



## LUNA BAR FREQUENTLY ASKED QUESTIONS

*LUNA®, The Whole Nutrition Bar for Women®, is created to help women get more of the nutrients often lacking in their meal plans, while being 100% natural with 70% organic ingredients. That's why LUNA Bar contains nutrients like folic acid, soy protein, calcium, vitamins and minerals that are essential to a woman's everyday needs. As women ourselves, we know the importance of maintaining overall health and wellness.*

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**Q. What is a LUNA Bar?**

A. LUNA is the first nutrition bar specifically formulated with a woman's needs in mind. In just 180 calories, LUNA is entirely natural, made with 70% organic ingredients and meets many of the specific nutritional requirements women need to maintain active healthy lifestyles. LUNA bars also have no artificial sweeteners, no high fructose corn syrup, no *trans* fats, no ingredients sourced from genetically modified organisms and no animal products. All LUNA products are also certified kosher by Kof-K.

**Q. What is the nutritional profile of a LUNA Bar?**

A. Each 1.69 oz (48g) LUNA Bar has around 180 calories with 9-10g protein and 3-5g fiber. It is also low glycemic, high in calcium and folic acid, and rich in antioxidants (vitamins A, C and E). Each bar has 3.5-6g fat and 9-14g sugar depending on the flavor.

**Q. Do a portion of LUNA product sales go to the Breast Cancer Fund?**

A. Yes. LUNA contributes to the CLIF Bar Family Foundation, which donates 1% of all product revenue to organizations that support and improve environmental, social and cultural needs, from our local to our global community. This means no matter what LUNA flavor or product you purchase, you will be supporting this worthy cause. The Breast Cancer Fund is one of the primary organizations to which we donate.

**Q. Is LUNA Bar a meal replacement bar?**

A. LUNA Bar is not a meal replacement bar or a diet bar. LUNA Bar is an organic nutrition bar which provides the nutrition women need to maintain active, healthy lives. It is a delicious, nutritious and convenient snack that satisfies and curbs hunger between meals, helping to prevent high calorie/high fat snack cravings such as potato chips or candy bars.

**Q. Why does LUNA Bar contain soy protein?**

A. Soy protein is an excellent source of protein. It is a non-animal, complete source of protein and contributes to the balance of nutrients in a LUNA Bar—the balance of carbohydrate, protein, fat, and fiber that lead to a low glycemic response. LUNA Bar contains 9-10 grams of soy protein.

**Q. What is the source of fiber in LUNA Bar?**

A. The main source of fiber in LUNA Bar is inulin – a fiber which comes from the root of chicory plants (leaves of the chicory plant are also known as endive, commonly used in salads). Inulin is the most nutritious form of fiber because it is a soluble fiber which can help reduce cholesterol and it is a prebiotic aiding in good intestinal health. Additional fiber sources in LUNA Bar include rolled oats, flaxseed, nuts, and dried fruit.

**Q. Does LUNA Bar contain gluten?**

A. LUNA does contain gluten, the protein that gives bread dough its elasticity. Gluten is found in the rolled oats of the bar.

**Q. Does LUNA Bar contain dairy or nuts?**

A. LUNA Bars are dairy-free, but they may contain traces of dairy. It is made in a facility processing nuts, tree nuts and seeds.

**Q. Can kids eat a LUNA Bar?**

A. Because the bar is formulated with adult needs in mind, kids should not eat a whole bar until their nutritional needs more closely match those of an adult (around ages 9-13). Kids ages 4-9 could have half of a bar on occasion, and as with all food choices, parents should use their best judgment. An option for kids to try is LUNA Minis, which is half the size of a regular LUNA Bar, as well as CLIF Kid Organic ZBaR, which is uniquely designed for the nutritional needs of growing, active kids and with flavors kids love.

**Q. What is the suggested retail price of a LUNA Bar?**

A. The suggested retail price is \$1.39.

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