



Karma® Wellness Water Frequently Asked Questions

Q: Do vitamins deteriorate in water?

A: Yes, most do. And what do many products available on the market today do? They premix vitamins in water, bottle it, and place it on the shelf. Water-soluble vitamins—such as C and all B vitamins, which are often found in premixed water beverages—will break down and lose their potency over time while sitting in water or when exposed to UV rays, oxygen, or heat. The supplemental information printed on most premixed vitamin drinks is based on the ingredients at the time of bottling, not at the time of consumption. After just 90 days on a shelf, premixed drinks can have only 30 to 50 percent of their vitamins remaining. If you are drinking a premixed water beverage, chances are that you aren't getting the full nutritional benefits that you think you are. With Karma, thanks to its KarmaCap Technology, the vitamins and nutrients are kept fresh until you're ready to drink them, giving you as many benefits as possible.

Q: What is a hermetic seal?

A: Hermetic means "airtight." The KarmaCap utilizes injection molding and a spin weld fitting to produce a hermetic (airtight) seal between the cap and base—you could seriously throw this thing into the ocean (not that we're encouraging that!) and the inside would stay dry. The seal assures optimal quality standards and protects the vitamin powder, maintaining freshness and delivering maximum vitamin potency. And—just because we think you'll appreciate it—the KarmaCap is made of recyclable material.

Q: Are the vitamins and nutrients in Karma more potent than in other brands?

A: Karma contains two to four times the volume of other vitamin dispensing caps, and three to six times more vitamins and nutrients than other competing vitamin-enhanced beverages.

Q: Is Karma healthy?

A: Every bottle of Karma contains 110 percent (or more) of the recommended daily allowance of seven essential vitamins, including vitamins A, B3-Niacin, B5-Pantothenic Acid, B6, B12, D, and E. Karma is naturally sweetened with a blend of stevia and pure cane sugar. Each 18-ounce bottle contains only 20 calories and is free of preservatives. Karma is also low in sodium, heart healthy, safe for diabetics, and is lactose free and gluten free.

Q: What is stevia?

A: Stevia is a sugar substitute. Derived from the leaves of an herb native to South America, stevia is a healthier option than table sugar because it is 300 times sweeter (meaning we have to use much less of it!) and contains zero calories.



Q: What type of water is used to produce Karma beverages?

A: We like to think that Karma begins with a gift from Mother Nature—pristine natural spring water. While the bulk of water beverages on the market today use municipal water sources, Karma is sourced from fresh springs in Vermont. Just peel, push, and shake to instantly transform your water into wellness.

Q: How do I know which Karma beverage is right for me? Can you explain the benefits in each?

A: This is a trick question, because you can't go wrong! Karma is available in five varieties that have been meticulously formulated to deliver their own distinct wellness benefits through a precise combination of vitamins and nutrients. With Karma, there is always a good choice. Ultimately, we hope that you'll try them all!

- **“Immunity Booster”** (Acai Pomegranate) provides 1,000 mg of vitamin C (which is 1,667 percent of your recommended daily dose), as well as zinc, berry extracts, and tea polyphenols. Combined with other ingredients, this formula serves to enhance the immune system and promote overall health and well-being.
- **“Fitness Accelerator”** (Raspberry Guava Jackfruit) offers sodium and potassium, as well as calcium, and vitamin D. This mix works to replenish essential electrolytes, combat the risk of osteoarthritis, and maintain healthy bones.
- **“Mood Elevation”** (Passionfruit Green Tea) contains ginseng and L-theanine. These ingredients and others help you to recover from stress and encourage relaxation.
- **“Sharper Thinking”** (Orange Mango) is specially formulated with yerba mate, choline, and coenzyme Q10. Choline and yerba mate support clarity and stimulate focus, while coenzyme Q10 is an antioxidant that helps fuel the body's daily activity.
- **“Healthy Hydration”** (Pineapple Coconut) includes ingredients such as, trans-resveratrol, magnesium, and potassium—all of which have biological, physiological, and anti-aging effects. Other natural ingredients such as green tea, ribose, and maca extract impact alertness and replenish energy.
- **“Natural Lift”** (Tropical Burst) formulated with natural caffeine, yerba mate and green tea extract which packs an invigorating punch into this variety for a natural, yet exhilarating energy boost.

