



Natural Fun

Great Flavor... No Aftertaste

“The Official Energy Drink of Fun”

An Introduction to Sex Drive



Sex Drive Energy Drink

Name of Company:	Sex Drive Energy Drink
Date Founded:	October 2007
Website URL:	SexDriveEnergyDrink.com
Mission:	<p>Our mission is simple: To provide a truly functional high quality energy drink to the marketplace on a national and international level.</p> <p>Sex Drive Energy Drink has the “WOW” Factor, and a name you will never forget.</p>

A Company with a Mission

After nearly a year of research and development of its' premium formula, Sex Drive Energy Drink has gained worldwide popularity since the product launch in February 2008. It has become a category leader in markets such as Chicago, South Carolina, Texas and South Florida. We have chosen these markets as test markets because of the huge disparity in the population profile of each market. In every case, the product is well received, brands and sells well in the product category.

On an international level, the product has been introduced into the Bahamas, Bangladesh, Barbados, British Virgin Islands, Chile, Grenada, Europe, Jamaica, Mongolia, St. Vincent and the Grenadines, Sweden, Trinidad and Tobago, Turks and Cacaos and other Caribbean countries. We are currently in negotiations with a number of other distributors worldwide.

In addition to the U.S., the international markets promise to be one of our biggest growth opportunities.





Why Sex Drive? Why Now?

There are literally hundreds of energy drinks on the market worldwide. The market leaders vary from country to country, but overall the market leader is Red Bull Energy Drink on a world-wide basis and Monster Energy Drink battles for the top position in the continental United States.

Sex Drive has identified a gaping hole in the market for a niche and functional product. Over the last two years we have seen energy drinks come and go, mostly due to lack of functional ability and proper marketing. There are three critical errors that we see start up energy drink companies commit.

First, the name of the product. As the financial reports about the growing energy drink market emerged, we saw companies rush to market with “me too” energy drinks. Every possible name you could think of was introduced into the market, most without much thought. The first thing you must ask yourself is what is going to make a consumer pick up a product and actually buy it. *The name is a critical element.* We’ve actually seen

Drinks ingredients and flavor. Red Bull, as well as the knock offs, has a distinct taste with a slight bite and a nasty aftertaste. Monster has approached the market with a wide selection of flavors hoping to reach a wider market. Sex Drive Energy Drink has two versions, the original premium version with 17 natural ingredients and a Sugar Free Sex Drive with a hint of cranberry. Both flavors have won hands down in blind taste test around the world. Additionally, the product leaves no aftertaste and has become a favorite mixer with Vodka, Rum, Flavored Rums and Whiskeys. The product actually becomes a flavor enhancer, and it just taste better without the aftertaste of traditional energy drinks.

Third, price. If you are going to compete in the market head to head with the market leaders then you better offer the consumer something special. If the taste of your product is the same as the market leader then that only leaves one place to compete and that is price. Unfortunately, energy drinks are expensive to produce, therefore making

special branding, no special taste leaves us with the conclusion that there is nothing in it for the consumer, so the consumer doesn’t respond to the new brands on the market and they fall by the wayside. Sex Drive Energy Drink is unique, the brand, the packaging, the flavor. The name itself implies something good is going to happen. Can Sex Drive Energy Drink actually increase your sex drive? There is no scientific evidence that Sex Drive Energy Drink will increase your sex drive, but we have received hundreds of testimonials from consumers that claim it does. But what’s more important is that the product is functional in many ways, because of a number of nutraceutical ingredients in Sex Drive. The L-Arginine increases the blood flow and oxygen content in the bloodstream. Increased blood flow means enhanced performance. L-Arginine has been a



...what makes our brand stand out?

products on the market that the distributors couldn’t even remember the name of the energy drink they were selling, such names as Rush, NRG, XRG, Red Dog, Black Dog, Century, Wired, Impulse... what makes these brands stand out? *Absolutely nothing.* For the most part the ingredients and flavors are about the same as the market leaders. Sex Drive Energy Drink is a name that, love it or hate it, *the consumer doesn’t forget it.* Sex Drive Energy Drink has a great name with great branding with a well recognized and easily identified Red Oval.

