Nova Brain Fuel Coffee

Happy. Calm. Clear. Focus.

HBNaturals
PRODUCT INFORMATION PAGE

Nova Brain Fuel Coffee is designed for how you want to feel, not just how awake you want to be. Nova Coffee isn't about stronger caffeine. Instead of pushing your system with caffeine alone, Nova combines organic coffee with calming adaptogens, brain-supportive botanicals and nutrients to support a better mental state from the very first cup.

Nova helps you feel awake and grounded. You get focus without the rush, energy without the crash, and a morning that feels supportive instead of demanding. You get focus without the rush, energy without the crash, and a morning that feels supportive instead of demanding. This is coffee that helps you feel good, think clearly, and focus without tension or crash.

Most coffee pushes the nervous system into overdrive. Nova Coffee does the opposite. Instead of forcing energy, it works with the nervous system using adaptogens, cognitive botanicals, and hydration support alongside coffee. This creates smooth mental clarity, sustainable energy, and a calmer internal rhythm, day after day. It pairs organic Arabica coffee with adaptogens, brain botanicals, and gentle nourishment to support calm focus instead of spikes and crashes. The result is steady energy, clearer thinking, and a more regulated start to the day, without jittery stimulation or burnout.

DIRECTIONS

- Add 1 teaspoon (1 scoop) into hot water. Stir and enjoy. Store in a cool, dry place.*

KEY BENEFITS

- Supports calm, focused mental clarity*
- Promotes smooth, steady energy without jitters*
- Supports nervous system balance*
- Encourages sustained motivation*
- Designed for daily use without crashes*

Supplement Facts

Serving Size: 1 teaspoon (4.2 grams) Servings per container: 30

Amount per serving
Calories 5

	Amount Per Serving	% Daily Value*
Total Fat	**0g**	**0%**
Calories From Fat	0	
Saturated Fat	0g	
Trans Fat	0mg	*
Cholesterol	0g	0%
Sodium	7mg	.003%
Total Carbohydrate	.8g	0%
Dietary Fiber	.2g	0%
Sugars	.6g	
Added Sugars	0g	
Protein	0g	
Iron	1.3mg	7%
Potassium	25.78mg	1%
Caffeine (from coffee)	62.8mg	*

100% Natural Whole Food Ingredients without additives or preservatives. Contains no added synthetic vitamins or synthetic minerals.

Ingredients: Organic Micro-ground Instant Arabica Coffee, Organic Cocos Nucifera (Coconut Water) Powder, Organic Hericium erinaceus (Lion's Mane Mushroom) Extract, Ashwagandha (Withania Somnifera) Root and Leaf Extract, Organic Mucuna Pruriens (Velvet Bean Seed) Extract, Organic Bacopa Monnieri (Water Hyssop Leaf) Extract, Organic Centella Asiatica (Gotu Kola) Powder, Organic Glycyrrhiza Glabra (Licorice Root) Extract

Important Information: This is not a medicinal product. If in doubt, consult a doctor before taking dietary supplements. Dietary supplements must not be used as a substitute for a varied & balanced diet and a healthy lifestyle. If you are pregnant, breastfeeding, or on any medication, please consult a doctor before use. Store in a cool, dry place. Keep away from children. Discontinue use if any adverse reactions occur.

Allergen Information: This product is manufactured in a facility that produces other products which may contain soy, dairy, wheat, tree nuts, shellfish, fish, peanuts, and eggs, and may contain traces of all of the above.

The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.
*Daily Value not established.

CAUTIONS

- Consult with a physician before use if you have a serious medical condition or use prescription medications. A doctor's advice should be sought before using this and any supplemental dietary product.

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FUNCTIONAL CONSTITUENTS

ARABICA COFFEE

- **Trigonelline**: A naturally occurring compound found in coffee and fenugreek, trigonelline supports cellular energy, metabolic balance, and healthy glucose signaling. It helps promote mental clarity and steady energy while supporting overall metabolic and nervous system function.*
- **Chlorogenic Acids (CGAs)**: Naturally occurring polyphenols found in coffee that support healthy blood sugar balance, metabolic function, and antioxidant protection. They help moderate glucose absorption, support fat metabolism, and promote overall cellular resilience for sustained energy and wellness.*

Clinical studies for Arabica Coffee:

