



BE WELL: Elevate Your Mental Wellness with Amare's Platform of Products, Programs, and People. | **2021**



Mental Wellness

The Key to Overall Health and Happiness

Shawn Talbott, Ph.D.
Chief Science Officer
Founding Executive

Connecting what we feel with what we know. That's Amare.

The scientific community has only recently learned about the importance of microbiome balance in regulating not just our gastrointestinal functions, but also our mood, mental performance, and the strength of our immune system. We now know that you can use foods and supplements to rebalance the microbiome and optimize gut-brain axis function for improved mood, mental sharpness and enhanced stress resilience. Yes, feeding your gut the right nutrients can help you be happier and healthier.

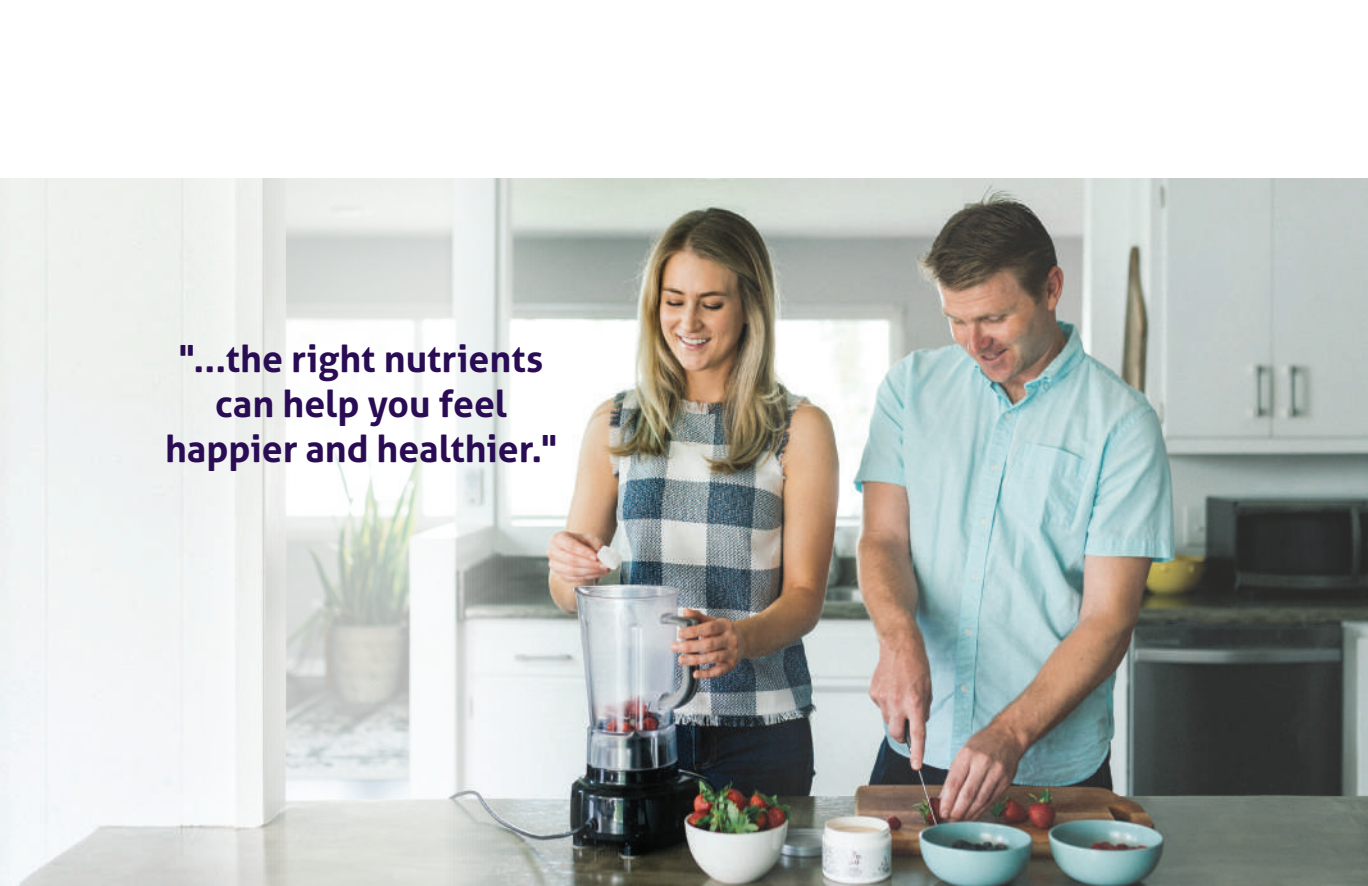
This process is conducted in the gut-brain axis through a complex network of nerves, cells and biochemicals — but there's more to it. We've now discovered a third brain involved in this process — the heart. Improving the efficiency of our heart can improve the efficiency of our mind, and, as a result, improve our mental wellness. The heart-brain axis as it's known, elevates our mood, increases our energy levels and enhances our overall emotional well-being.

Our three brains: gut (sensing brain), heart (feeling brain) and mind (thinking brain) determine our emotions and are the most powerful tools in optimizing our mental wellness.

"Amare products have been created using only the best aspects of both ancient traditions and modern scientific principles."



**"...the right nutrients
can help you feel
happier and healthier."**



Amare is The Mental Wellness Company® because we improve and address all three brains in a coordinated effort to achieve elevated mental health. Our platform of amazing products, innovative programs, and community of extraordinary people can make a truly meaningful difference in the mental wellness arena.

Our products have been created using only the best aspects of both ancient traditions and modern scientific principles. They've been formulated by experts with years of expertise across intersecting disciplines of nutritional biochemistry, physiology, microbiology, ethnobotany, and psychoneuroimmunology, and with ingredients that are tested from field to finished formulation and certified to be of the highest quality.

We're thrilled that you've discovered Amare, and are excited to be partnering with you on this journey of living well through enhanced mental wellness!

Shawn Talbott

Chief Science Officer
Founding Executive

PLAN YOUR PLATFORM LAUNCH YOUR WELLNESS

6.....The Mental Wellness Revolution

9.....The Body's Three Brains

12.....Products

25.....Programs

33.....People



THE PATH TO MENTAL WELLNESS. THE PATH TO HAPPINESS.

