



Chava Vital Chocolate FAQ's

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(General Product Information)

What is Chava?

Chava Vital Chocolate is nothing short of decadence. The bold intense flavor, rich velvety overtones and smooth finish harbor a secret—a powerhouse profile of antioxidants (ORAC_{FN} 37,208) in every 8-gram square. All natural, nothing artificial and always earth friendly, Chava's 70% organic cacao is infused with a hyper-potent chocolate extract and Waiora's Natural Cellular Defense in an antioxidant explosion that pleases the palate, invigorates the soul and helps the body safely remove toxins.



How many pieces are in a box? What's the item number and how much is it?

There are 90 individually wrapped pieces of Chava in a box. The intent is to consume 60 and share 30. The item number is 1700. Each box sells for \$120 wholesale / 100 PV. You can save \$5 by adding Chava to your monthly AutoShip. That means Chava for \$115!

What is Chava's shelf-life?

Chava's shelf life is approximately 16 months, standard with most high-quality dark chocolates.

Can Chava be considered a raw food?

Chava is 70% organic dark cacao. However, because we have added Natural Cellular Defense and the hyper-potent extract the product would not be considered a raw food.

What does "vital chocolate" mean?

Chava is considered "vital chocolate" because it delivers the highest antioxidant value of any fruit, vegetable or chocolate on the market! Studies show that antioxidants—with their incredible anti-aging power and free-radical fighting capabilities—can add years to your life. Add to it the detoxification strength of a product like Natural Cellular Defense, and you have a product you can't afford to live without.

How often and when should you take Chava?

Waiora recommends consuming 2-3 pieces daily. Chava can be taken any time of day.

What if Chava melts and then reconstitutes?

If Chava happens to melt under normal heat conditions, outside of the fact that your chocolate will lose its shape, you can rest assured that your chocolate is as good as new and as healthy as ever.

How should Chava be stored?

Chava should be kept dry and at room temperature. It can also be kept cool (with an icepack in a cooler) when travelling, and should not be exposed to direct sunlight or artificial heat sources.

How is Chava produced?

Beginning with the harvested cocoa beans, the seeds are delicately scooped from the pods and allowed to naturally mature, releasing flavors and forming essential amino acids. The nibs then undergo a sophisticated extraction stage to isolate the key vital nutrients and compounds (e.g., vitamins, minerals, amino acids and antioxidants). These concentrated nutrients are then fused with two exclusive, proprietary blends (hyper-potent chocolate extract and Natural Cellular Defense zeolite) and meticulously blended for consistency, viscosity and of course rich flavor and velvety texture.

Is the Chava organic?

Yes. Chava is USDA Organic as indicated by its seal on the packaging.



Is Chava vegan / vegetarian friendly?

Yes. Chava is vegan / vegetarian friendly.

How many grams is each piece of Chava?

Each piece is 8 grams.

Is the fat in Chava bad fat?

As everyone knows, there are both good and bad fats. The fat in Chava is good fat! It's natural, the same kind found in Olive Oil, which is well known for its positive health benefits for the skin, hair and heart, and has zero effect on blood cholesterol levels.

How many carbs?

Chava contains 4 carbs per piece.

How many calories?

Chava contains 40 calories per piece.

How many Weight Watcher points is Chava?

Chava is 1 pt.

How much sugar is there in Chava? And where does it come from?

There are 2 grams of sugar in each piece. The natural sweetener used in Chava is derived from organic dried cane sugar.

How does fructose compare with the organic dried cane sugar used in Chava?

Fructose, commonly called fruit sugar, is a simple sugar found in honey, tree fruits, berries, and melons. But don't be fooled into thinking fructose on a label means you are eating fruit sugar. Pure crystalline fructose comes from two sources: corn or sucrose (table sugar). Corn starch is processed to release fructose. Sucrose (table sugar) is enzymatically hydrolyzed to separate into glucose and fructose.

Organic sugar comes from sugar cane grown without the use of chemicals or pesticides. It is usually darker than traditional white sugar because it contains some molasses. (It is not been processed to the degree white sugar is processed). Sugar cane juice has many nutrients and other beneficial properties, and is said by some health practitioners, to be almost as medicinal as raw honey.