And, don't forget: every bottle of Karma contains 110 percent (or more) of the recommended daily allowance of seven essential vitamins, including vitamins A, B3-Niacin, B5-Pantothenic Acid, B6, B12, D, and E.

Q: Is Karma Wellness Water safe and good for my kids?

A: Absolutely. Many parents are concerned (and rightly so!) about offering their children sugar-filled or artificially flavored beverages. Karma is sweetened naturally with stevia and pure cane sugar. In moderation, fortified or vitamin-enhanced food and beverage



products like Karma can help kids reach their nutrition and hydration needs. It's also a great choice for kids with some dietary limitations, as all Karma Wellness Waters are lactose free and gluten free. Plus, each 18-ounce bottle is one serving (versus two for competitive brands) and has only 20 calories.

Q: Why did you name the beverage "Karma"?

A: Today's beverages are not providing what they claim to be; there are a lot of smoke and mirrors. At Karma, we embrace the principle of cause and effect. We believe that if you do something positive, you'll get something positive in return.

The name needed to speak to the core philosophy of the brand—to be truly meaningful, a beverage must have both substance and style. American consumers are demanding more from their food and beverages, and require assurance that the choices they're making will positively impact their health. Karma is a universally understood concept and lifestyle. It transcends the drink and reflects the person. It's a movement we believe in and want to be a part of moving forward.

Q: Where did the idea for Karma Wellness Water originate?

A: Karma was born from the universal truth and karmic idea that if you do something positive, you'll get something positive in return. Since vitamins deteriorate in water, too many products available today are flawed. With Karma, consumers finally get a nutrient enhanced water that delivers on its promise, allowing them to take responsibility today for tomorrow by creating positive effects on the mind, body, spirit, balance, and vitality.

Q: How much does an 18-ounce bottle of Karma Wellness Water cost?

A: The suggested retail price for an 18-ounce bottle of Karma ranges from \$2.39 to \$2.89.

Q: Where can I buy Karma Wellness Water?

A: Please visit the links below to find Karma at a store near you or online!

US Retailers: <http://drinkkarma.com/buy-in-stores/>

Canadian Retailers: <http://www.karmacanada.ca/buy-in-stores/>

Buy Online: <http://drinkkarma.com/buy-online>

Q: I noticed that the powder is not filled to the very top of the cap. Can you please explain?

A: The design of the KarmaCap includes a funnel-shaped aperture in the base of the cap. When you push the button to mix your drink, this shape helps the powder pour into the bottle via gravity. Since some of the powder moves down into the funnel when the bottle is upright, it is hidden from view. If you tip the bottle upside down, you will see that the powder does, in fact, fill the cap.



Q: Which varieties contain caffeine?

A: Karma Wellness Water comes in six functional varieties. There is caffeine in two of our varieties- **Karma “Healthy Hydration” (Pineapple Coconut)** contains 50mg of caffeine (per 18 oz. bottle) and **Karma “Natural Lift” (Tropical Burst)** contains 100mg of caffeine (per 18 oz. bottle). The caffeine contained in each of these varieties naturally exists in the green tea extract that is used in both of these varieties. “Mood Elevation” (Passionfruit Green Tea) does contain green tea, but a different green tea extract than that used in our two caffeinated varieties mentioned above. The caffeine in Karma Passionfruit Green Tea is decaffeinated.

Q: Is Karma safe for women who are pregnant or breastfeeding?

A: Karma Wellness Water contains only natural ingredients, so NO artificial sweeteners, NO artificial coloring & NO preservatives. Plus, each variety of Karma Wellness Water contains 110% of 7 essential vitamins! Karma is also non-gmo, gluten-free, lactose-free & low calorie! We deem Karma safe for a majority of individuals, but there are a couple of ingredients in four of our Karma varieties, that we want to make pregnant and breastfeeding women aware of.

