

0:00  
hi i'm chris peruzi founder and  
0:02  
formulator of the functional chocolate  
0:04  
company and it's family of products  
0:07  
i've been in the natural products and  
0:08  
wellness industry since the early 90s  
0:11  
and has been my mission to help people  
0:13  
with their health challenges and to  
0:15  
improve their quality of life in a safe  
0:17  
and responsible way  
0:19  
but those decades of experience well  
0:22  
they didn't prepare me for the unique  
0:23  
challenges that most parents especially  
0:26  
single dads like myself face  
0:28  
the inevitable collision course with my  
0:30  
daughters coming of age  
0:33  
with many years of wellness experience  
0:35  
in research and development product  
0:38  
rationalization and category management  
0:41  
i had developed the product and  
0:42  
ingredient knowledge of which herbs and  
0:44  
botanicals would help her  
0:46  
but i knew she wouldn't enjoy a bitter

0:48  
tea and an insanely hard capsule to  
0:50  
swallow i wanted to do something more i  
0:53  
wanted to give her something special  
0:55  
different and i wanted to make it a  
0:57  
treat so i created what became the first  
1:00  
functional chocolate product rhythm  
1:02  
chocolate four you guessed it  
1:04  
pms  
1:06  
i incorporated dark chocolate with a  
1:08  
blend of botanicals including ginger the  
1:10  
clinically researched ingredient saf  
1:12  
serene which is a standardized extract  
1:15  
from saffron flowers along with a host  
1:17  
of other supporting powerful herbs to  
1:20  
help combat her unsettled tummy cramping  
1:23  
and those well  
1:24  
less than predictable mood swings  
1:28  
motivated by the most satisfying hug of  
1:30  
gratitude for my daughter and her  
1:32  
positive experience with what i had  
1:33  
created  
1:35  
next i tried tackling my son's ongoing

1:37  
challenges with stress  
1:39  
and anxious moments it's unfortunate but  
1:42  
not surprising that stress and anxiety  
1:44  
are now the most common mental health  
1:46  
concerns worldwide  
1:49  
i had already perfected a combination of  
1:52  
nutraceuticals that would help them  
1:55  
but i wasn't going to create a pungent  
1:57  
elixir or a harsh tincture  
1:59  
again i wanted the delivery to be  
2:02  
positive experience and enjoyable so i  
2:04  
repeated chocolate as the medium for  
2:07  
delivery because in my house  
2:10  
there's no such thing as too much  
2:12  
chocolate  
2:13  
enter the first chocolate formulated for  
2:15  
stress and anxiety carefree chocolate  
2:18  
this unique product combines a  
2:20  
thoughtful blend of botanicals minerals  
2:23  
l-theanine and the registered ingredient  
2:25  
pharma-gaba to simply melt away stress  
2:28  
into a clear-headed state of relaxation

2:31  
without drowsiness or the unwanted side  
2:33  
effects of prescription medications  
2:36  
it is great for those of us who pucker  
2:38  
at the thought of the dentist office  
2:40  
airline travel or in my son's case  
2:43  
preparing for tests and exams  
2:45  
seeing how well this helped my kids i  
2:47  
was energized inspired motivated  
2:51  
i immediately got in touch with my good  
2:53  
friend and accomplished business woman  
2:54  
nicole we discussed the opportunity  
2:57  
click the light went on  
3:00  
life is sweet treating your health  
3:02  
should be too the functional chocolate  
3:04  
company was born with that simple belief  
3:07  
that there is a better way to treat your  
3:09  
health realities  
3:11  
what is a health reality  
3:13  
well they are everyday challenges each  
3:15  
of us face like stress fatigue poor  
3:19  
sleep and the changing stages of life  
3:22  
why chocolate well it's delicious