Together, we're leading a new era of mental health. It's time to move past the stigmas and uncover the need to support each other in life's mental wellness journey. A healthier, happier you is just steps away. Join the revolution.

The Mental Wellness REVOLUTION is here.

Amare is more than just The Mental Wellness Company.

It's the mental wellness revolution.

From sourcing all-natural ingredients for our premium supplements to providing mental wellness resources that can help people thrive, Amare is here to make a real change.

Mental wellness is essential for everyone to live a happier life, and we're the catalyst for that movement. By eating healthier, taking the right supplements and utilizing mental wellness resources, we can all live a life of abundance.

Are you ready?
Your mental wellness journey starts now!

The Amare Platform



Products

Our all-natural mental wellness products support vigor, happiness, stress resilience, mental performance, and whole-body wellness.



Programs

From The Mental Wellness Diet™ to guided meditation and physical movement, our programs will elevate your mental wellness, in the comfort of your own home.



People

Who you surround yourself with is important to your mental wellness. You will find support, encouragement and positivity in the Amare community.

WHY MENTAL WELLNESS?

Growing up, most of us were educated about ways to take care of our physical health. But very few were educated on how to take care of our mental health — until now. Everyone has mental health, just like everyone has physical health. Amare's platform empowers people to optimize their mental wellness and live a life full of vigor, positivity and performance. Amare's scientific approach is designed to meet you where you're at today on the mental wellness continuum and then, from there, optimize your potential.



7 out of 10 people were
educated on physical health

VS.



Only 1 out of 10 people were
educated on mental health

WHAT IS MENTAL WELLNESS?

Mental wellness impacts our daily lives in multiple ways. From the way we handle stressful situations to everyday challenges, our mental well-being is essential to a happier, healthier life. It's as important to us as our physical health. We now know our gut, brain and heart are all intertwined and impact our mental wellness, so it's essential to care for all those aspects accordingly. From an active lifestyle to taking the right supplements, Amare can help you thrive in all aspects of your mental wellness.



MENTAL
FITNESS



PHYSICAL
PERFORMANCE



CONFIDENCE



STRESS
RESILIENCE



FINANCIAL
WELLNESS

Get Started →



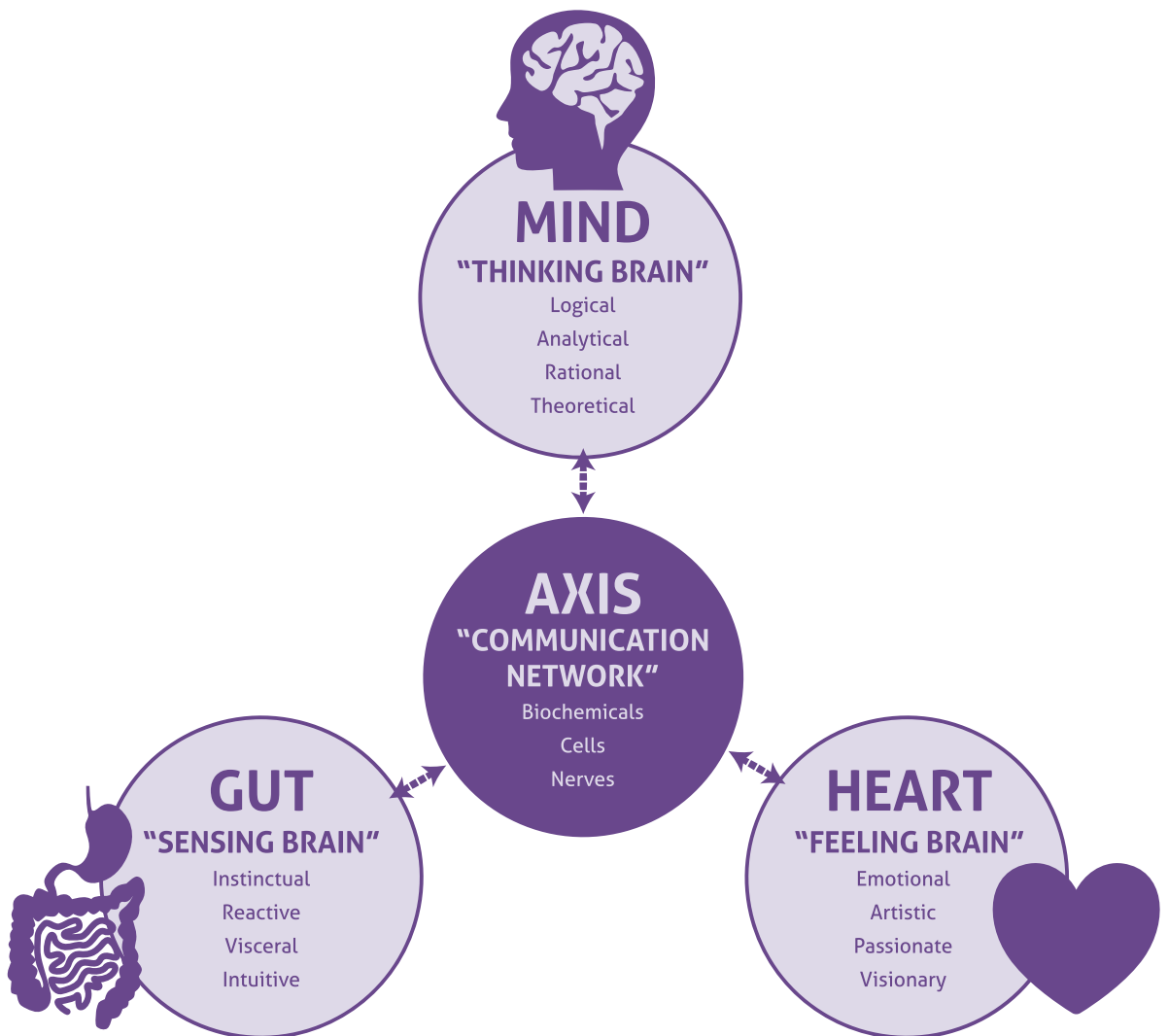
Meet Your **HAPPY** Neurotransmitters

- ✓ **Dopamine** affects your emotions, especially feelings of happiness and joy.
- ✓ **Endorphins** interact with the opiate receptors in the brain to reduce your perception of pain.
- ✓ **Oxytocin** is known as the love neurotransmitter that promotes connectedness.
- ✓ **Norepinephrine** helps mediate focus and attention.
- ✓ **Serotonin** regulates anxiety and can affect mood, appetite and sleep.