Second, what’s in the can. As mentioned earlier, for the most part the energy drink market is a “knock off” of either Red Bull or Monster Energy

it difficult to undercut the market in terms of price. We have seen some companies, even major beverage companies attempt to enter the market with a low priced, cheaper ingredient energy drink such as Arizona Energy for 99 cents in a 8.4oz serving and Rip It in a 99 cent 16oz serving. The consumer just hasn’t responded well to the budget energy drinks. The perception is, if the price is cheap, the product is cheap and must not be functional. After all, by the sheer nature of the product, consumers buy it for an energy pick-me-up. Thus, low priced energy drinks have not performed well in the marketplace. Once again, we ask, if you are a start up energy drink, what makes your product different and why will the consumers pick it up? No special packaging, no

main stay in athletics for years. Routinely used to increase athletic performance through increased blood flow, a number of side benefits were discovered, including increased libido in both men and women. For additional and detailed information about the health benefits of L-Arginine refer to the attached addendum. Once you understand the benefits of the ingredients in Sex Drive you’ll want to make it part of your daily supplement plan.

Energy Drinks are still *the only beverage* to show a market share increase. Energy Drink sales which account for over \$7 Billion Dollars in annual revenue in the U.S. alone and are showing an increase of 15% +/- according to Information Resources, Inc

As we previously mentioned, Red Bull is the market leader at \$2.4 Billion Dollars and Monster with \$1.4 Billion Dollars in annual sales. Without touching the market leaders share there is still over \$3 Billion Dollars in available consumer dollars.

Although Red Bull is popular throughout most of the Caribbean and the Americas, Monster is rarely seen on the shelf. Monster has attacked its' U.S. market aggressively and has secured a good portion of the market share from Red Bull. What does this mean for Sex Drive Energy Drink? Simply put, "available market share".



A Message from the CEO of Sex Drive Energy Drink

"Often I'm asked what it took to get where I am today - What does it take to reach a real level of success - Sacrifice - We make heroes of ourselves in the name of sacrifice. What we are willing to give up in the pursuit of our vision. You have to go after what you want.

There is no sacrifice in success, there are no obstacles, and there is nothing between you and the goal. You see, if you succeed on your own terms you don't owe anyone an explanation. But if you fail on their terms you have a lot of explaining to do. A man doesn't strive for greatness and embrace mediocrity. There is no compromise in pursuing your vision.

Don't be afraid of your ambitions, if other people hold you back you don't want it bad enough- other people don't stop you from dreaming - you stop yourself. You get in your own way because you are afraid of what you might become even if that something is a wonderful thing. Success is neither magical nor mysterious, Success is the natural consequence of consistently applying fundamentals... everyday"

Steve Utley, CEO

THE BACKGROUND OF THE COMPANY

The product and brand itself is the brainchild and vision of the Founder and CEO, Steve Utley. The concept began in 2006 and took nearly 2 years to perfect the formula. The company was officially formed in 2007 and the product was introduced to the public in February 2008 at a Restaurant, Club and Bar Tradeshow in Las Vegas, Nevada. Since that time the marketplace has been abuzz about the product, with national and local TV and Radio coverage, national and local news media coverage including top industry magazines, and well respected newspapers. To perpetuate the success of the Brand we have assembled a core team of world-class entrepreneurs that share the vision, and we are adding to that team on a regular basis. James Pearce was on the founding team and is now the Chief Operating Officer of Sex Drive Energy Drink.

The formula itself is truly unique, that is, there is no other product on the market today that compares in taste and effect of Sex Drink Energy Drink®. But it's more than just a name with a "WOW" Factor. The name gets your attention, but what's in the can keeps you coming back. Great Flavor, with no aftertaste! It consists of 17 Premium Ingredients compared to most energy drinks that contain high doses of Caffeine, Sugar, water and limited amounts of vitamins. Look at the proprietary formulation of the ingredients contained in Sex Drive Energy Drink® and you have in your hands an incredible product that appeals to men and women alike, from 18 to 80.



We strive to maintain an image of a Fun, Sexy, Healthy and Classy product that is one step above the competition.