3:25

and it was my intention to give my

3:27

children something they wanted to take

3:29

it is also naturally loaded with

3:31

beneficial flavonols antioxidants and

3:34

minerals hence chocolate has always been

3:37

revered as a superfood

3:39

with our proprietary formulas of

3:40

powerful and clinically researched

3:43

ingredients

3:44

chocolate now does more than ever before

3:48

chocolate is also a uniquely effective

3:50

delivery system with vitamins and

3:52

minerals of course but the naturally

3:54

occurring healthy fats actually optimize

3:57

bioavailability for our

3:59

specific blends

4:00

and of course it's easy to choose

4:02

chocolate over a pill or a tablet

4:06

our thoughtfully created products infuse

4:08

a dozen or more powerhouse ingredients

4:11

in each symptomatic formula ingredients

4:14

that would often be taken individually

4:16  
are now blended into a smooth balanced  
4:19  
dark chocolate made from 60 cacao that  
4:23  
is sustainably and ethically sourced  
4:24  
from a co-op of growers in south america  
4:28  
i immediately began working on the next  
4:30  
additions to our family of products  
4:33  
with women being the top consumers of  
4:34  
chocolate  
4:36  
my next formula was hot chocolate for  
4:38  
menopause a carefully crafted formula  
4:41  
consisting of herbs and botanicals  
4:43  
paired with the registered ingredient  
4:45  
estro g100  
4:47  
which is clinically shown to reduce hot  
4:49  
flashes  
4:50  
fatigue sleep issues and ease joint pain  
4:54  
while also promoting healthy mood  
4:56  
balance focus and bone density all  
4:59  
without affecting hormone production  
5:02  
more than 75 percent of customers that  
5:04  
buy hot chocolate once returned to buy  
5:06  
more within a month

5:08  
probably because it is one of the only  
5:10  
products out there for menopause that  
5:12  
doesn't contraindicate hormones and  
5:14  
addre and addresses more than just hot  
5:17  
flashes and well it just simply works  
5:20  
or maybe it's just because it's so  
5:22  
delicious  
5:24  
continuing to focus on women's health  
5:26  
sexy chocolate for healthy libido was  
5:29  
another natural line extension  
5:31  
this is an underserved category as 40  
5:34  
percent of adult women have sexual  
5:36  
health concerns  
5:38  
and that number increases to over 52  
5:40  
percent among menopausal women  
5:43  
i carefully paired a select combination  
5:46  
of botanicals vitamins and amino acids  
5:49  
with the registered natural ingredient  
5:51  
lebathe a standardized fenugreek  
5:53  
extract clinically researched and shown  
5:56  
to help promote feelings of intimacy  
5:58  
healthy female desire

6:00

and experience

6:02

this satisfying bar was featured in more

6:04

than a dozen valentine's day gift guides

6:06

this year and was also highlighted on

6:09

fox news

6:10

it seems women have been pleased ever

6:12

since

6:13

and is now one of our top sellers

6:17

next i wanted to address probably the

6:19

single best thing we can all do

6:22

for ourselves and our overall health

6:25

and that is get a good night's sleep

6:27

as one of the 80 percent of americans

6:29

that have sleep problems yes 80 percent

6:33

i created sleepy chocolate for myself

6:36

and the many others out there like me

6:39

i combined the powerful botanicals that

6:41

i regularly use including chamomile

6:44

valerian lavender lemon balm and others

6:47

with the clinically researched benefits

6:49

of magnesium and melatonin to help fall

6:52

asleep faster and more soundly for me



6:55

two squares of sleepy chocolate

6:57

guarantees a solid night sleep and

7:00

without the dreaded drowsy hangover

7:02

effects of traditional and synthetic

7:04

sleep aids

7:06

what pairs best with sleep

7:08

energy

7:09

incorporating the benefits of choco mean

7:11

a registered cacao based ingredient

7:14

shown to provide sustained energy

7:16

without jitters

7:17

alongside a blend of vitamins taurine

7:21

green tea extract and a host of

7:23

supporting adaptogens like maca and

7:25

ashwagandha

7:27

our energy chocolate provides the

7:29

lasting energy you need to make it

7:31

throughout the day without the crash of

7:33

energy drinks or high doses of sugar and

7:36

caffeine

7:38

having started the company during the

7:40

pandemic and watching our team

7:43

and family struggle with the new work

7:45

life balance i created brainy chocolate

7:48

formulated to help maintain focus and

7:51

memory retention ideal for those lengthy

7:54

work video calls student online classes

7:57

and selfishly an aging brain such as

8:00

mine

8:01

with the superior combination of ginkgo

8:02

biloba bacopa and rhodiola alongside a

8:06

proprietary blend of amino acids omega-3

8:09

fatty acids and chocomine this product

8:12

supports focus and productivity no

8:14

matter where when or how you're trying

8:17

to work

8:20

our company our brand our products have

8:23

been developed to be radically inclusive

8:26

all products are naturally vegan

8:28

gluten-free non-gmo low glycemic sodium

8:32

and cholesterol free to ensure they are

8:34

accessible to as many customers as

8:36

possible

8:39

we are constantly working to bring to

8:41

life a pipeline of new

8:43

safe effective and decadent creations

8:46

that make everyday health realities a

8:48

little easier and a little sweeter for

8:51

all of our families so that we can all

8:54

experience that hug of gratitude

8:56

we can't wait to share them with you