

Coconaise® tastes fresh because it's naturally resistant to oxidation.



Low Oxidation = Fresh Taste!  
TOTOX value is ≈ 3

High in medium-chain fatty acids (MCTs)  
(4g/serving)

No EDTA preservative

MANUFACTURER'S COUPON | EXPIRES 12/31/2019

853697007-000002

SAVE NOW  
**\$1.00**  
OFF



FRESH TWIST  
FOODS

**Consumer:** This coupon can be used for \$1.00 off one 10oz or 15oz jar of Coconaise®. Any other use constitutes fraud.

**Retailers:** Void if altered, transferred, reproduced, exchanged, sold or purchased. For each coupon, Fresh Twist Foods LLC will reimburse you \$1.00 plus \$0.08 handling fee. **Void where prohibited, taxed or restricted by law.** This coupon is redeemable and valid only in the U.S.A. Please send coupons to: Attn: Coupons, Fresh Twist Foods, 3145 N Franklin St., Christiansburg, VA 24073

COCONAISE® REAL MAYONNAISE has fantastic fresh flavor because the oil is naturally resistant to oxidation. Low oxidation means fresh and healthy mayonnaise, and homemade taste. This is the way mayonnaise is supposed to be!

Oxidation occurs when unsaturated oils (like avocado, grapeseed, soybean or canola) and eggs are mixed with air. Oxidized oils have a rancid, metallic taste, and cause inflammation and health problems. Conventional mayonnaise has EDTA to prevent oxidation. EDTA is synthetic and ruins mayonnaise flavor. Choose your mayo wisely!

### Nutrition Facts

Serving Size 1 tbsp. (14g)  
Servings Per Container 30  
**Calories** 90, from Fat 90

\*% Daily Values are based on a 2,000 calorie

Not a significant source of dietary fiber, sugars, vitamin A, vitamin C, calcium and iron.



**INGREDIENTS:** Coconut oil, MCT oil, Organic eggs, Organic yolks, Organic high oleic oil, Organic vinegar, Organic mustard (white vinegar, water, mustard seed, salt, turmeric, paprika), concentrated lemon juice, salt, evaporated cane juice, non-GMO vitamin E (mixed tocopherols), non-GMO phytate (a natural antioxidant from rice), lemon essential oil.

#### Allergens: Eggs

Coconaise is made with liquid eggs NOT powdered eggs

**GF** GLUTEN FREE    **GMO FREE**    PATENT PENDING

*Refrigerate opened jar. Refrigerating unopened jar is beneficial, but not required. Refrigeration prevents oxidation and protects flavor, whether opened or not. A few months at room temp will not cause spoilage.*

#### Fresh Twist Foods

Blacksburg, VA 24060 844-262-6629  
contact@coconaise.com

Coconaise.com

Amount / Serving	% Daily Value*
<b>Total Fat</b> 9.7g	<b>15%</b>
Saturated Fat 7.3g	<b>37%</b>
C8 Caprylic 2.3g	
C10 Capric 1.8g	
C12 Lauric 1.8g	
C14 Myristic 0.7g	
C16 Palmitic 0.5g	
C18 Stearic 0.2g	
Trans Fats 0.0g	
Unsaturated Fats 2.2g	
Omega-3 0.0g	
Omega-6 0.4g	
Omega-9 1.8g	
<b>Cholesterol</b> 15mg	<b>5%</b>
<b>Sodium</b> 75mg	<b>3%</b>
<b>Total Carbohydrate</b> 0g	<b>0%</b>
Added Sugars 0g	<b>0%</b>
<b>Protein</b> 0g	<b>0mg 0%</b>
<b>Vitamin E</b> 3mg	<b>20%</b>



**COCONAISE®**  
**REAL MAYONNAISE**

Made with Coconut Oil & Organic Eggs\*



No Coconut Flavor  
No GMOs  
No EDTA  
4g MCTs / serving

**COUPON INSIDE**  
**\$1.00 OFF**  
10 oz Jar

Coconaise.com



## Natural (EDTA-free) mayonnaise is highly oxidized and rancid.

Polyunsaturated (omega-6) oils like grapeseed, soybean or canola are fragile. They oxidize quickly when made into mayonnaise, producing unhealthy and bad-tasting rancid oils.

Commercial mayonnaise like Hellmann's® and Dukes® solved the oxidation problem long ago by adding EDTA, a synthetic preservative. But natural foods consumers don't want EDTA in their mayonnaise. EDTA is banned by Whole Foods. Also EDTA tastes horrible and ruins the flavor of mayonnaise. Coconaise mayonnaise solves the problem of oil oxidation, without resorting to EDTA.