Does Chava contain milk or milk protein?

We do not put milk or milk proteins into Chava; however it is manufactured on the same machines that processes other products containing milk. All of our manufacturer's equipment is thoroughly cleaned and sanitized between runs.

Does Chava contain caffeine? If so, can I take it any time of day?

Chava does not contain any added caffeine. It will not act as a nerve stimulant and can be taken any time – day or night.

Why is there an allergy disclaimer on the Chava packaging?

The FDA requires the allergy disclaimer since manufacturers often produce more than one product in their plant, so there is some risk (however marginal) of exposure.

What preservative or additives are used to keep Chava fresh?

Like all of Waiora's products, no heavy waxes, fillers or synthetic chemicals are added to preserve Chava's efficacy. Instead, the unique richness and unparalleled-flavor profile is enjoyed year around thanks to expedient shipping and inclusion of a cooler and ice pack during summer months.

Why is lecithin included?

Lecithin is the emulsifier that keeps cocoa and cocoa butter in chocolate from separating.

Is it non-GMO?

Yes. The soy-based lecithin used in Chava is non-GMO. This is a significant distinction from standard lecithin, as it means that it has not been genetically modified in any fashion.

Since Chava contains a great deal of antioxidants, does that mean that I should stop taking Advanced Antioxidant with Resveratrol?

No. You should no sooner stop taking Waiora's Advanced Antioxidant with Resveratrol than you should stop eating fresh fruits and vegetables. With more than 400 classification of antioxidants, there are some in the Advanced Antioxidant with resveratrol that are not included in chava, like the resveratrol itself. The incredible heart health and anti-aging benefits are more than enough reason to continue taking the antioxidant.

What ingredients are used in the making of Chava? And what does the asterisk indicate in the ingredient list?

Ingredients: organic dark chocolate (organic dried cane sugar, organic chocolate liquor*, organic cocoa butter*, organic Non-GMO soy lecithin [an emulsifier], organic vanilla), proprietary hyper-potent chocolate extract (cocoa powder, calcium, bioflavonoids, magnesium, amino acids, cocoa almond concentrate, almond essential oil, bromelain, vitamin B6, vitamin B12, folic acid) and Natural Cellular Defense zeolite (sodium aluminosilicate zeolite [clinoptilolite]).

The asterisk means the ingredients are derived from Rainforest Alliance Certified™ cocoa.



(General Chocolate Information)

What is the significance of the 70% cacao?

The percentage of cacao refers to the amount, by weight, of cacao bean plus cocoa butter in chocolate—the higher the percentage, the darker the chocolate and the greater the antioxidant value—thus the more beneficial to your health.

Why dark chocolate? What health benefits are it believed to provide?

Dark chocolate contains a large number of antioxidants (nearly 8 times the number found in strawberries). Flavonoids also help relax blood pressure through the production of nitric oxide and balance certain hormones in the body.

Two heart-healthy benefits of dark chocolate are: (1) Studies have shown that consuming a small bar of dark chocolate everyday can reduce blood pressure in individuals with high blood pressure. (2) Dark chocolate has also been shown to reduce LDL cholesterol (the bad cholesterol) by up to 10 percent

Dark chocolate and cognitive function: Cocoa products, especially the dark variety, are associated with increased blood flow to the brain. This may be especially helpful for conditions with decreased blood flow, including dementia and stroke. Fox News reported that research conducted by Tulane University, shows that a compound in chocolate called theobromine may help harden tooth enamel, which helps to prevent cavities. In the future, this white crystalline powder may be added to toothpaste.

What does "Intense Dark Chocolate" mean?

Intense dark chocolate refers to the rich taste of the dark chocolate. Because it doesn't include nearly the amount of sugar found in mainstream candies, it may be considered intense.

What makes Chava different from other chocolates on the market?

For most chocolates, the experience is all about the palate—sacrificing the nutritional value and adding significant levels of sugars, artificial flavorants and unhealthy fats—all to the detriment of the consumer. Chava is a delicate balance of delicious taste and a superior nutritional profile, including two blends exclusive to Waiora (hyper-potent chocolate extract and Natural Cellular Defense liquid zeolite) with clinically proven health benefits.

