

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
address 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
lebathem 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