

# Happiness.

Life's truly happy moments don't come in a pill. The importance of family, friends, enlightenment and rest can never be overstated. While you work on these all-important aspects of life, veeva will help you deal with stress, mood and its related symptoms – helping you enjoy life to its fullest.

veeva contains ancient herbs as well as newly discovered nutrients and powerful spices. Together they do more than just temporarily mask stress and mood symptoms or boost energy – they support the whole body in its quest for balance.

Many natural products approach either stress or mood (rarely both!) from a single angle - dealing only with symptoms or treating only one function. At veeva, we chose to approach the problem from a whole body perspective. By supporting all systems involved in the stress and mood response, we wanted to achieve the ultimate goal of providing a more enjoyable daily experience.

It's a "joy of living" philosophy that will definitely put a smile on your face.

## Our mission.

When we say 'Look on the bright side', we mean it. Our mission is simple - to cultivate the concept of enjoying life to its fullest.

While our society would have us believe a zest for life is easy, life is not always perfect - enjoying it may require a little help. veeva is dedicated to providing the stress and mood management tools you need to improve your daily life experience.

## veeva is available at:

## Happiness is contagious! Start spreading the joy.

Brighten someone's day by sending a happiness postcard. Check out happy news from around the world. Take the happiness quiz and discover your Happiness Quotient. Get tips on how to easily manage stress and mood. You can even join the happiness revolution on Facebook and Twitter.

When it comes to happiness, it's all right here at [veeva.ca](http://veeva.ca)!



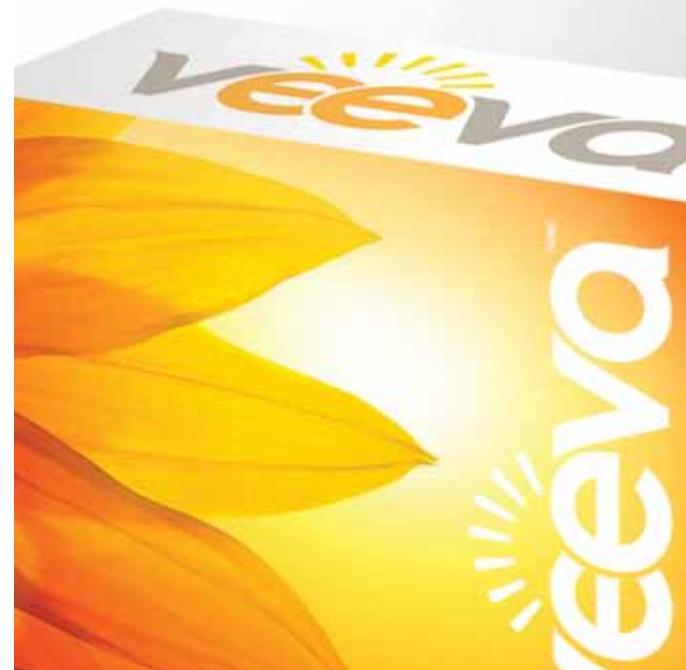
# Look on the bright side.

veeva helps reduce mental and physical stress and their associated symptoms, and promotes healthy mood balance. Happiness ensues.

[veeva.ca](http://veeva.ca)

# Life.

It's not always perfect. But it can always be enjoyable if you take an integrated approach to managing stress and mood, and maintaining happiness. The scientifically proven ingredients of veeva can help.



## Stress.

Whether we experience the normal and constant every day stresses of life or extreme situations, our bodies react in the same primitive way - releasing hormones that wreak havoc on our ability to enjoy life to its fullest. With no outlet or coping skills to balance all those hormonal reactions, we feel distress and develop a host of stress-related symptoms such as:

- Agitation, tension, headaches
- Emotional instability and obsessive behaviour
- Confusion and inability to sustain attention
- Poor digestion and nutrient absorption
- Sleeping difficulties and lack of energy

## Mood.

The World Health Organization predicts depression will be the second most common cause of disability worldwide by 2020, after heart disease. Although mood imbalances are not as serious and as difficult to overcome as depression, they are no less damaging to our daily life experience.

These difficulties in stress management and mood balance, have a negative effect on our physical, mental and social well-being. Pretty soon, life becomes less than enjoyable. Happiness suffers.



## How veeva works.

veeva is not designed to put you to sleep or simply increase energy – it helps your mind and body manage stress and encourages a joyful state of mind. veeva integrates body, mind and spirit using the ancient wisdom of Ayurveda alongside timeless spices shown to have brain-protective properties. While ancient wisdom provides supportive and healing herbals, cutting edge research offers the latest stress and mood management benefits from Cyracos® Lemon Balm Extract, 5-HTP, Choline, Inositol, Rhodiola, Theanine and Bioperine®.

## Dosage.

Formulation of veeva took place over many years. Each ingredient was thoroughly researched and assessed for its safety and efficacy. Each ingredient dosage used in veeva was carefully calculated for its optimum efficacy, and/or for its ability to enhance or balance other ingredients' benefits, delivering real benefits every time.

## Quality.

Our innovative and integrated formula is supported by our commitment to quality manufacturing, testing and re-testing. Our standards are designed to ensure product identity, purity and potency.

## Ingredients.

### Cyracos®

#### Lemon Balm Extract

A traditional and natural active ingredient, Cyracos® is an indispensable ally in finding serenity and well-being in everyday life. Thanks to a specific composition, Cyracos® is the only plant extract of lemon balm that acts simultaneously on your stress and its associated symptoms.



### Ashwagandha

Traditionally used in Ayurveda as Rasayana (rejuvenative tonic) and to balance aggravated Vata (nervine tonic). It helps you focus on the happy aspects of your life and has been proven to reduce anxiety. Ashwagandha alleviates mental fatigue by inhibiting an enzyme (acetylcholine esterase) that degrades acetylcholine and causes poor blood circulation in the brain leading to that sense of being "drop-dead" fatigue.

### Rhodiola

Rhodiola has been shown to promote mental performance and endurance during times of stress.

### Theanine

Theanine has been shown to promote healthy mood balance and relaxation. It is an amino acid found in green tea, which exerts a profoundly relaxing yet non-drowsy effect.

### Choline and Inositol

Often referred to as brain food, Choline and Inositol help ensure proper brain and stress response function.

### 5-HTP

5-HTP helps promote healthy mood balance. The dosage included in veeva is designed to work in tandem with Theanine and other herbals used to help regulate mood.

### Bioperine® Black Pepper

Bioperine® is a black pepper extract that helps the absorption of other nutrients found in veeva for optimum effect.

### Allspice, Cloves, Cinnamon

*The Journal of Medicinal Foods* showed that the phenol content of spices, offered better protection to brain tissue against advanced glycation end-products (AGEs) than any herb or antioxidant. University of Georgia researchers proved that clove, cinnamon and allspice are exceptionally strong at reducing inflammation in tissues. This is critical to preventing brain cell damage from stress, anxiety or mood swings.

## veeva is simple to use.

Take one capsule first thing in the morning and one at night before bed. That's it. veeva is the easy, natural way to relieve stress and enhance mood.

**Keep smiling :)**