The following infographics provide a powerful overview of the importance of gut and heart health, and the relationship between the brain, heart, nervous system and gastrointestinal system in our overall mental wellness.

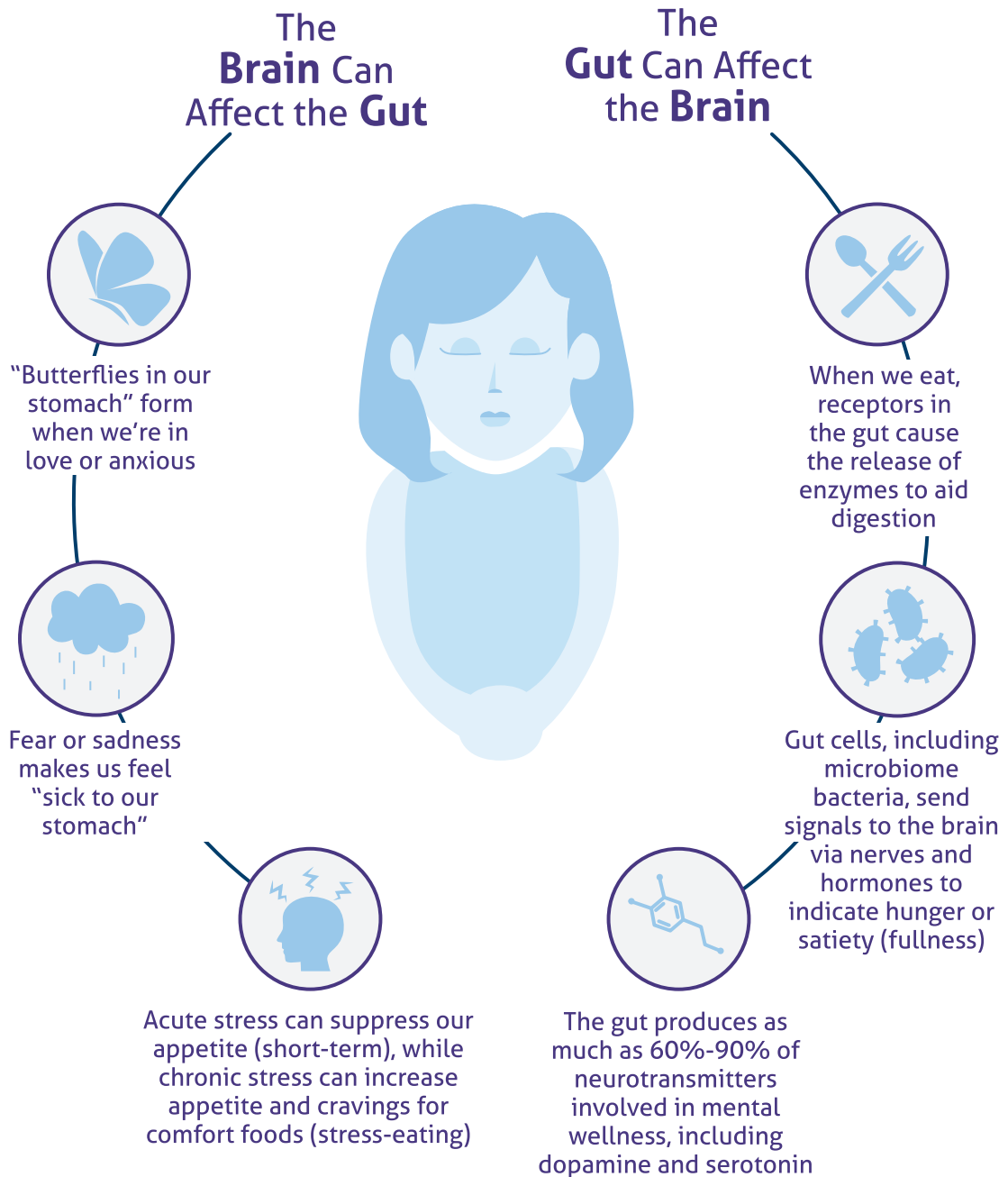
Targeting Mental Wellness Through the **BODY'S THREE BRAINS**

Our three brains: gut (sensing brain), heart (feeling brain) and mind (thinking brain) determine our emotions and are the most powerful tools in optimizing our mental wellness.



The GUT-BRAIN AXIS

It goes both ways... Did you know that 60-90% of neurotransmitters are produced in your gut? That's right — so how you feel may not just be “in your head,” but more likely what's going on in your gut.



The HEART-BRAIN AXIS

Similar to the gut-brain axis, the heart and brain are also closely connected via the heart-brain axis. The heart sends messages to the brain about what it needs, how the body feels and more.

Improving **heart** efficiency improves **mind** efficiency:

- ↑ **MOOD** goes up
- ↑ **ENERGY** goes up
- ↑ **EMOTIONAL WELL-BEING** improves

Our heart can actually determine our emotions.

The HBX connects what we **feel** with what we **know**.

The heart is the body's third brain, containing approximately **40,000 concentrated neurons** that can **sense**, **feel**, **learn**, and **remember**.

PRODUCTS • PROGRAMS • PEOPLE

AMARE

Product Benefits at a Glance

When you start taking Amare products, you'll experience benefits right from the beginning.

