

New Functional Beverage Launch: Relax Your Body, Free Your Mind® with Kavazen® Relaxing Experiences®

Research shows us that a state of relaxed alertness allows us to live better and work smarter. Yet, in modern times ‘relaxation’ has become a synonym for ‘sedation’. KavaZen are truly original functional beverages that deliver ‘relaxation without sedation’. Under continuous development since 2000, KavaZen has been described to act like a virtual massage or the early stages of meditation. KavaZen quickly washes away stress, anxiety, and physical tension—empowering consumers with a state of relaxed alertness, where calm and peace are joined by mental clarity and focus.

December 4, 2008 (FPRC) -- KavaZen® Relaxing Experiences® and KavaZen® Relaxing Experiences® Lite, are truly original premium functional drinks. Unique in taste and function, KavaZen® are both refreshing and relaxing, and define a new market segment amongst the ranks of functional drinks, the fastest-growing market segment in the beverage industry.

When you seek “fast-relief for stress, anxiety and physical tension, but want to be clear-minded, focused, and not sedated”—what are your options? ‘Relaxation’ has become a synonym for ‘sedation’, as in alcohol and pharma drugs, and for ‘time-consuming’ activities such as sleep, vacations, and spa-time. Yet, research shows us that a state of relaxed alertness allows us to live better and work smarter. KavaZen® has been described to act like a virtual massage or the early stages of meditation. Enabling calm, mental clarity and focus, KavaZen® quickly washes away stress, anxiety, and physical tension—empowering us with a state of relaxed alertness.

KavaZen® is a relaxing energy drink, an alternative to alcohol, and a complement to coffee. Carefully balanced for the needs of modern times, KavaZen® offers relaxation without sedation, allowing consumers to easily gauge consumption for their sensitivity and desired effect. KavaZen® are made with organic fruit juice and botanicals, selected premium Kava, vitamins and stevia, using custom proprietary processes carefully optimized for both taste and function. KavaZen® is conveniently packaged in 10 oz environment-friendly glass bottles with lug-cap, with two servings per bottle. KavaZen® drinks are now certified “99% Organic” by Oregon Tilth.

From its origins and early development in a home kitchen in Berkeley in 2000, KavaZen® has been available in a limited distribution to several Northern California natural food stores, continuously since 2001. The prolonged market test and product development phases resulted in the recent design of two functional drinks by Pedro Coelho, the CEO and founder of KavaZen Inc. KavaZen® has now been approved at Whole Foods Northern California stores for placement in 2009. After moving from Portugal to California in 1989, Pedro graduated from U.C. Berkeley in 1994, and N.Y.U. School of Law in 1997. Working independently and in his spare time, Pedro started KavaZen Inc. to empower consumers with innovative functional food products designed to address mind-body needs of modern day life, such as for relaxation without sedation.

Pedro first enjoyed Kava when invited to dinner with Fijian families, and in a conflict resolution ritual in California. Seating in a circle around a Kava bowl and a master of ceremony dispensing a coconut half-shell filled with the bitter root drink, Pedro tasted the essence of KavaZen, which he likes to

describe as “a wonderful social drink and truly unique personal relaxation tool”. Kava is best described by anthropologist E.M. Lemert: “Kava quiets the mind; the world gains no new color or rose tint, it fits into place and in one easily understandable whole.” The sustainable agriculture that KavaZen supports is an integral part of Pacific Ocean culture and society.

KavaZen will donate 10% after-tax annual profits after 4M to humanitarian and environmental causes. KavaZen® is now available to distributors in the USA and worldwide, and to consumers via <http://kavazen.com> KavaZen welcomes inquiries from independent bottlers and distributors.

Contact Information

For more information contact Pedro of KavaZen Inc. (<http://www.kavazen.com>)
510-558-7101

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