

THE COFFEE REVOLUTION -  
DELICIOUS TASTE & HERBAL  
HEALTH BENEFITS

**FITNESS  
COFFEE®** 



# A NEW HEALTHY WAY TO GET FIT

Our company Fitness Coffee GVM is a manufacturer of high-quality hot beverages under the trade mark Fitness Coffee®. These products is designed to enrich the body with powerful antioxidants and nutrients that allow to maintain the vital resources of the whole organism.

We offer: unique innovative products that doesn't force people to change their habits, competitive prices, advanced production technologies, registered trademark and patent.

The important advantage is that the quantity and quality of ingredients are such as to provide to our body tens of beneficial properties every day. There are no added vitamins, forbidden herbs or spices, or any other component that could be indicated only for a short, limited in time, period. Fitness Coffee blends can be consumed every day all life long.

***So, if you're looking for a healthier alternative to your normal coffee that still has that energy-boosting gourmet flavor you love, then take an active step towards a healthy life and substitute your regular coffee with our unique blends.***



FITNESS COFFEE ANTIOXIDANT FULLY ACTIVE BLEND

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## FITNESS COFFEE ANTIOXIDANT FULLY ACTIVE BLEND

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**INGREDIENTS:** top quality roasted ground coffee, bitter and sweet orange, licorice, cardamum, cinnamon, mate, green tea, peppermint, sweet mint, anis, star anis, turmeric, rhodiola rosea, ginger, cloves, lemon-scented verbena.

Turn your coffee habit into a healthy ritual! Designed for “today’s on-the-go generation” who find it difficult to develop and maintain healthy eating/drinking habits. This blend is tailored mixed with selected herbs & spices to help inspire your senses, boost energy levels, support metabolism and provide powerful antioxidants. Kick-start your busy day with a cup full of activated goodness!

Fitness Coffee is available in 250 g bags, capsules compatible Nespresso, espresso pods.



# FITNESS COFFEE ANTIOXIDANT IS:

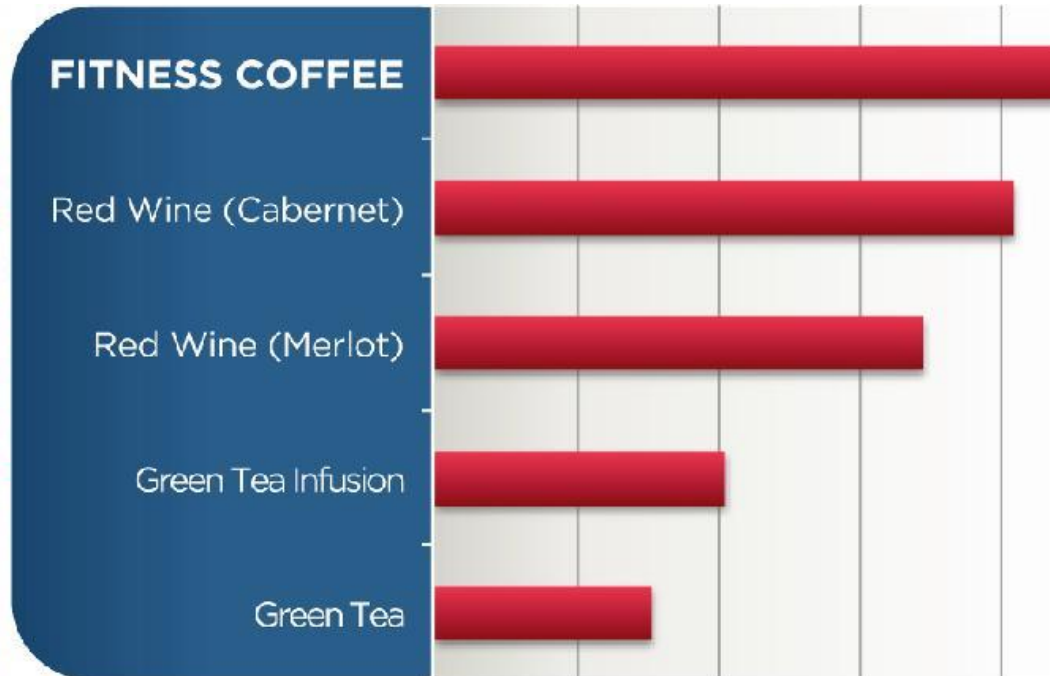
- The sole patented health coffee on the market.
- 100% natural product. We use only ground coffee (NOT instant!) and selected vegetal ingredients.
- Over 300% more antioxidants than green tea and over 150% more antioxidants than a red wine Merlot.
- Fitness Coffee has been known to:
  - Increase thermogenesis and supports 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.



# ANTIOXIDANT STUDY

COMPARATIVE ANTIOXIDANT STUDY



FITNESS COFFEE ANTIOXIDANT provides more natural precious antioxidants than any other food and drinks. According to the scientific study done in Sweden (Dr. Björn Carlmark, Bearco KB / Dr. Magnus Nylander, MN Biocare, Stockholm) Fitness 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.

# Ingredients and their health properties

- **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.