Coconaise® is a new natural mayonnaise with a fresher flavor because the oil is naturally resistant to oxidation. Many people say they don't like mayonnaise. We believe they are actually offended by rancid oil or EDTA. They have not had the good stuff: mayonnaise with fresh oil and no preservatives.

The Oxidation Stability Index Test is an industry-standard measurement of the susceptibility of oil to oxidation. The Coconaise oil blend resisted oxidation about 10-30 times longer than other oils. No wonder Coconaise stays fresh!



### OXIDATIVE STABILITY INDEX TEST

All Oils Tested @ 110C

Oil Type	Hours until Oxidized
Soybean oil	1 - 8
Grapeseed oil	3 - 10
Avocado Oil	4 - 11
Canola oil	7 - 12
<b>Coconaise® oil blend</b>	<b>111</b>

Unsaturated oils in other mayonnaises oxidize rapidly. Coconaise stays fresh because it resists oxidation.

## Coconaise® is the first EDTA-free mayonnaise that is not rancid.

Coconaise has fresh, non-rancid oil because the oil is naturally resistant to oxidation. The oil contains mostly coconut oil and medium chain triglyceride (MCT) oil, and a little bit of high-oleic sunflower oil. High oleic sunflower oil is mostly omega-9, the main fatty acid present in olive oil.

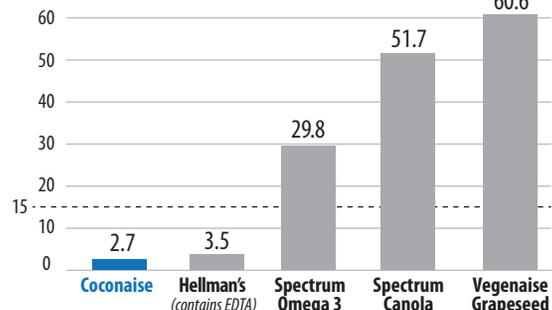
The saturated fats in Coconaise are mostly the medium chain saturated fatty acids (MTCs), like caprylic acid (C8), capric acid (C10), and lauric acid (C12). Recent research shows that these MCTs have unique health benefits. Also, the once-firm belief that saturated fats cause heart disease is crumbling. A substantial and growing body of scientific evidence shows that saturated fats do not cause heart disease.

We tested the TOTOX ("total oxidation") value in Coconaise and other competing mayonnaise brands. TOTOX is an industry-standard measurement of oil oxidation. Coconaise had by far the lowest TOTOX value of any natural mayonnaise, and even had slightly lower TOTOX than Hellmann's, which contains EDTA.

Coconaise.com

### OXIDATION TEST – TOTOX VALUE

Oils with TOTOX greater than about 15 are rancid and unfit for consumption



All products tested at least 3 months prior to expiration date. Coconaise tested after 5 weeks storage at room temperature. TOTOX Value = 2x Peroxide value + Anisidine value.

## FAQs

### ▶ Is Coconaise Vegan?

No. Coconaise is real mayonnaise made with eggs.

### ▶ Does Coconaise taste like coconut?

No. There is no coconut flavor or scent. Coconaise is real mayonnaise, with real mayonnaise taste.

### ▶ But Coconaise contains no omega-3. Isn't that bad?

Omega-3 fatty acids are very unstable and highly susceptible to oxidation. Mayonnaise is not an appropriate food for obtaining omega-3 because it promotes oxidation of the delicate omega 3 fatty acids.

### ▶ Why does Coconaise contain phytate?

Phytate is a natural antioxidant extracted from rice bran. Phytate prevents oxidation. Coconaise contains 3mg/serving; a typical diet has about 600-1200mg phytate per day.

### ▶ Why is Oxidation a Concern?

Oxidized oils have awful, rancid flavors and can cause health problems. Scientific studies show that oxidized oils contain harmful substances (like acrolein and malondialdehyde) that can cause inflammation and chronic diseases.

Citation: "Dietary advanced lipid oxidation endproducts are risk factors to human health", Kanner, Molecular Nutrition & Food Research, 2007, V.51.

CLIP THIS COUPON

**COCONAISE®**  
REAL MAYONNAISE  
Made with Coconut Oil & Eggs

SAVE NOW  
**\$1.00 OFF**

10 oz. or 15 oz. Jar

Fresh Twist Foods™

