing the fat, sugar and salt content of processed foods;
- ensuring that healthy and nutritious choices are available and affordable to all consumers;
- practicing responsible marketing especially those aimed at children and teenagers;
- ensuring the availability of healthy food choices and supporting regular physical activity practice in the workplace
- appropriate, through the introduction of policies and actions aimed at promoting healthy diets and increasing physical activity in the entire population.

Premium Stimulation drink SEXES by significantly reducing the sugar content and reducing caffeine content is in line with contemporary guidelines of World health organization. Also it is considered an excellent example of responsible and contemporary industry response to the needs and wishes of consumers.

Facts

- (1) SEXES® is non-alcoholic refreshing beverage.
- (2) SEXES® is stimulative refreshing drink and not pure energy drink.
- (3) The slogan for the Sexes stimulation drink is "Awake the passion". By drinking Sexes we awake the passion for everyday life situations – passion for work, passion for studying, passion for the partner, passion for meeting each other, passion for sports etc. A passionate person is comfortable in his/her own skin, impersonates vigor, has dozens of creative ideas It is one of the rare nutrient-enriched beverages on the European markets that have been issued a positive opinion by the EFSA (European Food Safety Authority).
- (4) It contains natural ingredients. The Sexes stimulation drink is the most unique stimulation drink in the world and differs from energy drinks due to a great combination of natural ingredients which stimulate certain positive effects among men as well as women.
- (5) SEXES® is a unique and carefully conceived combination of stimulation and freshness. It allows you to consume the natural plant extracts of maca, guarana and ginseng, B vitamins (B2, niacin, B6, pantothenic acid and B12) and the mineral zinc in just a single drink.
- (6) Natural caffeine only 14 mg per 100 ml (or 35 mg per 250 ml).
- (7) SEXES® is a nice daily refreshing drink when consumed chilled. Not only is it extraordinary due to the well-chosen combination of the ingredients, but it is suitable for daily consumption and appropriate for any occasion.
- (8) It has certain health benefiting effects on the performance in both men and women. Its ingredients provide many of health benefits and help to maintain normal body functions.
- (9) A unique combination of ingredients re-awakens your passion and preserves your body's natural balance that is nowadays so easily disrupted by the fast pace of life.
- (10) It puts you in a better mood and fills you with renewed enthusiasm and optimism. The unique ingredients such as maca and the mineral zinc, in combination with natural caffeine, ginseng, guarana and lemon balm, have a stimulating effect on mood, reduce fatigue, improve the sense of well-being, increase the attention span, and are therefore a natural way to re-awake your passion for life.
- (11) It is designed for both sexes, being the so-called unisex drink.
- (12) SEXES® is packaged in 250 ml cans, 24 cans per tray, 120 trays per palette (2.304 cans), 11 palettes per 20" container (25,344 cans), and 23 pallets per 40" container (52,992 cans). The product is bottled in Warsaw, Poland.

SEXES® Presence

SeXeS is already present in the following countries: Slovenia, USA, Russia, Germany, Spain, Italy, Bosnia and Herzegovina, Hungary, Macedonia, Serbia, Switzerland, Ghana.

Currently we are launching the product in the following countries: The Netherlands, Belgium, Luxemburg, UK, Poland.

In negotiations: China, Hong Kong, Macao, Thailand, UAR, Dubai.

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Caffeine uncertainties eliminated

Caffeine is an alkaloid, acting as central nervous system stimulant. It is present in many beverages and food products: its content in ED can vary from 70 to 400 mg/L and more (maximum limits concerning caffeine content are set by regulations in many countries).

There have been a significant number of relevant human clinical studies proving that caffeine can be a potential threat for people with cardiac problems, young children, adolescents, pregnant women and breast-feeding mothers so those groups have been warned not to take any caffeinated drinks due to the potential risk.

However the study performed by EFSA in 2013 showed that the largest group of consumers of caffeinated drinks is young people.

As shown in the study the largest group of consumers are from the young population so by implementing the responsible and contemporary doctrine, PREMIUM STIMULATION SEXES based on natural herbal ingredients and their commonly know health effects is now a good and healthy choice for all consumers groups.

The producer of drink SEXES® has developed a refreshing non-alcoholic drink with positive effect on human organism, which contains several well-studied botanicals and a number of vitamins and mineral Zinc.

Moreover, several ingredients were positively considered by EFSA (European Food Safety Agency).

The EU Concerted Action supports the development of two types of health claims relevant to functional foods, which must always be valid in the context of the whole diet and must relate to the amounts of foods normally consumed.

The product "SEXES" is in line with regulations EU 1924/2006, 1925/2006 and 432/2012 and legislative valid for the territory of EU. The product is appropriate and safe for use for wide range of consumers in line with the recommendation of producer of this product.

The product is considered absolutely safe for the consumers. The recommended daily dosage is one can per day. All required warnings are stated on the packing.

The safety of the product has been confirmed by Slovene Food Safety Authority, the FREE SALES document.