



Healthy Way To Start The Day

100% Natural Product - Fitness Coffee is made up of 100% natural, gourmet Italian blend of Arabica and Robusta bean coffee with herbs and spices designed for the active coffee drinker

Gourmet Blend - Fitness Coffee is made with only the highest quality Arabica bean and Robusta bean for a true Italian taste

Blind Taste Test - Over 150 people of various demographics were included in the taste test: 68% said they would prefer Fitness Coffee to their current coffee, an additional 12% said they would replace their current decaffeinated coffee and an additional 18% said they would alternate between their current coffee and Fitness Coffee

Weight Loss Test - Of the 150 tested, only 16% did not see any change in their weight and 83% lost between 2 and 11 pounds without changing their daily diet or exercise activity

Patented Formula - 16 natural added herbs to help increase the body's ability to fight oxidation, increase the metabolism to burn fat and increase the recovery time after workouts to help tone and purify the body for an increase of energy levels

Antioxidants - 3.5 times the antioxidants of Green Tea and 1.5x the antioxidants of Red Wine

ISO 9001 - Roasted and packaged in a certified facility

Shelf Life - Each package is stamped with a production date and is good for at least two years of the production day

Product Placement - Ideal to be sold in natural product, vitamin/supplement and the grocery aisles of any store

About Fitness Coffee

Fitness Coffee was the work of years of preparation, thousands of hours of research and hundreds of professional Italian coffee conesours. Like all great ideas, Irina Tanina and Giulio Micioni realized the missing product when ordering a normal cup of coffee at a local Italian coffee shop.

The initials 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 properites of coffee could be enhanced and turn in to a natural and functional drink. The temptation was there to cheapen the product, make it less healthy but the standard was set and the team did not give up until the goal was attained.

Giulio Micioni studied Pharmacy at the world-renowned Bologna University, which gave the team the tools to create perfect balance of science and taste, while Irina Tanina set the stage to sale and market the product around the world. 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).

By teaming up with local business leaders from various countries, the product is being distributed through out Europe, Australia and North America, Fitness Coffee continues to see success wherever it goes.

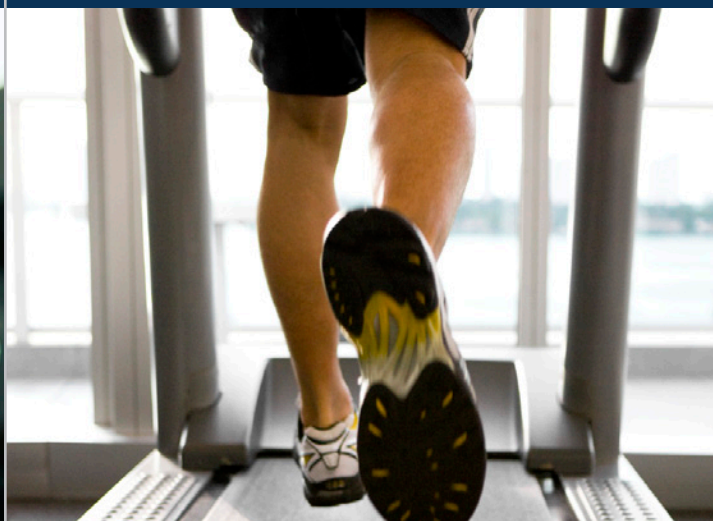
Fitness Coffee is an all natural product manufactured in Bracciano, Lazio region of Italy. We take great pride in our product, our company and the benefits that you will receive when drinking Fitness Coffee: The all natural way to replenish your body's needs through your daily cups of coffee. Fitness Coffee brings more energy, faster metabolism and an ample supply of antioxidants. Compare Fitness Coffee Antioxidant and Fitness Coffee Energy Blends to other well-known drinks known to be high in antioxidants.



**FITNESS
COFFEE™** 

**FITNESS
COFFEE™** 





Product

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. With over 16 of the healthiest and most beneficial ingredients, Fitness Coffee is designed to replenish your body with powerful antioxidants and nutrients.