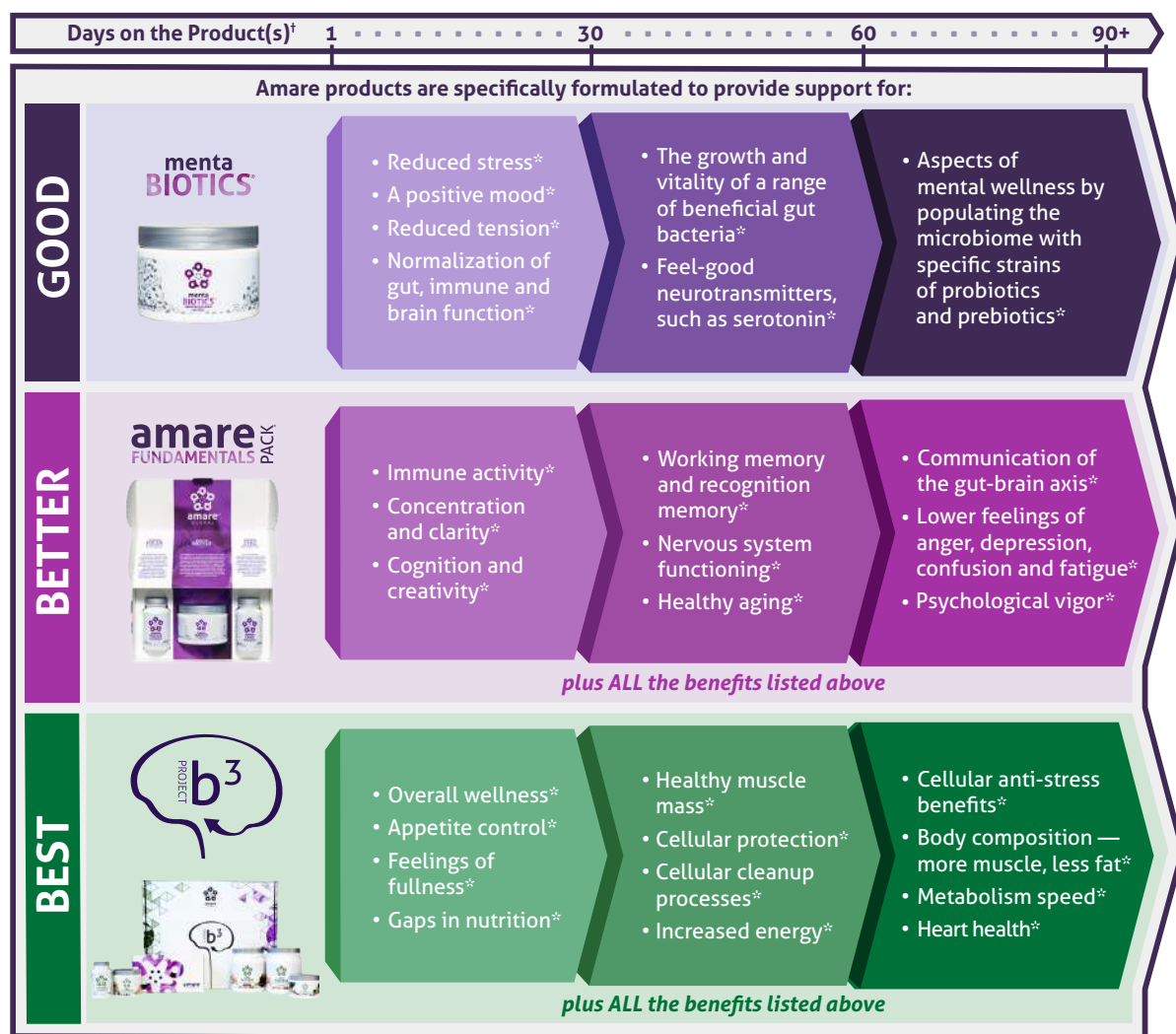
Benefit	Product Solutions
Calmness, Confidence*	Amare EDGE, Amare FundaMentals Pack PLUS, Mental Fitness Pack, Mood+, GBX SuperFood, GBX SeedFiber
Crave Healthy Foods*	Amare EDGE, Amare FundaMentals Pack PLUS, GBX Foods, Reboot+
Digestion Support*	Amare FundaMentals Pack PLUS, 2x MentaBiotics, Digestive, GBX Foods, Probiotics
Energy, Vigor*	Amare EDGE, Amare FundaMentals Pack PLUS, Mental Fitness Pack, Energy+, Sleep+
Focus & Concentration*	Amare EDGE, Amare FundaMentals Pack PLUS, Mental Fitness Pack, 2x MentaFocus, Energy+, OmMega, VitaGBX
Heart/Cardiovascular Support*	Amare EDGE, Amare FundaMentals Pack PLUS, 2x MentaHeart, OmMega
Immune System Strength*	Amare FundaMentals Pack PLUS, 2x MentaSync, VitaGBX, Probiotics, GBX SeedFiber
Joy, Happiness*	Amare EDGE, Amare FundaMentals Pack PLUS, Mental Fitness Pack, Mood+, Energy+
Lean Muscle, Fit, Targeted BMI*	Amare EDGE, Amare FundaMentals Pack PLUS, Project b3, GBX Foods, Energy+, Relief+
Positive Thinking*	Amare EDGE, Amare FundaMentals Pack PLUS, Mental Fitness Pack, Mood+, Energy+, GBX SuperFood
Memory Recall & Function*	Amare EDGE, Amare FundaMentals Pack PLUS, Mental Fitness Pack, 2x MentaFocus, OmMega, VitaGBX
Relief from Occasional Pain*	Amare FundaMentals Pack PLUS, Relief+, OmMega
Sleep Quality*	Amare FundaMentals Pack PLUS, Mental Fitness Pack, Sleep+, Mood+
Stress Resilience*	Amare EDGE, Amare FundaMentals Pack PLUS, Mental Fitness Pack, Mood+, GBX SuperFood, GBX SeedFiber, VitaGBX

*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.



