

TerpeneZone

BuUz™

**Functional Ingredient**



A young woman with vibrant pink hair is laughing joyfully on the left side of the frame. In the foreground on the right, a man's face is shown in profile, also smiling. The background is a blurred indoor setting, likely a bar or restaurant, with warm, bokeh-style lights. A large, stylized graphic consisting of a yellow and a green wavy line overlaps the bottom right portion of the image. The text 'A New Category of Alter Drinks' is centered in white, bold, serif font over the graphic.

**A New Category  
of Alter Drinks**

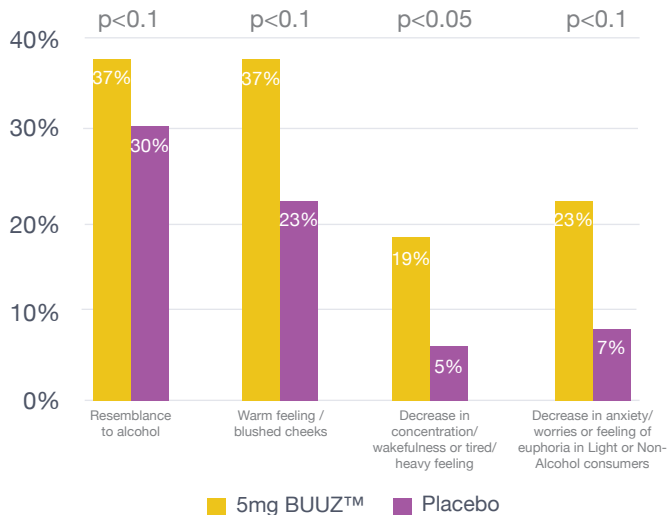


# How does it work?

The short answer is **Terpenes**.

Terpenes are organic compounds responsible for the tastes and smells that make up our natural world. Beyond their roles in botanical medicine and aromatherapy, where they've been utilized for centuries, terpenes exhibit nootropic and adaptogenic properties.

Percentage of change in the feeling  
45 minutes after drinking



**BUUZ™ is not just an ingredient, it is a new category of Ease drinks; innovative, enjoyable, and healthier alternative to alcohol.**

The Science Breakdown:

## 1 In-Depth Terpene Research by Eybna

We started with in-depth research into natural terpenes and their interactions with the human body. We pinpointed specific, safe terpenes that moderately activate GABA and Serotonin receptors, offering the potential for a buzz-like feeling.

## 2 Ultra-Pure Botanical Formulation

BUUZ™ features a precise blend of 37 functional terpenes sourced exclusively from botanicals like Lemongrass and Cloves. Utilizing only the highest purity level "ultra-pure" ingredients, we've designed this natural formulation guaranteeing both exceptional quality and unwavering consistency.

## 3 Beverage Compliance

BUUZ™ ingredients comply with all FEMA (Flavor and Extract Manufacturers Association) and EFSA (European Food Safety Authority) regulations for beverages. We've left no stone unturned in guaranteeing that BUUZ™ meets the highest quality standards.

## 4 Consumer Studies - Proven Effects

We took the BUUZ™ formulation and seamlessly integrated it into a Ready-To-Drink solution. We then conducted a study involving 240 participants, employing a Monadic, Randomized, Double-Blind methodology with a placebo control. In the study, participants tasted BUUZ™ at a 5mg per serving dosage, comparing it to a placebo drink without BUUZ™.

The feedback was evident – participants reported that the BUUZ™ beverage may provide a light, unfocused sense of ease, helping you unwind and gently transition you into a peaceful, drowsy state. It also may induce a warm, flushed feeling, mimicking the light effects of alcohol — perfect for those seeking a balanced, non-alcoholic experience.

# Why BUUZ™?

We understand that the magic lies in that delightful, subtle buzz – that feeling of lightness, and sociability that we all crave. This is the essence of why BUUZ™ is different from alcoholic drinks or non-functional drinks.

**Enjoy a BUUZ™, without alcohol.**

We believe in providing you with an experience, while non-alcoholic drinks for adults are refreshing and hydrating, BUUZ™ takes it to the next level.



## Healthier Choice

BUUZ™ provides a healthier alternative to traditional alcoholic drinks, supporting overall well-being.



