

Differentiation Document

The Difference is Clear

When you compare XanGo™ to any other mangosteen product on the market, you'll see that all the others fall well short of the standard we have set.

The Company

XanGo™, LLC wasn't founded to imitate another product or to build on someone else's success. This company began with a dream: to bring to the world the benefits of an untapped resource, the remarkable mangosteen.

- XanGo™ is a true **category creator**. Before we came along, nobody marketed the whole-fruit puree of the mangosteen. We were the first to research, develop, formulate, and sell this extraordinary beverage. Remember: anyone can make mangosteen juice, but no one can duplicate XanGo™.
- As a category creator, we hold a **unique position** and a **distinct advantage**. How many nutritional supplement companies—anywhere in the world and at any time in history—can lay claim to creating a product from an undiscovered botanical?
- XanGo™ was the **first to market** and is the **worldwide leader** in mangosteen dietary supplements. We produce, distribute, and sell more mangosteen-based beverage than anyone in the world. Period.
- As the world leader and category creator, XanGo™ has a **product focus** that is completely unmatched. Other companies may introduce look-alike products, but they are simply trying to grab a small piece of the market we have created. Their focus is not on the product they produce, but on the desire to cash in on a growing market.
- XanGo™, LLC leads the industry in the **science and application of xanthones**. Other companies simply extract or reconstitute a juice. We back our formulation with solid science, working to unlock and understand the tremendous power of xanthones.
- XanGo™ is exceptional, innovative, and designed to **change the landscape of nutrition** forever. This is not a trendy supplement. XanGo™ represents a permanent addition to mankind's understanding of health and wellness.

The Process

No one else goes to the lengths we do to ensure quality and consistency. Our process—which is protected by patent—is designed to deliver the purest, freshest, highest-quality product possible. Catch-up products are prone to less-than-attentive processing, resulting in a lower-quality product.

- Every step in the XanGo™ process is completed with **exacting precision**. A breakdown at any point will result in less-than-optimal product. And that is simply not acceptable.
- All fruit is **harvested at exactly the right time**, when xanthone concentration is at its peak. Immediately after harvest, the fruit is individually quick frozen, locking out ice crystals which damage the freshness of the fruit, while locking in the essential qualities of this remarkable gift of nature.
- We accept only **organically-grown** mangosteen. We make certain our fruit is absolutely pesticide- and herbicide-free.
- XanGo™ maintains **exclusive relationships** with harvesters. This allows us to set an extremely high standard for the way our fruit is grown, harvested, and handled. All fruit that does not meet these standards is rejected. In fact, entire lots of fruit are rejected if these standards are not met.
- We insist on an intricate irrigation system to the trees, assuring that every mangosteen is grown to the perfect size and proper sweetness.
- During processing, the whole fruit is stone-milled down to a specific size—the perfect size for optimal bio-availability.
- Over **100 quality assurance tests** are performed from the time the fruit is harvested to the final bottling of the product. Failure at any point results in rejection.
- XanGo™ has entered into a strategic partnership with **WILD Flavors, Inc.** a billion-dollar giant in the food and beverage industry. This partnership means that the full research and formulation power of WILD—with its hundreds of dedicated scientists—is behind every bottle of XanGo™.
- Our processing is completed in **ISO9001-certified** facilities. This is critical, because it means that our operations are in compliance with the highest standards in processes, safety, quality, and manufacturing. This puts our processing plants in the very small minority of international facilities that ever achieve this elite status.
- Our ongoing research and analysis ensures **optimal xanthone content** in every bottle of XanGo™. Process is important; anyone can make mangosteen juice, but not everyone can make it right.

The Product

Every step that makes XanGo™ unique, every element of differentiation listed above, finds its end result in the product. This product will always be our focus and our passion. XanGo will forever be at the very core of what we do, how we do it, and where our energy and resources are spent.

- XanGo™ is not simply mangosteen juice—it is the **whole-fruit puree** of the mangosteen. This distinction is important. The greatest concentration of beneficial xanthones is found in the pericarp, or rind—not just the pulp—of this extraordinary fruit.
- Each bottle of XanGo™ has gone through a process which **standardizes and maximizes** xanthone content. You don't want to play hit-and-miss with your health.
- Each time you drink XanGo™, you get **over 40 xanthones**, each bringing unique benefits to your body. This product not only delivers all these xanthones, but maximizes their potential effect.
- XanGo™ is, simply put, the **best, most accessible source** of powerful xanthones on the planet.

XanGo™ is a **category creator**, **first-to-market** and **powerful** in its benefits.

The product is world-friendly, easily registered in international markets, which means we can deliver our **single formulation** and our **singular message** anywhere on the planet.

When confronted with imitators, consider these questions:

1. Is their look-alike product the focus of their company?
2. Is it their primary product, or just a bandwagon add-on?
3. How many doctors and scientists do they have involved in researching the mangosteen?
4. Does their product include the pulp, seeds, and pericarp of the mangosteen?
5. Do they use only organic mangosteen?
6. In fact, is mangosteen even the primary ingredient in their product?
7. Is their product standardized in any way?
8. Does that xanthone content vary from bottle to bottle?
9. How many years of research went into their product?
10. Do they know the xanthone content of their product?
11. How many distinct xanthones are found in their product?
12. Have they done any xanthone research at all?
13. Where was their product formulated and produced?
14. What is the source of their mangosteen? Where does it come from?
15. What manufacturing standards, if any, are adhered to in the processing of their product?
16. Are their facilities ISO9001-certified?
17. What is the story behind their product? Why does it exist?

“I know the value of *Garcinia mangostana* (the mangosteen) to all the people of the world. XanGo™ is the only form of processed mangosteen that I endorse.”

J. Frederic Templeman, MD – World's most recognized Mangosteen Expert