



## LUNA® BAR FREQUENTLY ASKED QUESTIONS

*LUNA®, The Whole Nutrition Bar for Women®, is the first nutrition bar that provides the nutrients women often lack, like folic acid, calcium, iron, vitamin D and other vitamins and minerals, which are essential to a woman's everyday needs, while being as organic as possible. As women ourselves, we know the importance of maintaining overall health and wellness. Food should taste delicious, nourish your body, and help give you the energy you need to get through your day. LUNA contributes to women's nutrition and tastes amazing without any unnecessary additives.*

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

A. LUNA is the first nutrition bar specially made with organic ingredients and a woman's needs in mind to help nourish them throughout their busy day and lives. In just 170-190 calories, LUNA is made with 70% organic ingredients and free of trans fats, hydrogenated oils, high fructose corn syrup; artificial sweeteners, flavors or preservatives; and ingredients sourced from GMOs. LUNA Bars 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 170-190 calories with 8-10g protein and 3-5g fiber. It is also low glycemic, high in calcium, folic acid and iron, a good source of vitamin D, and rich in antioxidants (vitamins A, C and E). Each bar has 3.5-7g fat and 10-13g 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 a nutrition bar specially made with organic ingredients and a woman's needs in mind. It can be used as an on-the-go snack between meals, as a nutritious boost to a light meal, and during a low to medium intensity activity like hiking, yoga or gym workout.

**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 8-10 grams of soy protein depending on the flavor.

**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 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 per bar.

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