I've been to chocolate parties in the past. Can Chava be melted in a fondue pot without compromising the taste or nutritional value?

Melting the Chava will not compromise the taste or nutritional profile of the intense dark chocolate.

Where does the cocoa in Chava come from?

The source of the cacao used in Chava, is from a region in South America that some Berkeley archeologists have referred to as the "cradle of chocolate." It is within this area, through intense cultivation and special preparation techniques, that cocoa beans were harvested and used as currency and in ceremonial rituals. That thoughtful care and pride continues in the region, as the cacao is harvested by locals that are not only people earning living wages, but are protected under the Rainforest Certification Alliance.



Sadly, this is not true of all continents where the cacao tree grows. Along the Ivory Coast, which is believed to provide as much as 46% of the world's supply of chocolate, as many as 12,000 children are forced into slavery to keep the costs down for domestic exporters of chocolate.

How does our cacao extraction compare to others?

There are numerous processes that chocolate goes through to bring it to market. From pod to perfection, our proprietary process effectively preserves the maximum amount of nutrients without compromising on taste. The result is a rich, melt-in-your-mouth dark chocolate with the highest nutritional profile of any other chocolate on the market. With Chava boasting more than 37,000 ORAC FN and 750mg of total flavonoids in every 8g square, the numbers simply don't lie.

I've been reading a lot about the benefits of unprocessed chocolate. Is the chocolate used in Chava unprocessed?

Yes. Unlike your mainstream national brands, Chava's chocolate is pure, unprocessed and untainted by pesticides, herbicides and insecticides.

I heard that chocolate derived from some countries contains heavy metals. Does Waiora test for these metals?

Absolutely. But more importantly, we DO NOT source our cocoa from countries with these issues.

(Antioxidants, Flavonoid & Free Radicals)



What are antioxidants and how are they good for you?

Antioxidants are substances or nutrients in our foods which can prevent or slow the oxidative damage to our body. When our body cells use oxygen, they naturally produce free radicals (by-products) which can cause damage. Antioxidants act as "free radical scavengers" and hence prevent and repair damage done by these free radicals.

What are free radicals and why are they important?

Free radicals, also known simply as radicals, are organic molecules responsible for aging, tissue damage and possibly some diseases. These molecules are very unstable, therefore they look to bond with other molecules, destroying their vigor and perpetuating the detrimental process.

Antioxidants, present in many foods, are molecules that prevent free radicals from harming healthy tissue. Some molecules are unstable. They do not have an even number of electrons, so they are always *searching* for an extra electron they can "steal" to become stable. Out in the world, this is a normal process, but in the body, it can result in unnecessary damage.

Radicals do play a key role in several biological processes. They play a part in the work of the white blood cells called *phagocytes*, which "eat" bacteria and other pathogens in the body. They also are believed to be involved in a process called *redox signaling*, where they are thought to act as cellular messengers. Some processes brought about by free radicals are inevitable, such as aging, but others can be prevented, like destruction of DNA or clogging of arteries. Free radicals are created by environmental pollution, cigarette smoking, and poisons like cleaners or herbicides.

What does ORAC mean?

ORAC (Oxygen Radical Absorbance Capacity) measures the antioxidant's capacity of fruits and vegetables. Foods with a high ORAC value have been shown to help protect cells from oxidative damage. Studies have suggested that consuming a diet rich in ORAC foods may help slow the processes associated with aging in the body and brain.

What does ORAC_{FN} mean?

Total ORAC_{FN} (Total Oxygen Radical Absorbance Capacity for Food and Nutrition) is the latest patent-pending test from Brunswick Labs that measures broad-spectrum antioxidant potential against not just one, but FIVE primary free radicals (reactive species). Free radicals come in many varieties and harm our bodies in different ways. Protection against one does not guarantee protection against the others. That's why Chava provides balanced protection against all five radicals.

How does ORAC_{FN} compare to ORAC?

Brunswick Labs' original ORAC test measures antioxidant capacity against the peroxy radical. ORAC has become the accepted standard of antioxidant measurement in the industry. From the start, Brunswick has worked on developing test methods for all of the primary reactive species (commonly referred to as "free radicals") that affect human health. Total ORAC_{FN} provides results against each of the 5 individual radicals. That is why testing antioxidant capacity against all 5 of these primary radicals brings a whole new dimension of analytical insight and understanding to antioxidant substances such as active compounds, ingredients and complex-finished products.