- **“Sharper Thinking” (Orange Mango)** contains Siberian Ginseng to assist with the function of that variety.
- **“Healthy Hydration” (Pineapple Coconut)** contains caffeine (50 mg), which is naturally derived from green tea extract.
- **“Natural Lift” (Tropical Burst)** contains a high level of caffeine (100 mg), which is naturally derived from green tea extract.
- **“Mood Elevation” (Passionfruit Green Tea)** contains Ashwagandha Root Extract.
- **“Fitness Accelerator” (Raspberry Guava Jackfruit)** contains glucosamine.

Again, these ingredients are not at all dangerous, but we want to be sure to take extra precaution with those who are pregnant or breastfeeding.

Each variety of Karma is unique in flavor and function. Here are the three varieties that contain little to no caffeine...



- **“Immunity Booster” (Acai Pomegranate)** does not contain any caffeine or ingredients that could be harmful to a pregnant woman. But make sure to check with your doctor concerning the levels of the vitamins. <http://www.drinkkarma.com/varieties/balance/>
- **“Mood Elevation” (Passionfruit Green Tea)** does contain green tea, but a different green tea extract than that used in our two caffeinated varieties mentioned above. The caffeine in Karma Passionfruit Green Tea is decaffeinated. <http://www.drinkkarma.com/varieties/spirit/>
- **“Fitness Accelerator” (Raspberry Guava Jackfruit)** does not contain any level of caffeine, but does contain glucosamine. <http://www.drinkkarma.com/varieties/body/>
- **“Sharper Thinking” (Orange Mango)** does not contain any level of caffeine, but does contain ginseng. <http://www.drinkkarma.com/varieties/mind/>

We suggest bringing a bottle to your physician before consuming, just to be sure that it is safe for you personally, since the vitamins are very potent in Karma Wellness Water (thanks to our patented KarmaCap!).

Q: Is it safe to drink more than one bottle of Karma per day?

A: For a majority of people, consuming between 1-3 Karmas per day is deemed a safe amount. Each of our varieties contain 110% of 7 essential vitamins, although they do differ in function. A majority of the vitamins contained in Karma Wellness Water are water soluble- meaning that your body will excrete any excess amounts of those vitamins that it does not need. However, Karma Wellness Water does contain some vitamins which are not water soluble, such as vitamins A, E & D. Any of our varieties are safe to combine together, unless you do have an allergy to one of our varieties. We suggest reading each ingredient listed on our label.

However, the final determination on whether Karma is right for you and how many is safe for you to consume per day is yours and your physician's. Karma does contain potent vitamins (which are kept at maximum potency in our KarmaCap until you're ready to drink). Please take a look at our ingredient list and nutritional facts for each variety and be sure that all ingredients and vitamins have been deemed safe for you personally. Also, this dosage does not pertain to small children.



Q: Are there any artificial sweeteners or preservatives in Karma?

A: Karma Wellness Water contains only natural ingredients, so NO artificial sweeteners, NO artificial coloring and NO preservatives! Karma is also non-gmo, gluten-free, lactose-free, low in sodium and heart healthy! Each of our natural varieties are sweetened with 85% stevia and 15% cane sugar. Stevia is a sugar substitute that is natural. Stevia comes from the leaves of the plant species *Stevia rebaudiana*.

Q: What is the reason for the warning on the Canadian label?

A: The reason for our labeling is due to the fact that we make sure that we comply with all Health Code rules and regulations. With a product that contains the amount of vitamins that Karma does, Health Canada requires that we use place these warnings on our label. However, the US does not require this labeling and Karma does comply with all US FDA standards and is non-GMO, gluten-free and whole foods compliant.

The use of our warnings are only a precaution, as recommended by the Canadian regulatory agency named Health Canada. The explanation for the warnings vary by variety. The precautionary warnings on Karma “Sharper Thinking” (Orange Mango) are due to Karma’s use of Siberian ginseng. Those warnings are also noted on Karma “Mood Elevation” (Passionfruit Green Tea) for the use of ashwagandha and for the use of glucosamine in Karma “Fitness Accelerator” (Raspberry Guava Jackfruit). Each variety of Karma is unique in flavor and function.

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