



**THE STORIES OF
GUAYUSA**



Ancient Amazonian traditions can lead to modern solutions in mental wellness.





“GWHEY-YOU-SAH”

Guayusa (*gwhy-you-sah*)

An ancient plant that only grows in the Amazon regions of Ecuador and Peru. The leaves contain a unique blend of caffeine and antioxidants that have been used for centuries by local people.

A wide-angle photograph of a dense, lush green forest. A waterfall is visible in the center-left, cascading down a rocky ledge. The forest is composed of various types of trees, including tall, thin trunks and dense foliage. The lighting is bright, suggesting a sunny day. The overall scene is vibrant and natural.

Archidona, Ecuador



Amazonian, Kichwa



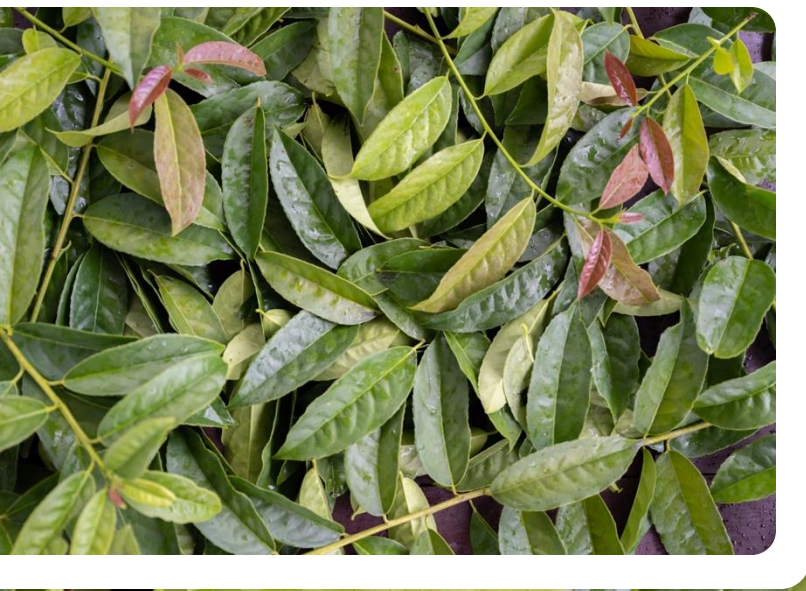














Hoja de Juoyaba

Simb...

Hoja...

Trigo

Asoci...

Hoja de Matico

Aneyuca

Wacra Limón

Pata de V...

Ajo

Carap...

ca Casp

Asna

Huaronga

Chiri Guayusa

Ayagrasca



























Pablo Amaringo

Physiological effects of caffeine in the human body

Caffeine induces the release of epinephrine (adrenaline), our “fight or flight” hormone

Caffeine can cause unwanted side effects:

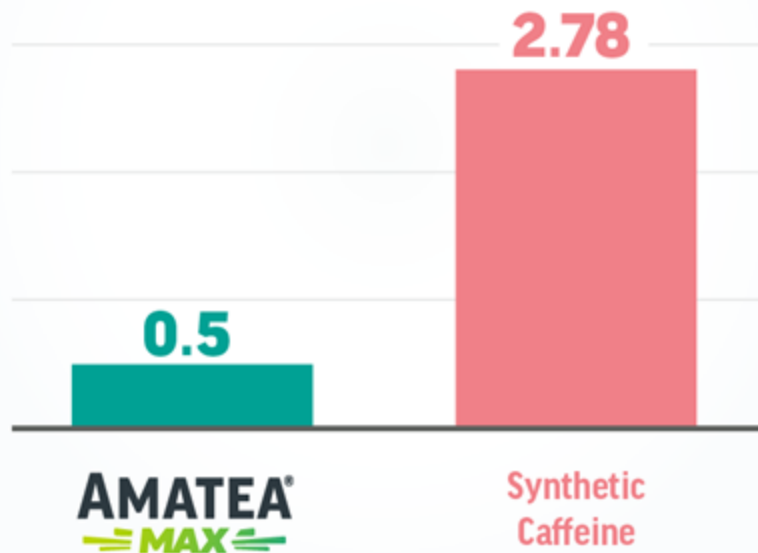
- headache,
- nervousness
- Irritability
- fast heartbeat,
- and muscle tremors.



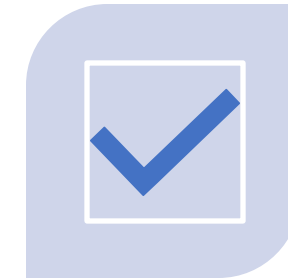
Guayusa Regulates the Adrenal Response of Caffeine

Change in Epinephrine Release After 1 Hour

Commonly known as **adrenaline** ($\mu\text{g/gCr}$)



THE PHYSIOLOGICAL EFFECTS OF CAFFEINE: AS OUR BODY METABOLIZES TRADITIONAL FORMS OF CAFFEINE, IT STIMULATES OUR "FIGHT OR FLIGHT" HORMONE.



AMATEA[®] MAX BEHAVES DIFFERENTLY THAN STIMULATING A SIGNIFICANTLY LOWER INCREASE IN EPINEPHRINE COMPARED WITH THE CONTROL.



**Clinically Studied For
Mood & Daily Focus.**



AMATEA[®]
MAX

organic guayusa extract by **AFS**

“Feel Good” Energy







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