What is Sex Drive Energy Drink



WHAT IS SDED? This Premium Energy Drink is very pleasing in aroma and taste, yet contains a proprietary blend of libido increasing ingredients such as L-Arginine, Horny Goat Weed and Blue Lotus. Uniquely positioned as a PREMIUM Energy Beverage, the product includes bonus ingredients that have a history of improving the sex drive in both men and women. Numerous studies and research projects from scientists and major Universities worldwide have documented the effectiveness of our herbal blend in increasing nitric oxide levels in the bloodstream. In summary, Sex Drive Energy Drink is a mainstream Energy Drink designed for everyday use while featuring ingredients that safely enhance common libido characteristics. The product mixes well with a number of alcoholic beverages and thus has a strong market influence in the bar/club scene.

BRIDGING THE GAP

Sex Drive Energy Drink® will obtain Worldwide brand identity by targeting a wide and varied audience including GEN-X and younger on an International platform. Initial demographics on consumption indicate overwhelming demand with young consumers and strong interest throughout the baby boomer generation. The product will “bridge the gap” of energy drink consumers from the young and extreme to the spirited middle aged.

UNDERSTANDING OUR PRIMARY INGREDIENTS

Sex Drive Energy Drink® – Original Formula

Sex Drive Energy Drink, or “SDED” (the drink), is loaded with a lot of “sexy and powerful” ingredients that our competition simply does not have. In order to properly represent our product, you have to properly understand what it is. It is truly an “Energy Drink with Benefits”. SDED comes packed with the stuff that makes all energy drinks work, Caffeine, B-Vitamins, Taurine and Niacin for that “energy drink high” but that is where the similarity ends. We have developed a proprietary formula of L-Arginine, Horny Goat Weed, Maca Root, Ginseng, White Lotus and Schisandra Berry Extract and more. When these ingredients are combined into our “secret” formula you not only get an energy drink, but you get an energy drink with added aphrodisiac qualities. Within minutes of drinking a Sex Drive Energy Drink you know you’ve grabbed on to something different with an immediate feeling of well-being.

Niacin 20 mg 100% RDA also known as vitamin B3, combines with other B vitamins to release energy in the cells, and to regulate circulation, hormones, glucose, and hydrochloric acid in the body. Niacin also works closely with riboflavin (vitamin B2) and pyridoxine (vitamin B6) to promote healthy skin, and keep the nervous and digestive systems running smoothly.

Vitamin B6 Pyridoxine 5 mg 250% RDA According to Phyllis Balch (Prescription for Nutritional Healing), Vitamin B6 "is involved in more bodily functions than almost any other single nutrient". Vitamin B6, or pyridoxine, helps the body turn protein, fat, and carbohydrates into energy.

Vitamin B12 5 mcg 80% RDA (also called cyanocobalamin), works with other B vitamins to turn food into energy. It also guards against heart disease, mental disorders, and anemia, and keeps your immune system strong.

Pantothenic Acid 5 mg 50% RDA (vitamin B5) is essential to all life, and is a component of coenzyme A (CoA), a molecule that is necessary for numerous vital chemical reactions to occur in cells. Pantothenic acid is essential to the metabolism of carbohydrates, proteins, and fats, as well as for the synthesis of menopause, and improving exercise recovery.

Sodium 60 mg 3% RDA The body uses sodium to regulate blood pressure and blood volume. Sodium is also critical for the functioning of muscles and nerves.

L-Arginine 2000 mg an amino acid and one of the most potent Nutraceutical ever discovered. Some of the benefits of daily ingestion of L-Arginine include: naturally increases Nitric Oxide levels, stimulates the release of the anti-aging hormone (GH), reduces risk of heart disease, increases blood flow to vital organs, increases muscle mass (used commonly by competitive body builders), and reduces healing time of injuries. It is also considered to be a Prosexual nutrient in both men and women by increasing blood flow to the genital area; for men this may translate into harder, bigger, last longer and more frequency. In women, L-Arginine may increase the possibility of reaching orgasm by increasing blood flow to tissues which makes them more sensitive and responsive to sexual stimulation.

