

THE SWEET FACTS

ABOUT STEVIA:

An introduction to the zero calorie, plant-based sweetener of natural origin

STEVIA IS A PLANT ORIGINALLY FROM SOUTH AMERICA



Discovered 200+ years ago in Paraguay, the natives used stevia leaves to sweeten beverages



Today, stevia is grown in Paraguay, Kenya, China and the US



For those with a green thumb, stevia can be grown in your home garden like other herbs and spices

THE STEVIA LEAF IS NATURALLY SWEET

UP TO **350x** SWEETER THAN SUGAR

The sweet tasting molecules of the leaf are called **steviol glycosides**. They can range from 200-350x sweeter than sugar



To capture the sweetness, steviol glycosides go through a process of extraction, filtration and dehydration

ABOUT **3 LEAVES** CAN REPLACE **25%** OF THE CALORIES IN 1 GLASS OF SODA



12 oz

STEVIA CAN PLAY A ROLE IN A WELL-BALANCED DIET



Stevia =

0

CALORIES

Swap a full calorie beverage for one that is partially or fully sweetened with stevia



You can choose from

14,000+

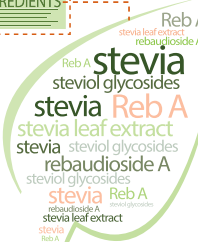
food & beverage products from around the world



It can be seen on the ingredient label as:



stevia leaf extract, stevia, stevia extract, rebaudioside A, Reb A, steviol glycosides



STEVIA SAFETY IS WELL ESTABLISHED

200+



Over 200 studies support the science and safety of steviol glycosides



Stevia is safe for the entire family including pregnant & nursing women, children and people with diabetes



Approved by all major regulatory authorities around the world and in 150+ countries

ENJOYED ACROSS THE GLOBE

TODAY,

5 BILLION

PEOPLE AROUND THE GLOBE enjoy stevia in their food and beverage products



PURECIRCLE STEVIA INSTITUTESM

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