

**[Leaflet advertising Rio Trading Company (Health) Ltd.'s Rio Amazon Guarana tablets].**

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# RIO AMAZON GUARANA

## BACKGROUND

*Paullinia cupana* – the Guarana vine – is a native of the Amazon region of Brazil. It is a climbing plant that supports itself on the huge trees of the equatorial Rainforest. Within the bright red fruit are two or three seeds, shaped like small chestnuts, surrounded by a white aril. As these seeds emerge from the husks, the white shape with its dark centre has an uncanny resemblance to the human eye, peering down in its hundreds in the steamy green twilight.

*Paullinia cupana* is a member of the family Sapindaceae – it is a soapwood. In all parts of the plant, but particularly in the seed, there are natural oils which combine with the Guaranine and slow its assimilation by the body. Its benefits are felt over a number of hours, thanks to this natural “time-release” mechanism.

## ECOLOGY

The original Guarana culture is centred on the Indian settlement called Maues on the banks of the Sateres river, a tributary of the Amazon. It is here even now that the best Guarana is grown, using methods that have been handed down from generation to generation. Small clearings are made by the Indians, leaving a checkerboard of virgin forest between, to preserve the natural habitat of flora and fauna, and maintain the micro-climate.

As a renewable resource, Guarana is an ideal crop to support local communities. It demands neither huge clearance of trees, nor intensive agri-machinery. It is at home in the Rainforest, and the world's growing interest in it provides an independent economic life for local families and a future for their children.

RIO AMAZON GUARANA is prepared in the UK using pure Brazilian Guarana seed, organically grown in the Amazon Rainforest. It is available here in the following forms:

Capsules, each 500mg, packed in 20's,  
Capsules, each 500mg, packed in 60's,  
Capsules, each 500mg, packed in 120's,  
Tablets, each 350mg, packed in 100's,  
Jungle Elixir, 15ml phials, packed in 10's,  
Jungle Elixir, 15ml phials, packed in 2's,  
Jungle Elixir, 250ml bottle  
Powder for Drinks, 50g tub  
BUZZ GUM, 12-chiclet pack  
GUARANA BREEZE, 250ml herbal drink

THE RIO RANGE is available at branches of Holland & Barrett and at good health food stores and chemists everywhere.

**RIO TRADING COMPANY (HEALTH) LTD**  
Rio House, 2 Eaton Place, Brighton, BN2 1EH.  
Tel: 0273-570987



# RIO AMAZON GUARANA

RIO AMAZON GUARANA is the dynamic herbal supplement from the Amazon Rainforest. It grows on the vine *Paullinia cupana*, and it is the seed contained in the bright red fruit that is taken. This is first air-dried, and can then be used either in this natural form or finely ground and prepared as capsules, tablets, or in the exciting Jungle Elixir.

Guarana is rich in Guaranine – a natural and potent nutrient that is assimilated in small amounts over many hours. It is refreshing and revitalising for mind and body, and it is ideal for those with an active life-style, or a demanding day ahead. It supplements our natural resources and so greatly enhances our enjoyment of life.

Guarana is the legendary sacred fruit of the Amazon Indians, and has been revered by men and women of all ages for thousands of years. It has been known and used in Europe since the Thirties, and is now being recognised again as a valuable herbal supplement for today's dynamic and fast-moving world.

## USES

RIO AMAZON GUARANA is recognised by the Brazilian Health Authority as one of its most effective and valuable herbs. Its use is recommended:

- during periods of hard work, both mental and physical
- when recovering from an illness
- when facing a testing time, such as examinations or a personal challenge
- when driving long distances, both at the wheel and as a passenger
- when travelling in hot climates, and when heat and tiredness impair the ability to concentrate
- when training for, and practising sport

Many people feel the effects of taking RIO AMAZON GUARANA after only a few days, or even hours. But for others a course of about a month is recommended. There are no known side-effects with prolonged use, and in many countries around the world people are using Guarana on an on-going basis.

IF YOU WOULD LIKE TO KNOW MORE ABOUT RIO AMAZON GUARANA AND THE OTHER PRODUCTS IN THE RIO RANGE OF HERBAL SUPPLEMENTS FROM THE AMAZON RAINFOREST, PLEASE DO CONTACT US AT THE ADDRESS BELOW.



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