- https://pmc.ncbi.nlm.nih.gov/articles/PMC7501436/
- https://pubmed.ncbi.nlm.nih.gov/36014363/
- https://pmc.ncbi.nlm.nih.gov/articles/PMC10867520/

ASHWAGANDHA

- **Withanolides**: Ashwagandha (Withania somnifera) is a traditional adaptogenic herb derived from the plant's root and, in some cases, leaf, naturally containing withanolides - the primary bioactive compounds associated with its stress-modulating and cognitive-supporting properties. Widely used to promote stress resilience, mental clarity, and healthy sleep patterns, ashwagandha has been studied for its ability to help reduce everyday stress and support overall nervous system balance.*

Clinical studies for Ashwagandha:

- https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3897003/
- https://pmc.ncbi.nlm.nih.gov/articles/PMC11085552/
- https://pmc.ncbi.nlm.nih.gov/articles/PMC8762185/

MUCUNA PRURIENS

- **L-Dopa (levodopa)**: A naturally occurring compound that supports healthy dopamine activity, this ingredient helps promote focus, motivation, and mental clarity. By supporting balanced neurotransmitter function, it contributes to stable mood, cognitive performance, and sustained, feel-good energy throughout the day.*

Clinical studies for Mucuna Pruriens:

- https://pubmed.ncbi.nlm.nih.gov/15548480/
- https://pubmed.ncbi.nlm.nih.gov/35380400/
- https://pubmed.ncbi.nlm.nih.gov/39585071/

DOCOSAHEXAENOIC ACID (VEGETABLE DHA)

- **Alpha-linolenic acid (ALA)**: A plant-based omega-3 fatty acid, alpha-linolenic acid (ALA) supports cardiovascular health, cellular integrity, and balanced inflammatory response. It helps nourish cell membranes and promotes overall metabolic and brain support for long-term wellness.*

Clinical studies for Alpha-linolenic acid:

- https://pmc.ncbi.nlm.nih.gov/articles/PMC10721518/
- https://pubmed.ncbi.nlm.nih.gov/30521670/
- https://pubmed.ncbi.nlm.nih.gov/22494376/

BACOPA MONNIERI

- **Bacosides**: Naturally occurring compounds found in bacopa that support memory, learning, and cognitive clarity by helping protect brain cells and enhance neurotransmitter communication. They promote mental performance, stress resilience, and long-term brain health for sharper, more focused thinking.*

Clinical studies for Bacopa Monnieri:

- https://pmc.ncbi.nlm.nih.gov/articles/PMC4405885/
- https://pmc.ncbi.nlm.nih.gov/articles/PMC3306740/
- https://pmc.ncbi.nlm.nih.gov/articles/PMC12158153/

GOTU KOLA

- **Triterpenoids (saponins)**: Naturally occurring plant compounds that support cellular protection, stress adaptation, and healthy inflammatory balance. They help enhance resilience at the cellular level while supporting immune function and overall metabolic harmony.*

Clinical studies for Gotu Kola:

- https://pubmed.ncbi.nlm.nih.gov/26602573/
- https://pmc.ncbi.nlm.nih.gov/articles/PMC4908235/

LICORICE ROOT

- **Glycyrrhizic Acid**: A bioactive compound derived from licorice root, this ingredient supports a healthy stress response, immune balance, and digestive comfort. It helps promote adrenal resilience and inflammatory balance while supporting overall metabolic and cellular function.*

Clinical studies for Licorice Root:

- https://pmc.ncbi.nlm.nih.gov/articles/PMC8703329/
- https://pubmed.ncbi.nlm.nih.gov/31874059/

COCONUT

- **Electrolytes**: A naturally balanced blend including potassium, magnesium, calcium, and phosphorus supports hydration, fluid balance, and mineral replenishment. These essential minerals help maintain cellular function and support steady energy and overall daily performance.*

Clinical studies for Coconut:

- https://pmc.ncbi.nlm.nih.gov/articles/PMC12072132/
- https://pmc.ncbi.nlm.nih.gov/articles/PMC6255029/

The information in this document has not been evaluated by the FDA and is not intended to treat, diagnose, cure, or prevent any disease. This information is not intended as a substitute for the advice or medical care of a qualified healthcare professional and you should seek the advice of your healthcare professional before undertaking any dietary or lifestyle changes. This information is provided for educational purposes only.

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