The Phased Benefits of Amare Products

The longer and more consistently you take your products, the more you'll feel amazing benefits! Check out the image below to view the benefits you'll experience with our core products and how fast you'll feel the Amare impact.*



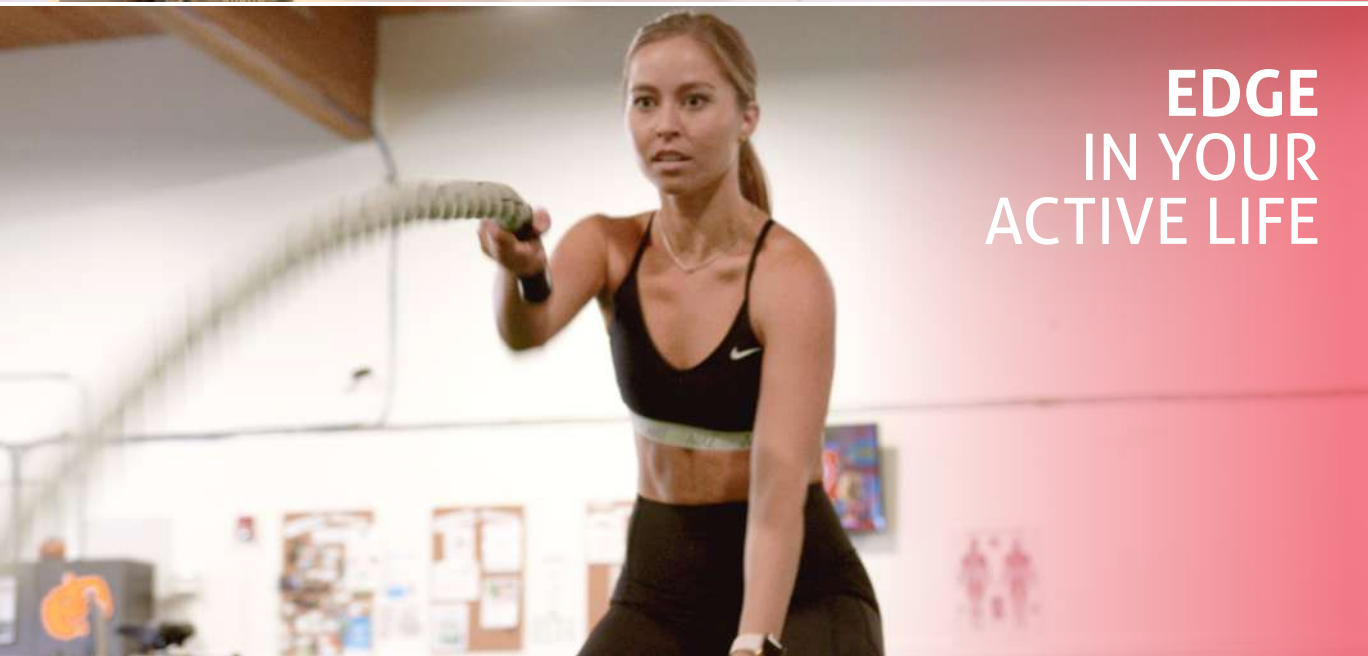
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**EDGE
IN YOUR
FAMILY LIFE**



**EDGE
IN YOUR
WORK LIFE**



**EDGE
IN YOUR
ACTIVE LIFE**

AMARE EDGE™

THE GAME CHANGER THAT WILL TRANSFORM YOUR EVERYDAY LIFE

Mood • Motivation • Metabolism

Amare EDGE is the delicious, sustainably sourced beverage that contains 3 never-before combined ingredients: palm fruit, mango leaf, and lychee fruit. That's it. No calories. No caffeine. No side effects.

Amare EDGE will leave you feeling instantly elevated. Plus, you'll get even more great benefits over time!

FEEL the AMARE EDGE!

- Instantly improve your **mood, motivation, and metabolism***
- Immediate **brain power and physical energy***
- Progressive **anti-aging** benefits and **loss of belly fat** over time*



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AMARE FundaMentals

DAY 1-3: Use Reboot+



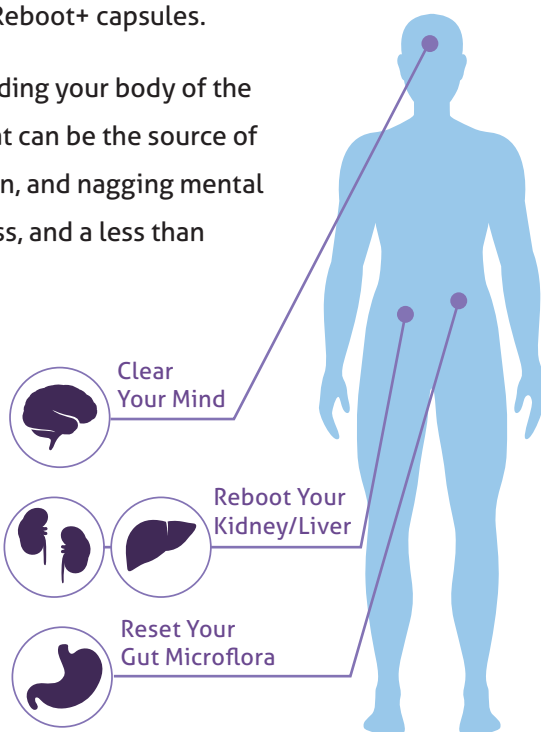
Begin by priming your microbiome for optimal wellness. Reboot your system during your first 3 days with a suggested diet high in fruits, vegetables, and the Reboot+ capsules.

Reboot+ is the first step in ridding your body of the imbalances in gut bacteria that can be the source of digestive problems, unbalanced inflammation, and nagging mental wellness issues such as fatigue, tension, stress, and a less than ideal mood.*

Don't wait to reboot! Start right away!

