

FOCUS Vibes Info

Why we created FOCUS Vibes:

Energy enhancers in the beverage industry have been severely stereotyped as an agro, climactic, over exerting burst of power that kicks you into high gear for a short period of time and leaves you feeling drained once it's run its course. These enhancers typically have high doses of caffeine that, while energizing, can make you feel uncomfortable and even can cause stress. If the purpose is to be productive and feel your best, then a jolt of caffeine which leaves you feeling worse than when you started is probably counter productive. We made FOCUS to deliver a *clean* energy that is effective and won't cause burnout or fatigue.

What makes FOCUS special:

FOCUS Vibes is a concentrate. One ounce is a single serving. Focus contains 50 mg of caffeine and is balanced with L-Theanine, much like a cup of black tea. The ratio of caffeine to L-Theanine has been shown to improve FOCUS among study participants (Gail N. Owen, Holly Parnell, Eveline A. De Bruin & Jane A. Rycroft (2008) The combined effects of L-theanine and caffeine on cognitive performance and mood, Nutritional Neuroscience, 11:4, 193-198, DOI: [10.1179/147683008X301513](https://doi.org/10.1179/147683008X301513)). We recommend starting out at one pump (50mg caffeine) for results akin to the study above. For those who are used to consuming several standard canned energy drinks, 2 pumps (100mg caffeine) is the equivalent. We included your daily dose of B12 in each pump to prevent crashing.

Easy to use:

Our one ounce pumps make portioning the doses a breeze. FOCUS Vibes concentrate has been designed to blend seamlessly into any drink. Instead of having to build your drink around an enhancer, you can concentrate on the taste of your beverage first without worrying about any flavor pairing or drink dilution. When using FOCUS, be aware of the TOTAL caffeine content of the drink (coffee or tea caffeine + FOCUS caffeine)

Shelf stable:

This Energy Elixir can be stored right on your countertop, saving you valuable fridge real estate. Easy counter access makes for quicker service allowing you to pump, mix and deliver efficiently to your customers.

Ingredients Explained:

FOCUS - concentrated blend of flow states, checklists and inbox zero to add to any drink

- Filtered water - only the the best out there
- L-Theanine - known to assist in stress reduction, improve mood and switch your brain wave pattern into an alpha state
- Caffeine - 50 mg derived from green tea
- Citric Acid - preservative
- Potassium Sorbate - preservative
- Sodium Benzoate - preservative
- B12 (as Cyanocobalamin) - support for mood and energy

FOCUS Vibes Concentrate Data Sheet

	Maya Vibes Focus
Vendor	Maya Tea Company
RSKU Bottle (Single)	933214
RSKU Case (4-pk)	933215
Description	1oz per serving, 1/2 Gallon Bottles
Case Pack	4
Gross Wt	18 lbs
Net Wt	256 FL OZ
Case Length	9 3/16
Case Width	9 3/16
Case Height	11 1/4
Cases per Layer	20
Layers per Pallet	4
UPC Code Bottle	850009161574
Shelf Life	1 yr
Storage Temp Zone	shelf stable/no refrigeration