

# FACT SHEET

## SweetLeaf Stevia® Sweetener Product Facts

- SweetLeaf Stevia® Sweetener is a natural sweetener derived from the Stevia plant (an herb) native to Paraguay.
- Extract from the stevia plant is 100%-natural, contains zero-calories, zero-carbohydrates, zero-alcohol, zero-chemicals and zero-glycemic index.
- Because SweetLeaf Stevia® Sweetener contains zero carbs, zero calories, zero glycemic index and is 100% natural, it presents a natural solution to combating childhood obesity.
- SweetLeaf Stevia® Sweetener's proprietary process involves taking the highest-quality leaves of the stevia plant and extracting its naturally sweet taste with purified water – no chemicals, solvents or additives that adulterate and cover up the great taste. SweetLeaf Stevia® Sweetener is the only stevia based sweetener to use this extraction process.
- SweetLeaf Stevia® Sweetener contains no chemicals like sucralose or aspartame (found in other name-brand artificial sweeteners).
- Stevia leaves are 30 times sweeter than sugar in their unprocessed form
- Pure glycosides that are extracted from the stevia leaves are 250 to 400 times sweeter than sugar.
- Jim May, founder of Wisdom Natural Brands, first became interested in the stevia plant as a sweetener in 1982 – but was not able to get it imported to the US (as a dietary supplement) until 1994 under the Dietary Supplement Health and Education Act. In May 2008, following recognition by independent scientists, the FDA awarded SweetLeaf Stevia GRAS status (an FDA designation for substances determined to be safe in foods by competent scientific research) – SweetLeaf Stevia® Sweetener was introduced in the US market as a natural sweetener.
- SweetLeaf Stevia® Sweetener is the first stevia sweetener to acquire GRAS status.
- SweetLeaf Stevia® Sweetener can be found in the sweetener or natural product aisle of your local grocer and in health and natural food stores.

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## **Common Worldwide Uses:**

- Sweetener in soft drinks, beverages, desserts, sauces, yogurt, ice cream, cereals, toothpaste, mouthwash and baked goods.
- Most recipes that call for sugar or a sugar substitute.

## **SweetLeaf Stevia® Sweetener products include:**

- 35-count box of individual packets
- 70-count box of individual packets
- Stevia Plus® Shaker Bottle
- SteviaTabs™

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