





Immuno-Energy Drink

Opportunity and Positioning

Consumer trends lead to opportunity to meet growing trends - Accelerated recently

Implication	Trend
 Fitness, Leisure and Sports	Active Lifestyles
 Energy - On the Go	Busy lives - need more energy
 Digital E-Commerce	Premium on convenience
 Immunity and Natural	Natural wellness lifestyles



Active Natural Energy that Enhances Immunity

- Natural, great tasting beverages in 3 flavors, uniquely formulated to energize you for your active day and with clinically proven ingredients that step change the power of your inherent immunity.
- Endorsed by the World's most popular sports teams and best athletes of the world



