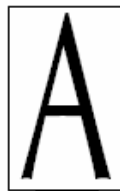


BUSINESS STYLE

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Are you one of the nine out of 10 people who crave chocolate as a comfort food and can't live without it? Do you feel guilty indulging in it? If so, you will probably be delighted to hear about Xoçai, which is pronounced "sho-sigh." It is a delicious dark Belgian chocolate, and Julie Butterfield is a distributor-retailer in the Cedar Rapids area. Julie says Xoçai is actually a healthful food rather than a candy, and it is good for weight loss, cholesterol levels, blood pressure, heart disease, diabetes, your skin, and more.

Julie is a Cedar Rapids-area native. She graduated from Albion schools and married Kevin Butterfield. Both previously worked on their dairy farm. Julie is also employed at General Mills, where she operates a forklift.

Julie agreed to try Xoçai products last March because a friend talked her into it. "I didn't even like dark chocolate," she says. Julie's brother-in-law, who has diabetes, was having trouble getting his blood sugar level stabilized. He and Julie decided to try eating one square of Xoçai Chocolate X Power Squares three times a day to see what would happen. Julie says, "Within a short time, I could go up and down steps more easily without my knees bothering me, my sleep improved, and I began to lose weight." She adds that she has now lost 21 pounds "without really trying." But the most convincing part of their trial was that her brother-in-law's blood sugar leveled off and became more normal after about two weeks. That convinced them both about the health benefits of Xoçai chocolate.

More than six million Americans have undiagnosed diabetes. The Centers for Disease Control and Prevention predicts that one in three Americans born after 2000 will develop diabetes in their lifetime. Research suggests that cocoa helps stabilize blood sugar levels, assists with weight control, and improves insulin resistance, all of which can improve the outcome for diabetics. The Kuna people of Panama drink up to 40 cups of cocoa per week. Their rate of the "big killer" diseases is less than 10%, according to a pamphlet of Julie's called "Healthy Chocolate & Diabetes."

Between March and June 1st, Julie qualified to attend an all-expenses paid company training in Reno, Nevada. It was the first time she had ever been on a plane. Besides all of the information she gathered about the products and sales techniques, she took a cruise on Lake Tahoe.

The original founder, Jeanette Brooks, started a low-carb chocolate business in her kitchen making Pure Delight chocolate. It was marketed through Wal-Mart, GNC, and other outlets. Now Jeanette and her family offer Xoçai chocolate products, which are made with their patented cold-processing method, through network marketing.

Julie and her son, Dan, and to some extent her son, Derek, and his wife, Jennifer, operate their chocolate business in person at shows such as safety fairs and expos. Julie also does business by phone and on the Internet at her home.

Julie says, "Not all chocolate is created equal!" Xoçai is different from other chocolate on the market in that it uses a cold-processed cocoa product. According to Julie, the typical heat processing method destroys up to 80% of chocolate's vital nutrients, including flavanols and antioxidants that make chocolate a healthful food. Xoçai contains natural cocoa butter from the cacao bean. It has no trans fats, uses raw cane sugar or berry juices rather than other sweeten-

ers, and it doesn't have any artificial fillers, waxes, added caffeine, or preservatives. It is also "vegan friendly," meaning that it does not contain animal ingredients. All of these factors differentiate it from regular chocolate candy that is found at retail outlets, no matter how dark or "Belgian" that candy proclaims to be, Julie says.

The "xo" part of the word comes from the word "Xocolatl," which was the name for the ancient Central American drink of the Maya and Aztecs. They often mixed it with hot peppers, other ingredients, and water. The "çai" part of the word is from the exotic Acai berry from the Amazon rain forest in Brazil. Europeans later added milk, sugar, and other ingredients to the cocoa powder and heat-processed it to make candy, which destroyed many of its health benefits.

Xoçai products are also recommended for children. Unfortunately, many children do not eat five or more servings of fruits and vegetables daily for the appropriate amount of antioxidants. In fact, Julie says that about 25% of all vegetables eaten by elementary school students are French fries, a high-fat, low-nutrient option. You probably wonder, "Won't chocolate cause cavities and ruin children's teeth?" Low-grade chocolate candy from the store may, but not Xoçai chocolate. A 2006 Japanese study found cocoa to have antibacter-

ial effects on many types of mouth bacteria. Polyphenols in chocolate restrict mouth bacteria from entering, thereby helping to prevent cavities. The decrease in mouth bacteria helps eliminate bad breath. Another study using one ounce of a chocolate beverage high in chocolate flavanols showed marked improvement in 22 patients with severe gum disease.

Dr. Richard Cutler of the Anti-Aging Research Development of the National Institute of Health in Washington, D.C. says, "The amount of antioxidants in your body is directly proportional to how long and healthily you will live." Xoçai products are independently tested by Brunswick Labs to verify their advertised antioxidant ability to fight free radicals, or their Oxygen Radical Absorbance Capacity (ORAC). Each product has the number of grams of ORAC printed on its wrapper as follows:

Each six-gram X Power diabetic-friendly square contains 1008 milligrams of total flavonoids (epicatechins, catechins, and other flavonoids).

Nuggets with acai berry and blueberries contain 3120 grams of ORAC per 12 gram piece.

Protein bars with low-glycemic sweetener contain 4066 grams of ORAC.

One high-fiber X Powerhouse Cookie has 11,115 grams of ORAC.

Omega-3 fatty acid squares with flax seed have 3773 grams of ORAC per square.

Activ powder mixed with water, which supports memory/cognitive function, has 5270 ORAC per ounce.

Eliot Brinton, MD, University of Utah scientist, reminds people consuming Xoçai products to continue their medical treatments. "This is not a drug, it's a food," he explains. "It is not intended to replace medications or medical care, but to support a treatment plan."

If you have one of the conditions mentioned above, or just want to be sure you are getting the amount of antioxidants you need in an easy, delicious way, you might want to contact Julie about Xoçai products. Just in time for the holidays, she is offering \$50 worth of product for \$36. Give her a call at 319-551-9607, or e-mail her at julie2succeed@aol.com. More information is available at www.thechocolate4U.com.

XOÇAI™ — HEALTHY CHOCOLATE

By Beverly Haahesy Hannon



Julie Butterfield

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