Caffeine 50 mg well integrated into our culinary culture and is a common ingredient in energy drinks and is also found in coffee, tea, soft drinks and chocolate. It stimulates the central nervous system giving a burst of energy that improves alertness and improves performance both mentally and physically.

Inositol 25 mg a simple carbohydrate (sugar) that plays an important role in chemical reactions in the body associated with the production of glucose.

Taurine 75 mg an amino acid that plays many important roles in metabolism, the central nervous system, skeletal muscle, and heart. It helps stabilize cell membranes in heart tissues and the brain. It reduces high blood pressure. It is considered dangerous at levels above 900 mg. It is considered to be beneficial at levels below 300 mg. *Sex Drive Energy Drink contains only 75mg per serving.*

Horny Goat Weed 50 mg (herb) or epimedium (a.k.a. yin yang huo, “yang tonic”), is a small leafy shrub native to China and Japan. Growing wild in mostly high altitude areas, epimedium has been used in traditional Chinese medicine for over 2,000 years. Horny Goat Weed is purported to stimulate production of androgens (sex hormones) and suppress the production of the stress hormone cortisol, which in turn is said to help boost sexual function in both men and women. It is prescribed in Chinese medicine to help improve erectile dysfunction in men, and enhance libido in both men and women. Individuals who use horny goat weed report an overall sense of well-being and relief of fatigue. It is also reported to be useful in relieving unpleasant symptoms of menopause, and improving exercise recovery.

Panax Ginseng 50 mg (also called Asian, Chinese, or Korean ginseng) has been used in Chinese medicine for thousands of years to enhance both longevity and the quality of life. The primary health benefits of Panax ginseng derive from its immune-stimulating and antioxidant properties, as well as from its ability to protect the body against the adverse effects of stress. Ginseng may also enhance the production of endorphins, "feel-good" chemicals produced by the brain.

Guarana Extract Seed 50 mg is a potent South American energy food with numerous health benefits. For thousands of years, native Amazonians have used the seed extract of the guarana berry to help maintain stamina and physical endurance.

Damiana leaf 3 mg extract is most commonly used as a female aphrodisiac and an impotence aid, that increases Libido - Damiana leaf has been shown to increase circulation and sensitivity in the penis and clitoris, as well as stimulate sexual desire.

Schisandra berry 50 mg has been used in China for centuries to treat a large number of ailments and provide healthful benefits to the lungs, blood, and kidneys. It has also been utilized as an antidepressant, an aphrodisiac, and as a means to increase stamina.

Maca Root 50 mg (*Lepidium meyenii*) is a root-like vegetable shaped like a radish that generally grows high in the harsh climate of the Andes Mountains in South America at elevations up to 15,000 feet. For more than two millennia, native Peruvians have used maca root as food and medicine, to promote endurance and improve energy, vitality, sexual virility and fertility.

Glucuronolactone 75 mg (glucuronic acid lactone) is a natural metabolite found in the body. Because Glucuronolactone was used as a drug during the Vietnam conflict to supply energy and feelings of well being to soldiers in combat, it was widely believed that Glucuronolactone was developed by the United States Government. SDED contains Glucuronolactone because it not only supplies energy, it also increases feelings of well-being. Glucuronolactone has been clinically proven to reduce sleepiness and sleep-related driving incidents under conditions of afternoon monotonous driving following sleep restriction the night before. It is widely known to improve mental performance, reaction time, concentration and memory.

Blue Lotus Extract 3 mg appeared in legends originating from ancient Egypt. It provides a relaxing, euphoric sensation. May help relieve muscle spasms. For some, it may act as an aphrodisiac.

Sex Drive Energy Drink contains L-Arginine, the Prosexual Nutrient with Numerous Health Benefits

It's the disorder no one wants to talk about, yet according to the *Journal of the American Medical Association*, 43% of women and 31% of men suffer from sexual dysfunction.¹ Sexual dysfunction is broadly defined as the inability to fully enjoy sexual intercourse. Women generally experience it as loss of libido (sexual drive) and/or the inability or difficulty in achieving an orgasm. Men experience it as impotence, known technically as erectile dysfunction.