## Premium Quality

BUUZ™ is committed to quality, with ultra-high purity ingredients sourced from non-GMO renewable plant-based ingredients.



## Enhanced Social Experience

BUUZ™ enhances social gatherings without the risks associated with alcohol, allowing you to celebrate without compromise.



## Exciting Flavors

Our carefully crafted BUUZ™ emulsions and compounds offer rich botanical flavors and aromas to synergistically blend with any type of drink.

We've scientifically crafted BUUZ™ to offer that elusive, enjoyable sensation – the perfect balance between fun and wellness.

It's about creating memorable moments, sparking engaging conversations, and enhancing your overall experience without the need for alcohol.

BUUZ™ brings people together, elevating your gatherings and celebrations.

**BUUZ™ makes life a little more vibrant.**

“**1 out of 5 ‘sober-curious’ consumers is drinking low or non-alcoholic beverages at home”**

Source: (Global Data, 2023)



# What is BUUZ™?

BUUZ™ is not just a beverage ingredient; It's a new era of enjoyment. Our commitment to delivering the extraordinary experience of "Feeling BUUZ" sets us apart. Here's what makes BUUZ™ truly exceptional.

## Feeling BUUZ™

Each serving of BUUZ™ offers you a delightful buzz; a feeling of lightness and gentle release that allows you to de-stress at the end of the day, just drink and enjoy.

## Zero Calories

BUUZ™ ingredient is the guilt-free choice. Unlike alcohol, terpenes don't contain any calories. You have the opportunity to craft refreshing, zero-calories beverages, offering your consumers a great BUUZ™ feeling without worrying about their waistline.

## Shelf Life

Eybna and Gat Foods have developed a stabilized terpenes emulsion-10 months under cooled conditions. Preserving their distinctive properties and ensuring they remain effective throughout the emulsion's shelf life.

## Efficiency Demonstrated

Our formula delivers a light, enjoyable buzz sensation that enhances your ease without compromising your well-being.

## All Natural Ingredients

BUUZ™ is crafted from premium, all-natural ingredients. We've harnessed the power of terpenes, derived from nature, to create a product that is truly exceptional in taste.

## Plug N' Play

Our BUUZ™ emulsions and compounds are ready-to-use and can be easily integrated into your production line. Solubility, compliance, quality and great flavor - we have got you covered!

## Versatile Beverage Solution

BUUZ™ offers a unique flavor adventure waiting to happen. BUUZ™ can be integrated into any type of beverage. Whether you prefer BUUZ™ as an emulsion or compound, it opens the door to endless possibilities for enhancing your beverage creations.



**BUUZ™ is your invitation to a new era of ease, and enjoyment. Experience BUUZ™ – where feeling great meets wellness.**

# Terpene - Based Functional Beverage Solutions



Gat Foods, a global manufacturer of fruit-based advanced solutions for the beverage industry, owned by CBC Group, have partnered with Eybna, a terpene technology company and manufacturer, to develop a new category of functional beverage solutions.

The strategic collaboration includes the development of 'Terpene Zone' - a line of functional terpene blends for tailor-made beverage solutions, including emulsions and compounds.

Terpene Zone utilizes first-of-its-kind botanical terpene formulations, targeting specific wellness sensations.



## Let's Innovate Together

### Disclaimer:

The information in this document is for general information purposes only. While the terpene emulsions described have completed development and are approved for marketing, all information is provided without warranties or representations of any kind, express or implied, regarding any statements in this document. This document is based on the data available at this time and should not be relied upon for any legal or professional advice. Neither International Beer Breweries Ltd, Gat Foods, nor Eybna Technologies Ltd. shall be liable for any damages arising from the use of the information provided.



# Optimized for Applications

BUUZ™ terpene-based compounds for beverages are designed for a variety of non-alcoholic (NA) categories: beer, water, juice, tea, carbonates, and more.

Product offer includes water soluble emulsions and compounds with optional additional ingredients, such as: juice, flavor, color, extracts, vitamins and minerals.

All formulations are tailor-made per specific customer needs.



NA Beer



NA Selzer



NA Spirits



Mocktail



For more information regarding the science behind functional terpenes visit [www.eybna.com](http://www.eybna.com)

For the full BUUZ™ white paper, scan the QR code.



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