By “rebooting” the ecology of your gut microbiome, Reboot+ helps prepare your body and mind for the healthy repopulation and rebalancing that leads to optimal mental wellness.*

Follow the three-day program outlined online at Reboot-Plus.com



DAY 4: Begin Using the Amare FundaMentals Products

Now is the optimal time to begin using your Amare products. The best option is to begin with Amare's flagship product line — the FundaMentals™. Award-winning and specifically formulated to support all three brains, the FundaMentals are designed to support the primary physiological drivers of mental wellness.*

MentaBiotics® –

The most comprehensive combination of unique strains of probiotics, prebiotics and phytobiotics that have been scientifically shown to improve mental wellness.*

MentaFocus® –

Supercharge your brain with key phytonutrients clinically shown to support focus, mental sharpness, clarity, creativity, and cognitive functioning.*

MentaSync® –

Optimize the communication sync of chemical messengers between your brain and your gut with the clinically studied key ingredients in MentaSync.*



MentaHeart® –

The first product of its kind to support mental wellness through the heart-brain axis, MentaHeart features key ingredients backed by multiple clinical studies shown to help optimize the heart, the body's third brain.*



SOLUTIONS FOR YOUR TARGETED NEEDS WITH AMARE MentaTherapeutics®

All-Natural Support Solutions for Energy, Mood, Pain and Sleep

It can be hard to focus on much else when you're dealing with pain, poor sleep, moodiness, or low energy. Amare's MentaTherapeutics product line offers powerful, all-natural solutions to these problems so you don't get derailed in your quest for better mental wellness.*

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Energy+

supports mental energy and performance*



Mood+

all-natural mood support*



Relief+

supports the body's natural pain response system*



Sleep+

rejuvenating, refreshing, restful sleep*



**SOLUTIONS FOR YOUR DAILY
NUTRITIONAL NEEDS WITH**

AMARE
MentaEssentials™

Pure & Potent Daily Essential Nutrients

Promote healthier living every day with our purest daily dietary essentials. MentaEssentials is a comprehensive line of nutritional products designed to help support and maintain whole-body wellness.*

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Daily Nutrients



VitaGBX®
premium nutrition
for a healthy body
and mind*



OmMEGA®
ultra-pure fish oil
that supports
mental wellness*



Digestive
complete GI support*



Probiotics
broad spectrum, high-
potency probiotics*

GBX Foods™



GBX Protein™
microbiome-boosting
plant protein*



GBX SuperFood™
microbiome-boosting
fruits and vegetables*



GBX SeedFiber®
microbiome-boosting
seed powder*

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SOLUTIONS FOR THE WHOLE FAMILY WITH **amareKIDS®**

The best of the best. That's what you get with Amare Kids. The best gut-brain axis support. The best full-body vitamins. The best mood-boosting nutrition. The first all-natural formulations to empower your kids and teens from head to toe so they can be their best — student, artist, athlete, servant leader — *self*.



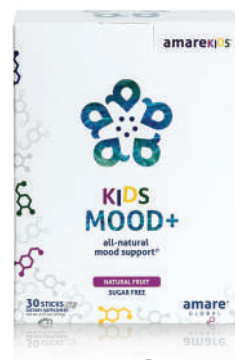
Kids FundaMentals®

all-in-one gut-brain
axis nutrition*



Kids VitaGBX®

premium body and
mind nutrition*



Kids Mood+™

all-natural
mood support*

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SOLUTIONS COME IN PACKS



Amare FundaMentals Pack®

the world's first award-winning
gut-brain axis nutrition system*



Amare FundaMentals Pack PLUS®

comprehensive nutrition for all three
brains – gut, brain and heart*



Kids FundaMentals® 2-Pack

all-in-one gut-brain axis nutrition for
kids and teens, for two!*



Amare Kids® Pack

comprehensive mind and body nutrition
for growing kids and teens*



Mental Fitness Pack®

the world's leading all-natural products
to support your mental fitness*



Combo Pack

synergistic, all-natural solutions for
mental fitness and gut-brain axis support*



B3 Body Pack

Love your body with B3, the modern "un-diet"
solution to fuel a healthy lifestyle.*



Launch Pack

quick start your path to health and
success with Amare's Launch Pack*

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SUBSCRIBE & SAVE



Looking to save on the products you love? When you place a monthly recurring order with the Subscribe & Save program, *you get a 10% discount.*

Amare FundaMentals Pack® with BIG SAVINGS!

Price: \$149.95 (14.5% pack savings)

Subscribe & Save: \$134.95 (save an *additional 10%*)

SUBSCRIBE & SAVE REWARDS FOR FREE PRODUCTS

As you order Amare products through the Subscribe & Save program, not only do you save on those purchases, but you'll also earn Rewards Points that can be redeemed for additional Amare products. The best part? *The longer you participate, the more Points you'll earn!*



Earn **10%** of Order



Earn **15%** of Order



Earn **20%** of Order



Earn **25%** of Order

Learn more at: amare.com/ssr



+



+



BUNDLE & SAVE

FOR EVEN MORE SAVINGS ON AMARE PRODUCTS

Bundle & Save up to **SIX PRODUCTS AT REDUCED PRICES** of up to **54% OFF** Subscribe & Save price!** When you place a Subscribe & Save order that includes a product pack*, you can bundle up to three additional products at discounted prices.** Add a second product pack on Subscribe & Save to unlock three MORE items at Bundle & Save price!

Bundling Examples!



Subscribe & Save Price: \$156.85
Bundle & Save Price:
\$75 (Save \$81.85)



Subscribe & Save Price: \$142.85
Bundle & Save Price:
\$70 (Save \$72.85)



Subscribe & Save Price: \$129.85
Bundle & Save Price:
\$65 (Save \$64.85)

Product	Subscribe & Save Price/PV	Bundle & Save Price/PV	Discount
Mental Fitness Pack	\$139.95 (100 PV)	\$95 (45 PV)	32%
MentaHeart	\$69.95 (61 PV)	\$49.95 (40 PV)	29%
Mood+	\$53.95 (46 PV)	\$25 (12PV)	54%
Relief+	\$48.95 (42 PV)	\$25 (12 PV)	49%
Sleep+	\$53.95 (46 PV)	\$25 (12 PV)	54%
Energy+	\$39.95 (32 PV)	\$20 (9 PV)	50%
VitaGBX	\$35.95 (29 PV)	\$20 (9 PV)	44%
Digestive	\$26.95 (22 PV)	\$15 (7 PV)	44%
OmMEGA	\$26.95 (20 PV)	\$15 (7 PV)	44%
Probiotics	\$26.95 (22 PV)	\$15 (7 PV)	44%

Get up to
54% off
Subscribe & Save
Price!*

*Excluding the Launch Pack

**Excluding MentaBiotics®, MentaFocus®, MentaSync®, Amare Kids products (Kids FundaMentals®, Kids Mood+™, and Kids VitaGBX®) and GBX Foods™ System products (GBX Protein™, GBX SuperFood™ and GBX SeedFiber®).