Based on hundreds of studies, L-arginine, an essential amino acid and one of the building blocks of proteins in the body, has become known as a safe and effective pro-sexual nutrient for men and women.

Here's why

L-Arginine is a precursor of nitric oxide (NO) in the human body. In the 1990s, scientists discovered that not only is NO an essential compound that helps blood circulation, but it is important to normal sexual function in both men and women. Without arginine there would be no NO, and without NO, men would not be able to have erections.

How L-Arginine works

Insufficient blood flow is a major cause of incomplete erection in men. L-Arginine has been shown to improve blood flow to the genital area by dilating blood vessels and helping the penis to enlarge to its full capacity, thus increasing the size, hardness, and frequency of erections.

Nutritional expert, Dr. Jonathan Wright, explains the mechanism in men: "Molecules of NO are generated when an enzyme called NO synthase (NOS)—which is abundant in the nerve and muscle cells in and around the penis—strips away a nitrogen atom (N) from a passing molecule of the amino acid L-Arginine ... and combines it with an atom of oxygen (O)." ²

In other words, in order to produce nitric oxide in the body, a nitrogen atom must combine with an oxygen molecule in the blood. The enzyme called nitric oxide synthase controls this reaction.

L-Arginine has a similar effect in women

Higher blood flow makes clitoral and vaginal tissues more sensitive and responsive to sexual stimulation and helps increase the possibility of reaching orgasm. Although there haven't been nearly as many studies done on arginine supplementation in women as in men, one study found that postmenopausal women who took a supplement including L-Arginine experienced heightened sexual response.³

Another study involving 77 women of all ages found that after four weeks, 73.5% of the women who took a supplement including L-Arginine experienced greater sexual satisfaction, including heightened desire and clitoral sensation, frequency of intercourse and orgasm, and less vaginal dryness.⁴

Stronger libido ... greater endurance

Both men and women report that L-Arginine seems to increase their libido or desire for sex, and some also report that L-Arginine gives them greater endurance and stronger, more powerful orgasms. Reports also suggest that L-Arginine supplements can improve fertility in men who have low sperm counts or poor sperm motility (activity).

Scientific studies

The powerful effect of L-Arginine was illustrated in a double-blind, placebo-controlled study published in the *British Journal of Urology International* in which researchers evaluated the nitric oxide levels of 50 men with erectile dysfunction. The men were given either L-Arginine or a placebo for six weeks. Nine of the 29 men (31%) given L-Arginine reported a significant improvement in their sexual performance. These nine men had low nitric oxide levels at the start of the trial, but their levels doubled by the end of the study.[5](#)

It is important to note, however, that erectile dysfunction can be caused by a variety of factors, including aging, diabetes and other endocrine disorders. L-Arginine may be effective only in those men whose erectile dysfunction is due to low levels of nitric oxide. In fact, in one study in which the participants suffered from impotence for a variety of reasons, L-Arginine was found to be effective in only 17% of the patients.[6](#) However, optimal nitric oxide production will ensure optimum erectile function, and for many people with sexual dysfunction not related to an underlying disease, arginine supplements will ensure adequate nitric oxide levels.

The positive benefits of arginine go beyond sexual enhancement

This remarkable amino acid helps build muscle mass, enhance immune function, improve blood pressure, increase memory, and speed wound healing.[8-10](#) Arginine-derived nitric oxide has also been found to play a supporting role in the cardiovascular, immune, and nervous systems and has been validated by hundreds of studies.

L-Arginine is essential to several systems in the body.

- Is a precursor of nitric oxide (NO)
- Promotes circulation resulting in improved blood flow
- Stimulates the release of growth hormone
- Improves immune function
- Reduces healing time of injuries
- Plays a role in the formation of bone and tendons
- Increases muscle mass, while reducing body fat
- Supports male fertility, improving sperm production and motility
- Reduces risk of blood clots and stroke[11,12](#)
- Supports normal blood pressure[13](#)
- Improves vascular function for patients with angina[14](#)
- Helps recovery after heart attack[15](#)
- Helps prevent and treat cardiovascular disease[16](#)
- Helps reduce growth of cancerous tumors[17](#)

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