# Ingredients and their health properties

- **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.
- **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. Research also suggests that ginger may have thermogenic properties that help boost your metabolism, as well as have an appetite-suppressant effect.
- **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.



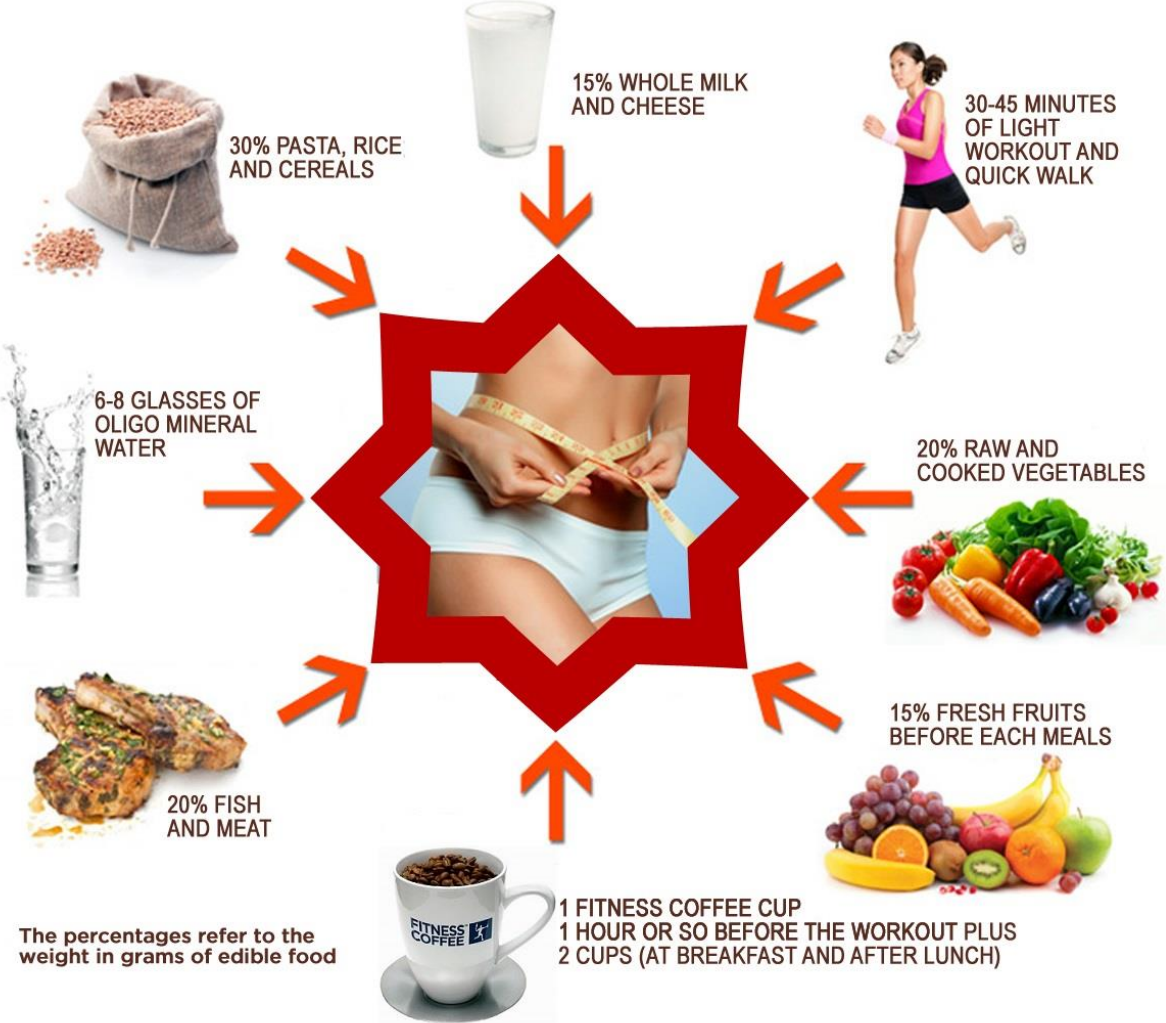


# Ingredients and their health properties

- **Green Tea (*Thea sinensis*) Leaves and apex gem.** 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. Curcumin, one of turmeric's most thoroughly studied active ingredients, reduces the formation of fat tissue by suppressing the blood vessels needed to form it, and therefore may contribute to lower body fat and body weight gain. 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.



# FITNESS COFFEE DIETARY PLAN





FITNESS COFFEE FIBER RICH KONJAC BLEND

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# FITNESS COFFEE KONJAC BLEND

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Fitness Coffee Konjac Blend is a natural healthy product that is high quality, affordable and don't force the consumers to change their world upside down. With a busy lifestyle it is not always easy to make smart choices and to stay in shape. This innovative product is complemented with Konjac root traditionally used to create wellbeing.

**Ingredients:** roasted ground Arabica coffee blend (85%), glucomannan (15%).

Glucomannan is a natural, water-soluble dietary fiber extracted from purified konjac roots (Latin name Amorphophallus Konjac). Glucomannan is not just any ordinary source of fibre and it offers a number of properties that have contributed to its rise in popularity.



