



intentional chocolate, llc
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COMPANY BACKGROUND AND FAQ

What is Intentional Chocolate™?

Intentional Chocolate™ is a company that is holding a simple, yet revolutionary vision for the creation and consumption of food and how we live our lives. This conscious, for-profit company founded in 2007, is a leader in the revolutionary field of *intention-enhanced* food and is focused on delivering sustenance that nourishes both body and spirit.

It is also a chocolate product that is “embedded” with focused good intentions from experienced meditators. Intentional Chocolate™ is unique among food products because it has been experimentally demonstrated to improve the overall well being of those who consume it. The results of this encouraging pilot study are published in the October/November 2007 edition of the peer-reviewed, scientific publication *Explore: The Journal of Science and Healing*.

Why do you call yourself a conscious, for-profit company? What is that?

The word profit comes from Latin meaning “to make progress.” We feel strongly that making progress and being in service to humanity are inextricably linked. We are not driven by profit objectives, but believe it is wise to make a profit because it takes both profit and intention to fuel humanitarian efforts. We approach our business in such a way that considers the impact we have on the whole of life which includes our employees, business partners, non-profits doing great work in the world, the planet and ultimately all beings. And *only* by making a profit can we continue to raise awareness about the power of intention.

What is the core mission of the Intentional Chocolate™ company and products?

More and more people are yearning to live a meaningful life and to express or embody good intentions for the world. Intentional Chocolate™ reminds us that we have the power to send good intentions to others. We hope this simple and delicious offering inspires people to understand the impact they can have on others and choose to live from a place of service to the whole.

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What are the Core Values of the Intentional Chocolate™ company?

Here are our core values - how we approach our business and lives:

Attitude of Gratitude

To develop an attitude of gratitude is really about recognizing and appreciating what we have been given, including our relationships and those we may not know; our own body, skills and spirit; the earth and the other beings around us. When we bring this understanding to the people and situations in our daily life, it carries a warmth and spaciousness that impacts everything.

Consider the "We"

Our culture tends to focus on what we can get as individuals. Because of our experience with intention, we know that our thoughts and actions extend outward so we aim to take into account the needs of other beings as well the planet in our decision making. We try to stay in the natural rhythm of life that supports and connects us all.

Focus on what you can Give

If we can hold this attitude then what we give is truly an offering, not about us or our needs.

Live Consciously, Do no harm

We try to pay attention in this way so that our thoughts and actions do no harm and in some way benefit others.

Life is Relationship

We are a part of the whole of life -- organic and dynamic. Living with this understanding helps us feel more empowered and connected so we can make a difference.

What is Intention?

Intention is a thought, a prayer, or a blessing. Positive intention is a strongly felt desire held in focused attention for a sufficient period of time. There is a growing body of evidence that suggests that intention invokes measurable power and energy that can manifest across space and time.

We believe that there is no greater human facility for "becoming" than holding an intention. When we have a clear knowledge of what we want to accomplish and our emotions are in alignment, then the intention is much more likely to be manifested. We all use intention in one form or another through each day with limited or transitory results. It is when our intention repeats in our thoughts and continually rises in our emotions that we open to the energy needed to create change.

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Researchers from well-known institutes have in the past or are currently in the process of studying the power of intention including -- Princeton, Harvard, University of Arizona, University of Colorado and the Max Planck Institute.

What does it mean to live an intentional life?

It means to live life on purpose. It means to pay attention to the effect each of us have on the whole through our thoughts, decisions and actions. We believe that if you pay attention to your thoughts and act from a place of deep concern for all beings you will improve the world situation.

What is the intention that is infused into the chocolate?

“Whoever consumes this chocolate will manifest optimal health and functioning at physical, emotional and mental levels, and in particular will enjoy an increased sense of energy, vigor and well-being for the benefit of all beings.”

How do the intentions infuse the chocolate?

