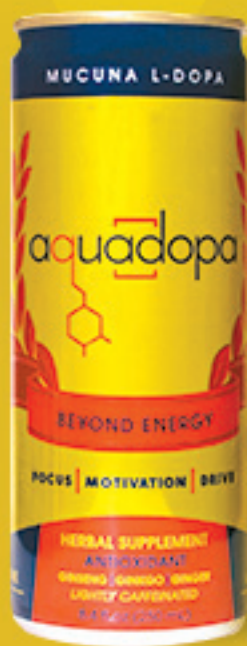


aquadopa



< press kit 2014 >

aquadopa story



Dr. Andrew Hemmen

Dr. Andrew Hemmen, board certified in internal medicine, is a vibrant physician living in the southwest U.S and an advocate of self-improvement and better living. In recent years, Dr. Hemmen has become particularly interested in human neurochemistry associated with motivation and success.

Although many factors go into the makeup of a successful individual, the key chemical is dopamine. Our motivation and reward system is dependent on this neurotransmitter as it causes our behavior to become goal-oriented. Our ability to think abstractly as well as our clarity of distant space and time is enhanced by dopamine. Simply put, dopamine enhancement can help us to perceive our goals as closer and our rewards sweeter.

In 2011, Dr. Hemmen began to consider natural ways to support and enhance our motivation and reward system based on natural herbs and amino acids. He then began to develop this supplement beverage to take us “beyond energy,” and the concept of Aquadopa was born

facts at a glance

Company: Creative Affects, LLC.

Source of Name:

Aquadopa = A + D = Ambition and Drive

Headquarters: Albuquerque, NM

Founded: 2011

Ownership/Executive Team:

Andrew Hemmen, M.D.,

creator and consumer of Aquadopa;
CEO of Creative Affects

Bob Groux,

Aquadopa brand manager,
Coast Brands LLC

James Kinney,

branding strategy

Eric Burgmaier,

financial and accounting

Acosta Sales & Marketing,

sales, marketing and distribution platform

Pro-Liquitech International,

beverage development

DrinkInk,

production and packaging

McFadden/Gavender Advertising, Inc.,

digital branding, social media, SEO,
blogosphere, media launch

Greenberg Traurig, LLP

regulatory, corporate and trademark

Products/ Product lines: Aquadopa

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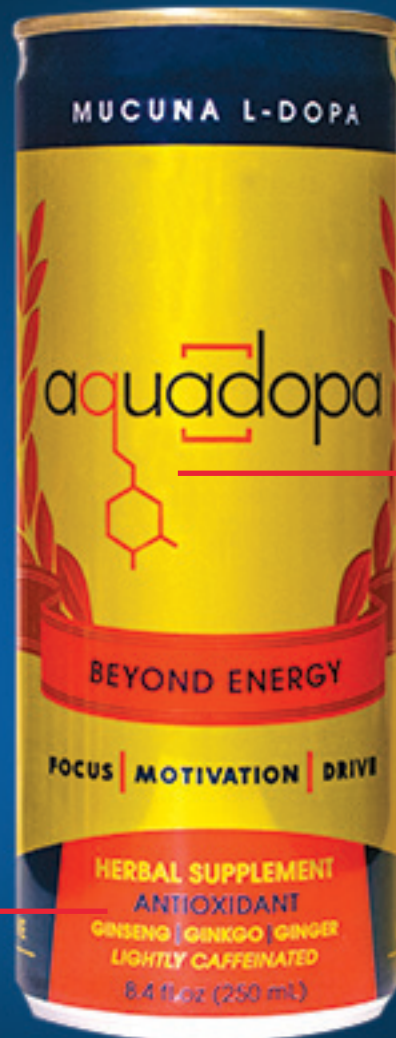
product benefits

“ My goal has been to create a natural and healthy formula that could simply help people to be better ... a supplement to help them go beyond their previous aspirations and dreams ... a tool which enhances foresight (ambition) and provides the motivation to get there (drive). Aquadopa = A + D = Ambition and Drive. ”

- Dr. Andrew Hemmen

Dopamine is produced in the brain from L-dopa, which is produced from the amino acid tyrosine. Dopamine administered systemically does not cross into the brain. However, a portion of L-dopa consumed orally does cross into the brain where it enhances the dopamine concentrations in the frontal lobe and, hence, the brain's overall executive capability. This includes abstraction, creativity, planning and execution.