What are flavonoids?

Bioflavonoids are also referred to as flavonoids. They cannot be produced in our bodies, so they must be provided in our diets. They are a group of antioxidant compounds found primarily in plants—producing yellow or red/blue pigmentation in the flower petals. There have been over 4,000 identified. Flavonoids have numerous health benefits including cardio-protective, anti-inflammatory, anti-viral and powerful free-radical protection capabilities.

Who analyzes and determines ORAC and flavonoid claims?

Chava's ORAC_{FN} and total bioflavonoid score was determined by the leading testing laboratory in its field, Brunswick Labs.

Who is Brunswick Labs?

Brunswick Laboratories, founded in 1997, is an independent-contract laboratory providing analytical services in the chemical sciences. Equipped with state-of-the-art instrumentation, Brunswick Lab's highly-skilled scientists provide superior services and technical support to the nutraceutical, pharmaceutical, food and cosmetic industries.

What kind of test did they run on Chava?

ORAC_{FN} and Total Bioflavonoids.

How significant was the ORAC_{FN} results?

Chava's ORAC_{FN} scores from Brunswick Labs (an independent, unbiased third-party) confirmed its antioxidant superiority over similar chocolate products in the market. The ORAC_{FN} results were as follows:

Waiora's Chava Vital Chocolate

- 4,651 ORAC_{FN} per gram
- 37,208 Per Serving (8 grams)
- 111,624 Per Day (24 grams)

What is providing Chava with such high ORAC_{FN} value?

The high ORAC_{FN} value is coming from the 70% cacao, the proprietary hyper-potent chocolate extract, bioflavonoids and Natural Cellular Defense.

Is ORAC fluctuation possible?

Whenever you are working with natural ingredients like cacao, there are natural fluctuations that occur in the fruit itself due to weather variances, different soil conditions and other variables. Waiora does everything possible to ensure that Chava stays consistent in terms of efficacy and flavor; however, some fluctuation will always occur due to the high content of natural ingredients.

Was Chava's flavonoid content tested?

Yes. Chava's Total Bioflavonoid content was subjected to a number of tests by Brunswick Labs.

What did the results reflect?

The Brunswick Labs test results revealed an impressive 750mg of Total Bioflavonoids in each piece of Chava. This is timely information (not to mention good news for your daily health efforts), as recent studies on the health benefits of cacao were based on consuming 600-900mg of Total Bioflavonoids to help the body's cells resist damage caused by free radicals.

What does Brunswick Labs certified mean?

Brunswick Labs Certification means you are assured your Members and customers are receiving all the beneficial ingredients to improve health. In a market filled with cheap substandard products, Waiora Members and customers can have confidence in Chava Vital Chocolate with the Brunswick Laboratory Certification and reputation.



(Hyper-Potent Chocolate Extract)

What is in the hyper-potent chocolate extract? And what is its significance?

The hyper-potent chocolate extract contains: Cocoa powder, calcium, bioflavonoids, magnesium, amino acids, cocoa almond concentrate, almond essential oil, bromelain, vitamin B₆, vitamin B₁₂ and folic acid.

Boasting higher levels of naturally-occurring aldimines, the extract is able to help enhance mood, stimulate energy and promote an overall sense of well-being.

What are aldimines and what do they do?

Naturally occurring constituents in chocolate, result from the condensation of phenylethylamine and aldehydes—aldimines, have been shown to effect mood, energy and attitude.

(Natural Cellular Defense—NCD)

What is Natural Cellular Defense (NCD)?

Natural Cellular Defense—the original liquid zeolite, aids in cellular detoxification. With over 3 million bottles of this activated liquid zeolite sold, Waiora is the proven industry leader in removing toxins.

How much is included in Chava?

There is approximately 40mg (5 drops) in each 8-gram piece of Chava.

Why has Natural Cellular Defense zeolite been included in Chava?

