



LIFE PRIORITY™

YOUR LIFE, OUR PRIORITY

Life Priority™ Designer Food® Formula
From Durk Pearson & Sandy Shaw®

LIFT™

NATURAL FRUIT-FLAVORED DRINK MIX FOR LONG-LASTING ENERGY

Leap into your day with tasty, natural fruit-flavored **LIFT™** for very fast and long-lasting mental energy. **LIFT™** fires up your brain naturally and jump starts your day. It contains essential nutrients, including L-phenylalanine,* that make and activate the release of noradrenaline, the brain's version of adrenaline, an important neurotransmitter.

- **L-phenylalanine** (an essential amino acid) and its cofactors help the brain produce noradrenaline and can help boost a positive mental attitude.
- **Noradrenaline** is a neurotransmitter and is not a drug. It is a natural substance made by certain nerve cells in your brain from nutrients in your diet. It is used to transmit messages from one nerve cell to another. Therefore, it is called a neurotransmitter. You do not have an unlimited supply of noradrenaline and after you've been working all day you get very exhausted, especially if you are not eating right. Not eating right or eating irregularly causes you to run out of the nutrients that your brain needs. Many people revert to coffee or an unhealthy energy drink in a can.
- Everyone who uses coffee and/or unhealthy energy drinks the first thing in the morning makes you bright-eyed, bushy-tailed and gives you a lot of energy. The second cup of coffee doesn't do as much as the first and the third does less than the second, and the fourth, even less. By the end of the day additional cups of coffee just make you feel spaced out and jittery.
- **LIFT™** also works to provide appetite satisfaction.
- **LIFT™** contains 80 mg of caffeine per serving. The two major effects of caffeine is that it causes the release of noradrenaline and causes you to be more sensitive to noradrenaline. The problem is that it does not help you to make more noradrenaline. It is like burning a candle at both ends.
- Therefore, **LIFT™** is a combination of nutrients that help the brain make more noradrenaline. It is a long-lasting version of coffee. You might say that it is the thinking man's coffee because it gives you a lot of get up and go without the "down." **LIFT™** is also available in capsule form as **LIFT CAPS.™**

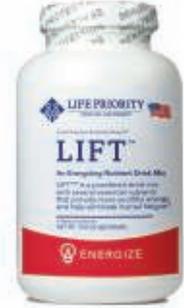
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For more information, see our website

www.LIFEPRIORITY.com

Life Priority, established in 1994, offers supplements that are scientifically-formulated, results-oriented, and GRAS (Generally Recognized As Safe) and are manufactured at USDA and FDA inspected facilities.

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



Supplement Facts

Serving Size 1 level tbsp (14 grams)
Servings Per Container 30

	Amount Per Serving	% Daily Value
Calories	45	
Total carbohydrates	11 g	4%
Includes 11 g Added Sugars		
Vitamin A (as beta-carotene)	150 mcg	15%
Vitamin C	325 mg	360%
(as ascorbic acid) 100 mg		
(as niacinamide ascorbate) 225 mg		
Vitamin E (dl-alpha tocopheryl)	15 mg	100%
Thiamin (vitamin B1 as thiamin hydrochloride)	1.5 mg	130%
Riboflavin (vitamin B2)	3 mg	230%
Niacin (vitamin B3 as niacinamide ascorbate)	75 mg	470%
Vitamin B6 (as pyridoxine)	16 mg	970%
Folate (as 100 mcg folic acid)	200 DFE	50%
Vitamin B12 (as cyanocobalamin)	20 mcg	830%
Pantothenic acid		
(Vitamin B5 as calcium pantothenate) 18 mg 360%		
Zinc (as zinc gluconate)	3 mg	25%
Copper (as copper bisglycinate)	420 mcg	45%
Chromium (as chromium nicotinate glycinate)	25 mcg	70%
Fructose	10.7 g	†
Phenylalanine	600 mg	†
Taurine	200 mg	†
Glycine	150 mg	†
Caffeine	80 mg	†

† Daily value not established.

Other Ingredients: Natural flavors, silicon dioxide, malic acid, citric acid, fumaric acid, stevia leaf extract.

PHENYLKETONURICS: CONTAINS PHENYLALANINE

SUGGESTED USE:

For adults only. Place one tablespoon of mix in 4 to 8 ounces of cold water or fruit juice. Stir briskly and drink. Serve over ice for best flavor. Consume as desired 1 to 4 times per day. For best results drink immediately after awakening, on an empty stomach or about one hour before a meal or usual snack time.

Caution: Do not consume more than 2.4 grams of supplemental phenylalanine per day.

Not for use by children or by pregnant or lactating women, persons with the genetic metabolic disorder PKU, psychosis, persons taking prescription MAO (monoamine oxidase) inhibitor drugs, pigmented malignant melanoma cancer patients, those with Wilson's disease, or those who have a violent temper. Not for use by anyone sensitive to any of the ingredients.

Excessive consumption of L-phenylalanine or caffeine may cause insomnia, especially when taken in the late afternoon or evening. If insomnia occurs, reducing the amount consumed by 1/2 will usually correct the problem. If insomnia is a problem, we suggest drinking LIFT only once per day for the first week, right after you arise in the morning. During the second week and thereafter, drink it twice per day, upon arising and an hour before lunch.