



ALL NATURAL SWEETENER  
ÉDULCORANT NATUREL

## FACT SHEET

### Facts About Stevia

- Stevia -- *Stevia Rebaudiana Bertoni* (commonly called Stevia) -- is a plant native to Brazil and Paraguay, traditionally used as a sweetener, herb and remedy. It is a member of the Chrysanthemum plant family.
- Stevia has been commercially used as a sweetener in other countries for more than 30 years.
- The sweetness found in Stevia can be attributed to two components: Stevioside and Rebaudioside (Reb-A). These natural sweeteners are 200-300 times sweeter than sugar.
- The Stevia leaf contains glycosides, which are the sweet components of the leaf – and steviol glycosides include several sweet constituents, such as rebaudiosides (Reb-A), the sweetest compound in the leaf.
- Stevia is a natural herbal sweetener with no calories and no carbohydrates.

### Facts About Reb-A

- Rebaudioside A, or Reb-A as it is commonly known, is the sweetest of all the natural compounds in the Stevia leaf.
- Reb-A is produced through an extraction and purification process from the Stevia leaf.
- The *PureVia*<sup>TM</sup> ingredient in *Aquafina Plus Vitamin 10 Cal*<sup>TM</sup> beverages is pure Reb-A from the Stevia plant that starts with Stevia leaves, which are first milled and then steeped in water using a brewing method that is similar to brewing tea.
- Reb-A is 200-300 times sweeter than sugar.
- 97 per cent Reb-A is currently the highest purity Stevia plant extract available in market.

### Facts About *PureVia* and the Whole Earth Sweetener Company LLC

- *PureVia* sweetener is made using an innovative proprietary formulation with only ingredients found in nature.
- In 2008, PepsiCo developed a partnership with Whole Earth Sweetener Company, to jointly develop *PureVia* Reb-A as a sweetener for various uses, including as a sweetener in various food and beverage products.
- Currently, *PureVia* Reb-A sweetener is available as an ingredient in Natural Health Products in Canada.

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**Facts About *PureVia* & PepsiCo**

- *Aquafina Plus Vitamins 10 Cal*, a flavoured vitamin-enhanced water with added antioxidant vitamins, is made with *PureVia* Reb-A sweetener.
- *Aquafina Plus Vitamins 10 Cal* beverages are the first products in Canada featuring *PureVia* Reb-A as a sweetener. Three flavours are currently offered: Black and Blue Berry, Acai Fruit Punch and Tropical Cherimoya.

For more information about *PureVia* table top sweetener:

[www.purevia.com](http://www.purevia.com)

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