Highly experienced meditators at the Deer Park Buddhist Monastery in Madison, Wisconsin (some who have trained with the Dalai Lama) project a positive intention into a device created from breakthrough technology at the HESA Institute (Human Energy Systems Alliance - www.hesainstitute.org) that enables intentions to be captured, held, and then transferred into food. Intentional Chocolate™ is the first product born out of mind-matter technology.

What is mind-matter technology?

We have known for years that our thoughts affect our body (mind-matter) in various ways. Now science with new experiments and better measurement devices is able to show that the people who practice intention setting over a longer period of time, like long-term meditators, can have a real impact on matter outside of the body. We are close to revealing through science that thoughts actually determine the nature of reality. Of course, we have sensed this from a practical perspective for millennia, but it is encouraging to now see science confirming it.

What impact does the chocolate really have? How does it affect well-being?

A double-blind, placebo-controlled pilot study published in *Explore: The Journal of Science and Healing* (October 2007) found that one ounce of Intentional Chocolate™ eaten over three days increased test subjects' well-being, vigor and energy by an average of 67 percent and, in some cases, up to 1,000 percent when compared to a control group. Researchers showed that those who ate Intentional Chocolate™ specifically received the following benefits:

- *Decreased stress
- * Increased energy
- * Less fatigue
- * Greater calmness
- * Enhanced focus
- *Improved general well-being

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Dr. Dean Radin, PhD, Senior Scientist at The Institute of Noetic Sciences and author of *Entangled Minds* and *The Conscious Universe* explains how it might work:

"The mood-enhancing effects of the focused intentions embedded in Intentional Chocolate were successfully demonstrated in a statistically significant, double-blind, placebo-controlled experiment, and published in a peer-reviewed medical journal (Explore: The Journal of Science and Healing). The effect seems to involve a form of energetic coherence which arises through the intentions of intensely focused and highly trained minds. Some speculate that such mind-matter interactions resemble the "observer effect" in quantum physics (i.e., observing a system changes that system.) This is one of several possible explanations for the observed effect that are currently under investigation." (www.deanradin.com)

How does this relate to Quantum physics? Is this quantum chocolate?

The idea of the universe as an interconnected whole is not new; for millennia it's been one of the core assumptions of Eastern philosophies. What is new is that Western science is slowly beginning to realize that elements of this ancient understanding are correct. One of the most surprising discoveries of modern physics is that objects aren't as separate as they may seem. When you deconstruct the most solid-looking material, separateness dissolves. All that remains are energetic relationships extending curiously throughout space and time. These connections are predicted by quantum theory.

How can I access the article and study from the *Explore* journal?

<http://www.deanradin.com/NewWeb/activitiespubs.html>

What is a double blind study? Why is that important?

We used a double-blind, placebo-controlled study design to test Intentional Chocolate™, which means we tested regular (non-intentional) chocolate vs. exactly the same type of chocolate with the intention embedded. Those that conducted the study did not know what was the intention-embedded chocolate and what was the "regular" chocolate. This is a standard practice used in behavioral and medical experiments to control for mundane expectation effects on the part of the participants or the investigators.

How did you measure well being?

We used the standard subjective mood scale test called Profile of Mood States (POMS). It consists of 35 questions that produce an overall measurement of mood, and from selected questions several subscales can be formed with components of mood (like fatigue, vigor, depression, etc.) The POMS scale has been used in thousands of studies investigating the effects of various interventions (drugs, therapy, etc.) on mood. Scientific studies that use POMS testing have appeared in thousands of scientific journals including *Journal of Clinical Psychiatry*, *Journal of Clinical Psychology*, the *European Journal of Anaesthesiology*, and the *Journal of Psychoneuroendocrinology*.

How many people did they test? Pilot studies commonly have between 50 and 100 participants. We had 62 participants in our study.

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What is intention-enhanced food or intentional nutrition?