We all know heavy metals and toxins are everywhere (even in us). To help remove them, Chava provides a powerful dose of Natural Cellular Defense zeolite in each serving. Containing powerful chocolate and Natural Cellular Defense zeolite in every delicious piece, Chava takes care of you—body and soul.

How is Natural Cellular Defense added to the 70% cacao?

To ensure stability and even distribution from piece-to-piece, the proprietary activated zeolite and hyper-potent chocolate blends are added right before 70% organic cacao is poured into the Chava mold.

(Certification)

What does Rainforest Alliance Certified mean?

The Rainforest Alliance works to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behaviors to be friendly to the earth. Companies, cooperatives and landowners that participate in the Rainforest Alliance Certified program meet rigorous standards that conserve biodiversity and provide sustainable livelihoods.

What is the difference between Rainforest Alliance Certified and Fairtrade certified?

Both are concerned with the wellbeing of the cacao farmer and their families, but the Rainforest Alliance takes their commitment one step further, as the Rainforest Alliance and other members of the sustainable agriculture network (SAN) have developed a practical standard for certifying farms based on the ten principles of sustainable agriculture. In addition to the sustainable agriculture standard, the SAN has specific standards for each crop it certifies, a protocol for adding crops to that list, a group standard that facilitates the certification of small farms and a chain-of-custody standard to ensure that products that carry the Rainforest Alliance Certified seal come from certified farms.

What does the Kosher certification mean?

Foods that have a Certification from a Rabbi or Organization involves examining the ingredients used to make the food, examining the process by which the food is prepared, and periodically inspecting the processing facilities to make sure that kosher standards are maintained.

(Miscellaneous)

Is there such a thing as too much Chava?

There is nothing harmful in Chava that would hurt you if you overindulged; however, as in the case of all chocolate, it should be enjoyed in moderation.

Can pregnant or nursing woman have Chava?

As in the case of any patient under a doctor's care, Waiora always recommends that an individual consult with their physician / specialist before consuming a new supplement—Chava is no exception.

How should Chava be tasted?

Chava, with its bold intense flavor, rich velvety overtones and smooth finish, is designed to be enjoyed one whole square at a time—anything less and you won't get the full Chava experience. Gourmet dark chocolate is like a fine wine. Notes of flavor appear at the beginning, middle and finish. For full sensory enjoyment, you have to put a whole piece in your mouth, and let it melt (don't bite!). As it dissolves you get the creamy, smooth texture of the organic cocoa butter. Then Chava releases layers of flavor that come from the organic cacao beans—notes of almond, vanilla and bold robust cacao.

Best of all, the first piece wakes up your taste buds, making the second piece even more satisfying.

I've noticed Chava's packaging and literature repeats the phrase, "These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease."

What is it and why is it included?

What you're referring to is called an FDA disclaimer. The federal government requires that all dietary supplements include it, as they do not have the manpower to review every product that comes to market. This should not impact your confidence in Chava in the least bit, as we have implemented numerous internal quality assurance measures to make sure that only the safest most effective products are brought market.

How is Chava Shipped?

So you can savor your Chava in the same perfect condition as it's maintained in our refrigerated distribution facilities, all Chava is shipped via UPS 2nd day air on Monday, Tuesday and Wednesday only. During non-summer months, some Ground shipping may be available to select areas. To avoid any sitting around, Chava is never shipped to PO Boxes.

Why does Chava ship in a cooler with an ice pack?

The special cooler and ice cold pack ensure that throughout its journey, the only place that Chava will melt is in your mouth.

Why is there a Chava surcharge?

You want your Chava in the pristine condition it was meant to be in, and this surcharge ensures your Chava arrives in its own cooler with its own cool pack maintaining freshness from our door to yours. Better yet, it's per order, so whether you order two boxes or twenty, it's still only \$5 - a small price to pay for perfection.

Does Chava have a satisfaction guarantee?

While most never need it, all Waiora products are backed with a 30-day, money-back guarantee (on initial order). Over 99 percent love their products, and we want you to be happy too. In the unlikely event of a return, Chava needs the same special care coming back to us, as it received on its arrival to you. Any return of greater than one box, should arrive back in resalable condition (sealed, shrink-wrapped, in a cooler via 2-day shipping).