PRODUCTS • PROGRAMS • PEOPLE



Only 1 in 10 people were educated on ways to manage their mental health as they were growing up.

Our **programs** are designed to address that problem. From The Mental Wellness Diet™ to guided meditation and physical movement routines, we'll provide you with the resources you need to elevate your mental wellness.



MINDFULNESS



MOVEMENT



NUTRITION

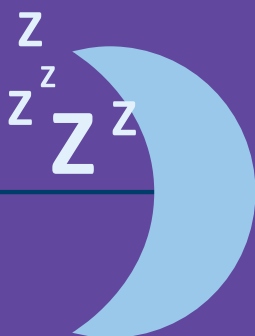
Balance the **MIND** with **LIFESTYLE** Choices

Take time for a
MINDFUL MEDITATION



Mindfulness
Practices such as meditation, yoga, gratitude, and mindful breathing reduce stress and anxiety

Sleep
Inadequate or poor quality sleep increases stress hormone exposure (cortisol) and interferes with mood and mental function



Take time to
SLEEP

Take time to
MOVE



Physical Activity
Regular exercise is shown to reduce stress, anxiety, and depression as effectively as antidepressant drugs

Balance the **GUT** with **NUTRITION**

PROBIOTICS

Probiotic foods contain live "good bacteria," which support mental wellness and aid digestion. Examples include fermented foods such as yogurt, kefir, kimchi, kombucha, sauerkraut, miso, tempeh, and probiotic supplements.



PREBIOTICS

Prebiotic foods contain fibers and carbohydrates that can be fermented and digested by gut bacteria to serve as a fuel source and encourage growth of beneficial bacteria. Examples include asparagus, bananas, green leafy vegetables, garlic, leeks, onions, chicory, artichokes, ginger, and prebiotic supplements.



PHYTOBIOTICS

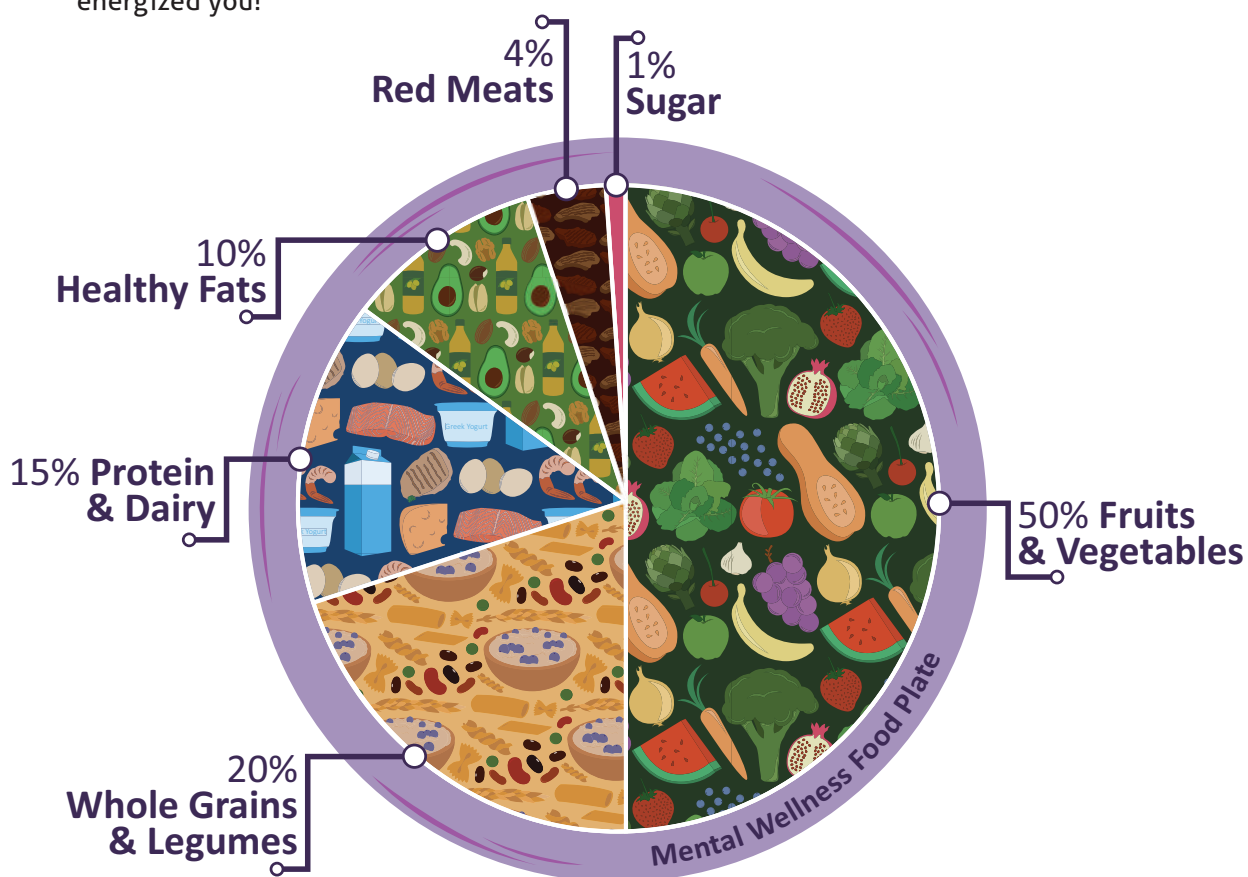
Phytobiotic foods are rich in flavonoids, which protect good bacteria and establish a hospitable environment for the growth of good and displacement of bad bacteria. Examples include apples, grapes, dark chocolate, and berries.



The MENTAL WELLNESS DIET™

Eating the right foods can have a significant impact on your mental wellness. It's important to consume the right servings of fresh fruits and vegetables, protein, grains, beans/legumes, and healthy fats. The gut relies on a good diet to thrive and stay healthy.