Conscious eating and intention-enhanced food used to be something that was incorporated into daily life. Humans knew that food needed to be appreciated and so they paid close attention to its growth and preparation. Intention-enhanced food or intentional nutrition is the idea of paying attention to how we relate to food -growing and preparing it with love, gratitude or positive intention so that it has a greater impact on our health and well being. We use this practice to infuse our chocolate with beneficial intentions to nourish both body and spirit.

Is Intentional Chocolate™ a scientifically proven version of Mom's chicken soup?

Food is a container for beneficial energy. This has long been known by spiritual traditions and those who have experienced the positive energy of a lovingly cooked meal, or food passionately prepared by a great chef. Now we can reproduce and deliver this experience with every bite of chocolate.

Are there plans for more research on Intentional Chocolate™?

Yes. Along with our research partner the HESA institute we are working on a conference that will take place in the spring of 2009. *Meeting of the Minds: Capacities in Consciousness* - A dialog with the Dalai Lama and leaders in science from Harvard, Max Planck Institute, Princeton, Lawrence Berkeley National Lab, and others. As we get additional information we will post it on our site.

How many pieces of chocolate do I have to eat to feel an effect?

The science says 1oz. for 3 days, but we say just one piece could have a positive impact on you! One ounce equals approximately 18-20 pistoles.

Where can I get more information about the science of intention?

- 1) Princeton's PEAR study -- <http://www.princeton.edu/~pear/>
- 2) Author Wayne Dyer -- <http://www.amazon.com/Power-Intention-Wayne-W-Dyer/dp/1401902154>
- 3) Institute of Noetic Sciences - www.noetic.org
<http://deanradin.blogspot.com/2008/07/compassionate-intention-paper-published.html>
http://www.noetic.org/research/dh/biblio/DH_Bibliography.pdf
<http://www.noetic.org/research/dh/main.html>
- 4) Global Consciousness Project -- <http://noosphere.princeton.edu/>
- 5) Therapeutic Intent/Healing Bibliography of Research --
http://www.stephanaschwartz.com/distant_healing_biblio.htm
- 6) Author Lynne McTaggart -- <http://www.intentionexperiment.com/>
- 7) *Science and Spirit Magazine* -- http://www.science-spirit.org/article_detail.php?article_id=295
- 8) Author and Researcher Dr. Marilyn Schlitz - <http://www.marilynschlitz.com/>

Where does the Cacao in Intentional Chocolate™ come from?

Intentional Chocolate™ originates from a tradition of exemplary chocolate products. Hailed by *The New York Times* as “*the best chocolate in the world*”, Hawaiian Vintage Chocolate™ (www.hawaiianchocolate.com) was the first and only grower of cacao in the United States at the time of its inception in 1992. Intentional Chocolate™ is made from Hawaiian Vintage Chocolate™ and a network of other fine independent chocolate growers from around the world.

How are people responding to this concept?

How can you miss? Infusing chocolate, a well loved food, with good intentions? People love it. Please see our testimonials section for more detail.

How much of your proceeds do you give to charity?

Intentional Chocolate™ donates 50 percent of its net profits to organizations committed to the benefit of humankind, and it assists non-profit organizations in their fundraising efforts by offering them low cost, customized packaging and product development for resale.

In 2008 we will also ‘give back’ 10 percent of Intentional Chocolate™ sales to the Deer Park Buddhist Center and Monastery in Madison, Wisconsin (<http://www.deerparkcenter.org/>) to further the Dalai Lama’s vision of creating a center where dialogue between the science of the mind and the science of matter can continue.

Do all your products have intention embedded in them or just the chocolate?

Just the food products.

Are you going to have other intentional products?

Yes. We plan on developing a line of Intentional Food & Wine in the near future.

Do you have a retail location?

At this time we are distributing our products via the webstore, but may in the future have retail stores in different parts of the country.

Can I sell Intentional Chocolate™ or use it as a fund raiser?

There are many ways to get involved as a reseller, so please visit the **Fundraising with Intention** section of the website or send an email to: sales@intentionalchocolate.com

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