# KONJAC BLEND HEALTH PROPERTIES

**GLUCOMANNAN** (KONJAC ROOT) helps to promote weight loss in several ways:

- Mixed with water, glucomannan expands in your stomach and promotes a feeling of fullness (satiety), reducing food intake at a subsequent meal.
- It delays stomach emptying, contributing to increased satiety.
- It's very low in calories.
- Like other soluble fibers, it reduces the absorption of fats.

# KONJAC BLEND HEALTH PROPERTIES



Furthermore, glucomannan can improve several important heart disease risk factors, including total cholesterol, “bad” LDL cholesterol, triglycerides and fasting blood glucose. As a water-soluble fiber, glucomannan has also been successfully used to treat constipation.

The suggested dosage is 1 cup of coffee, taken 3 times per day.

Make sure to take it before a meal (from 15 minutes to 1 hour), otherwise it has no effect on weight loss.

Konjac Coffee is available in 250 g bags.

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# ADVANTAGES OF OUR COFFEE



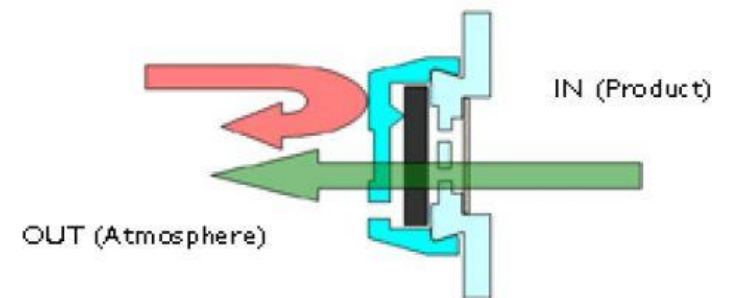
# ADVANTAGES OF OUR COFFEE:

- Packaging in modified atmosphere. Packing coffee in modified atmosphere offers extended shelf life and allows us to preserve the freshness, high quality, aroma and flavor over time making our products more attractive to the customers.
- Bags with one-way degassing valve. One-way degassing valves are designed to allow pressure to be released from an air-tight package while preventing air from getting back into the package. Fresh roasted coffees emit a large amount of gas CO<sub>2</sub> for several days after roasting.

The one-way degassing valve was invented to:

- package coffee immediately after roasting;
- allow the CO<sub>2</sub> emitted from coffee to escape out of the bag;
- not allow air to enter the bag to spoil freshness;
- extend shelf stability.

ONE-WAY DEGASSING VALVE





# ADVANTAGES OF OUR COFFEE:

- Every lot is roasted to order. Nothing is sitting around a warehouse waiting to be sent out. We sell only fresh roasted coffee with 24 months shelf life.
- Upon request our coffee can be produced in any grinding size (extra-fine, fine espresso, medium etc.), roasting grade without any surcharge and other packaging sizes.
- Our packaging is bilingual Italian-English. Furthermore we have a possibility to customize our 250 g bags with distributor's details and other text in any language printing them directly on the side of the bags.
- Shelf-life: 24 months



# PACKAGING SIZES

- 250 g bags with one-way degassing valve. Cartons of 24 bags. 63 cartons per pallet;
- Single-dose espresso pods ESE (44 mm) 7 g. Cartons of 150 pods. 120 cartons per pallet;
- Single-dose capsules compatible Nespresso 5 g. Cartons of 100 capsules. 120 cartons per pallet;
- Single-dose capsules compatible Nespresso in boxes of 10 capsules, 55 g. Cartons of 20 boxes. 150 cartons per pallet.





**FITNESS COFFEE**

**NOVINKA**

**FITNESS COFFEE® Antioxidant Fully Active Blend 250 g**

100% prirodni italska káva bohatá na antioxidanty (o 300% více antioxidantů než zelený čaj)

Prispívá ke značné ztrátě hmotnosti

Přirozené zvrcholené metabolisme



輸入食品  
6F24

輸入食品  
6F23

焙煎豆と16種のハーブ&スパイスで代謝アップ!  
運動と組み合わせで健康的な体づくり。

**FITNESS COFFEE**

含有成分

スーパーストリー



**FITNESS COFFEE**

ANTIOKSIDAN KAVAYI YAĞI

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ANTIOKSIDAN KAVAYI YAĞI



**FITNESS COFFEE**

Fitness Coffee te brinda más energía, un metabolismo más rápido y una dosis de antioxidantes mucho mayor que cualquier otra bebida.

Reemplaza tu bebida matutina con Fitness Coffee y comprueba los resultados!

**OUR COFFEE IN THE WORLD**



FITNESS COFFEE GVM  
Via De Filippo, z. Ind. Ripoli  
64023 Mosciano Sant'Angelo – ITALY  
Tel. +39 0861 212729 – Skype: gvmitalia  
[info@fitnesscoffee.com](mailto:info@fitnesscoffee.com) – [www.konjac.coffee](http://www.konjac.coffee)  
[www.fitnesscoffeeworld.com](http://www.fitnesscoffeeworld.com)  
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