The ingredient that separates Aquadopa from any other beverage on the market is an ancient Indian herb called mucuna pruriens. This tropical legume is the only naturally occurring source of L-dopa, an amino acid. L-dopa is a precursor, or chemical “building block,” used by the human brain to produce the neurotransmitter dopamine. Dopamine in the brain enables and facilitates the “executive functions” such as foresight, planning and execution, which combined represent “drive.” Going “Beyond Energy,” Aquadopa is the mood-elevating, success-facilitating “drive drink.”



Chemically, L-dopa is an amino acid. The only natural source of L-dopa is the ancient Indian herb mucuna pruriens. It is considered a component of Ayurvedic medicine and has been used for centuries for its medicinal benefits including enhancing innate drives and improving mood.

Mucuna is sold in the form of pill and powder drink from multiple vendors; however, it is still relatively unknown to mainstream society when compared to ginseng, ginkgo and others. Although there have been, perhaps, a handful of drinks that have included some mucuna in small amounts along with a plethora of other ingredients, there has not been a supplement drink that has been built and marketed around a significant dose of mucuna as the predominant ingredient and with “dopamine enhancement” as its function.

Until Aquadopa.

“ Mucuna pruriens is an herbal adaptogen that is known for its wide range of tonifying, strengthening and all-around beneficial properties. Aquadopa is based on a healthy and effective dose of mucuna pruriens along with a supporting cast of herbs and amino acids to help support the L-dopa and dopamine function. ”

- Dr. Andrew Hemmen, board-certified internal medicine physician and creator of Aquadopa

nutrition/ingredients

In addition to mucuna pruriens, Aquadopa contains:

- **Ginkgo biloba** to increase brain circulation and clarity.
- **Taurine**, an amino acid to prevent the “crash” that comes from most caffeine-laden energy drinks. Great for cardiovascular function.
- **Tyrosine**, an amino acid that also fuels the dopamine system naturally.



Supplement Facts

Serving Size 1 Can (250 mL)

	Amount Per Serving	% Daily Value
Calories	90	
Total Carbohydrate	23 g	8%
Sugars	20 g	**
Protein	1 g	
Iron	1 mg	2%
Sodium	10 mg	1%
Proprietary Blend	6.2 g	**

Mucuna Pruriens Extract (Seed), CoQ10, N-Acetyl-L-Tyrosine, Taurine, Ginkgo Biloba Extract (Leaf), Green Tea Extract (Leaf), Panax Ginseng Extract (Root), Catfish, Quercetin, Ginger Root Extract (Root)

* Percent Daily Values are based on a diet of 2,000 calorie diet.
** Daily Value not established.

OTHER INGREDIENTS:
Filtered Water, Sugar, Natural Flavors, Citrus Color, Phosphoric Acid.
Bottled by Creative Affects LLC
P.O. Box 935
Albuquerque, NM 87103

These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

L-DOPA | DOPAMINE | DRIVE
www.aquadopa.com

Three neurotransmitters essentially control our moods and motivations: dopamine, serotonin and norepinephrine. While the latter two are important in being our being content and alert, it is dopamine that acts as the master neurotransmitter and is the key chemical driver of all high-level executive functions, including reward and euphoria.

“Dopamine is the most specific and tangible reason for the dominance of modern humans in the world. It enables and promotes motivation, reward, planning, execution, abstract thinking, vision, spirituality, creativity, sex drive, risk taking and happiness. These are all functions of our powerful frontal lobe and all are superior functions of humans that set us apart from other animals. These frontal lobe functions, enabled and enhanced by dopamine, are what have truly driven humanity.”

- Dr. Andrew Hemmen, a board-certified internal medicine physician and creator of Aquadopa

“A very subtle boost in “dopamine tone” to a consumer translates to an enormous impact on their capacity to excel in our complex and fast-paced society. In fact, the dopamine system is the target for several classes of antidepressants and ALL treatments for attention deficit. In short, dopamine equals mood, focus and execution.”

- Dr. Andrew Hemmen