Fitness Coffee has many healthy supplements that support your body to reach your fitness and overall health goals:

- The sole patented health coffee on the market
- Fitness coffee is 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*
- Increase Energy*
- Help you lose weight*
- Increase metabolism*

All our products are all natural:

- No Artificial Additives
- No artificial colorings
- No artificial flavors
- No Preservatives
- No added MSG
- No added Sugar
- No GMO

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 the ultimate health drink to help you take care of your mind and body.

* The statements have not been evaluated by the FDA. This product is not intended to treat, cure or prevent any disease

Ingredients

High Quality Coffee Arabica and Robusta bean with all natural herbs and spices known for their nutritional and healthy properties:

Yerba Mate - Known for being rich in phenols and antioxidants

Licorice - Giving natural aid to the body in healing and dietary benefits due to its value as a demulcent and an expectorant

Peppermint and Sweet Mint - Mint is known to help relax the digestive tract and inhibits the growth of certain bacteria. Other benefits attributed to mint are the high manganese content and trace nutrients of iron, calcium, folate, potassium, tryptophan, magnesium, omega-3 fatty acids, riboflavin and copper

Cinnamon - Digestive aid, may be helpful in treating diabetes, antibacterial capabilities, stomach disorders and helps those suffering from type II diabetes decreasing blood glucose levels as well as triglycerides and cholesterol

Bitter and Sweet Orange - Added to Fitness Coffee to facilitate weight loss through naturally increasing the metabolism as well as to improve the body's thermogenesis to burn fat

Ginger - This powerful antioxidant stimulates the production of energy and improved digestion to help with lowering cholesterol

Cardamum - A high-end herb that drastically improves the body's digestive properties and stimulates metabolism

Lemon Vervain - The natural herb is high in flavonoids and phenolic acids, which provides the body with high levels of natural antioxidants

Chinese Star Anise - A diuretic, carminative and digestive, widely used in tea infusion for colic and rheumatism

Green Anis - Shown to possess potent antimicrobial properties against bacteria, yeast and fungal strains. Often used as a diuretic, tonic, sedative and antispasmodic

Cloves - A carminative that improves peristalsis and digestion

Rodiola Rosea - Enhances physical and mental stamina as well as speeds the cardiovascular and muscle energy recovery time. Used also as a general tonic to enhance energy and ease stress

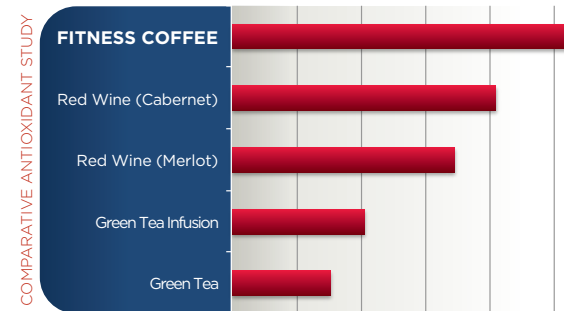
Turmeric - Benefiting the liver by stimulate the bodies ability to breakdown dietary fat as well as one of the most powerful natural healers known

Results

WEIGHT LOSS TEST

Fitness Coffee conducted a recent test of over 150 volunteers ranging in age from 20 to 50 years old. Each person drank three cups of Fitness Coffee for three months without changing their eating or fitness activities. During the three months the following results were realized:

- None of the participants gained weight
- 70 persons lost from 2.5 pounds to 4.5 pounds
- 45 persons lost from 4.5 pounds to 7 pounds
- 10 persons lost from 7 pounds to 11



TASTE TEST

Fitness Coffee recently conducted a taste test among 100 different people ranging from 20 to 70 years old. The following results were realized:

- 68 persons (68%) said they prefer Fitness Coffee to their current brand
- 12 persons (12%) declared they would like to substitute their current decaffeinated or coffee substitute with Fitness Coffee for the health properties
- 18 persons (18%) chose to alternate between their current brand and Fitness Coffee