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## Synaura International launches “Avia”

Synaura International has just released Avia (aye vee aye) pronounced like the word "aviation" is a 4 formula liquid supplement built around a unique berry called Maqui. The AVIA formula was created by Dr. Kenneth Kroll, a Harvard Medical doctor who is a board certified surgeon as well as board certified in anti-aging medicine. The Maqui itself in scientific studies has shown to have the highest ORAC value of any known fruit or berry on earth. It contains the highest concentrations of polyphenols and anthocyanins, which boast hundreds of scientific studies as to their efficacy in human health. What makes AVIA really stand out is its "SynPlex" technology. This technology allows AVIA to become the world's first time-release beverage. Thousands of tiny microcapsules are suspended within the liquid. Each capsule contains an ingredient shown in scientific studies to be a powerful anti-inflammatory and powerful anti-oxidant. The shells of the capsules are not only PH sensitive but are also different thicknesses. As the liquid along with its micro-capsules is digested the ingredients within the shells are slowly released causing a time release effect and allowing a prolonged health benefit than what might be seen with a liquid alone. AVIA is not just another juice or super fruit. AVIA is the next generation in liquid supplements and is a scientifically balanced formula rather than another "drink".



Synaura hired Flowdesign, an award winning design firm specializing in branding and package design for the food and beverage market. “The challenge for us was to create a brand image that differentiated itself from the multitude of juice products in the MLM (multi-level marketing) product arena” says Dan Matauch, founder of Flowdesign. After learning more about Avia’s unique ingredients from owner Dan Maltais, we focused our attention on the origins of the Maqui berry (Chile, South America) and its patented “SynPlex” technology time released capsules. We first developed the brand image, the butterfly that represents life renewal. The dots surrounding the logo represent the time-released capsules that are in every bottle of Avia. The 750 ml glass bottle was then developed around the brand image. The final bottle design has high straight shoulders, which transcend into tapered sides that blend into a soft-footed base. The base of the bottle has glass beads that go around 360 degrees which mirror the dots of the brand logo. The bottle is topped-off with a 28 mm plastic screw cap and covered with a PVC shrink capsule for tamper evidence. We feel as though this design accomplishes several factors; first it is unique in design which will help it stand out from its competitors, the clear glass is upscale and allows the product to be shown, finally the overall shape is strong and sexy, the type of shape you would expect to see for a leading

health and wellness juice product. We also created a 4 oz. companion bottle that is covered with a full-sleeve shrink label.