Amare's Mental Wellness Diet shows how you can portion your meals accordingly. This eating guide will help you get started on a path to a healthier, more energized you!



How Much to Eat

The "Helping Hand" Approach to Eating

While you are evaluating the quality aspects of your food choices for both mental wellness and physical health, you should also be considering the second part of the nutrition equation: quantity (otherwise known as portion control). Luckily, we have a handy pair of built-in portion-control tools — our hands. We can use them to guide us in the quantity aspect of the Helping Hand approach to eating.



Fruits and vegetables (except potatoes, which count as concentrated carbs): Choose a quantity that roughly matches the size of your open hand. Select brightly colored fruits and vegetables for the highest levels of disease-fighting carotenoids (orange, red, yellow) and flavonoids (green, blue, and purple).



Whole grains and legumes (e.g., whole grain bread, cereal and pasta, quinoa, lentils, beans, legumes, etc.): Choose a quantity that is no larger than your tightly closed fist (e.g., a small side dish of pasta, potato salad, a dinner roll, etc.).



Lean proteins and dairy (e.g., eggs, yogurt, milk, lean ground beef, steak with visible fat trimmed, fish, chicken, pork chops, etc.): Choose an amount about the size of the palm of your hand. Keep in mind, this is likely to be about half of what's served in many American restaurants, so be prepared to eat half and bring the other half home for leftovers.

Red meat is often less lean, so indulging only sparingly is best.



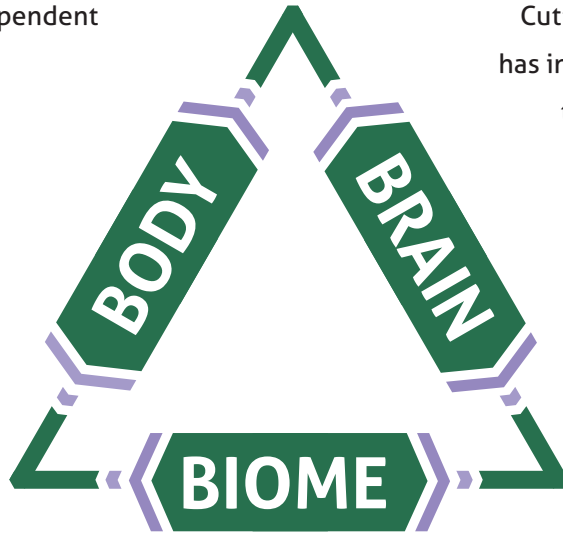
Healthy fats (e.g., butter, olive oil, flaxseed oil, cheese, and nuts): Make an okay sign with your thumb and index finger, and choose an amount about the size of the circle made by your index finger/thumb.

*Gluten free, vegan or vegetarian? No problem!
Make substitutions that work for you!*

B³ Body Pack

Love your body with B3, the modern "un-diet" solution to fuel a healthy lifestyle.* This is the end of yo-yo dieting, calorie counting, and food restrictions. B3 is a breakthrough system designed to establish healthy habits and work *with* your lifestyle.

A healthy **body** is dependent on more than just dieting. Our levels of stress, mental wellness and gut health all play a role in our physical well-being.



Cutting-edge science has increasingly shown that our **brain** and mental health, along with our overall stress, are greatly impacted by the health of our microbiome.

The gut micro**biome** forms the foundation of both brain and body health.

B3 Body Benefits

- ▶ Improved gut health*
- ▶ Balanced microbiome*
- ▶ Optimized gut-brain axis function*
- ▶ Reduced stress*
- ▶ Improved vigor*
- ▶ Boosted energy*
- ▶ Maximized sleep quality*
- ▶ Sharpened mental clarity*
- ▶ Enhanced skin tone*
- ▶ Reduced cravings*
- ▶ Improved body composition, fat loss*

REMEMBER! Benefits come in phases and some results will be evident faster than others. Stay consistent. Focus on small steps. Soon you'll be seeing big benefits!



B3 Body utilizes **SENSE**, a step-by-step guide to help optimize the gut-brain axis. SENSE includes five areas:



Supplementation

Exercise

Nutrition

Stress Management

Evaluation

These steps in B3 provide effective tips and techniques to help optimize mental and physical wellness.



PRODUCTS • PROGRAMS • PEOPLE

The Amare **community** is unique

because of the passionate and amazing people who are part of the mental wellness revolution — all of you. By staying active, eating healthier, taking the right supplements, being mindful and giving back to the community, your life will be become fulfilled and elevated to new levels.

Amare's Core Values:

LOVE
INTEGRITY
INNOVATION
SERVICE
HUMILITY

At Amare, our core values are integrated in everything we do, and it permeates our culture in every aspect. From putting our love and passion into the products we formulate to serving the community with our annual Amare In Action event at our annual Heart2Heart Mental Wellness Symposium, our journey is always filled with purpose. Amare is a platform where people and science come together to thrive and become resilient in their everyday lives. The mental revolution is here!

HOW CAN YOU GET CONNECTED?

AMARE EVENTS

Virtual Events

Engage, learn, and connect from the comfort of your home! We're invested in the growth and opportunity of everyone in our Amare community. We regularly host virtual events to support and connect with each of you!

Heart2Heart Mental Wellness Symposium

Our biggest annual event of the year, featuring the world's leading experts on all areas of mental wellness. We come together to learn, serve the community, and release new products and programs.

Amare In Action Service Events

We put our core value of Service into action, serving communities nationally and internationally.



JOIN US ON SOCIAL MEDIA

Connect with us and join our online communities for exclusive mental wellness content.



@amareglobal





Make a DIFFERENCE

Congratulations again on joining the Amare family. We value your trust in us and in our Platform of Products, Programs, and People. Consistently using the products, leveraging the programs, and spending time in our community of positive people will truly impact your mental wellness in meaningful and remarkable ways.

When you see the difference in yourself, we believe you will naturally feel compelled to share the results with people you care about. As you share our products with others, you can enjoy additional rewards from Amare.

Reach out to the person who shared Amare with you to learn more about becoming an Amare Independent Wellness Partner.





**THE MENTAL
WELLNESS
COMPANY**





amare.com | 888.898.8551

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