

"As a senior in college, this last year of school has definitely been the toughest year yet. I have been drinking multiple cups of coffee for years and it has taken a taken on my sleep schedule due to having to drink a cup of coffee at night in order to get homework done. Since using to caffeine pill, I have been able to get a lot more sleep and I also feel a lot better." - Kelsey Sullivan

"As a firefighter, we work 24 hour shifts. Icaffenine keeps us ready for anything" -Norfolk Fire

"As the CEO of a major company, I am constantly on the run traveling around the country. I always have to drink coffee because of the amount of deadlines that I have to meet for proposals and events. Ever since investing in the ICaffeine pill, I am able to still drink coffee but I am still able to get a good nights rest." – Nick Benson DON'T wait. Reinvent the future of your productivity today.



### Apple

100 Infinite Loop Cupertino, California 95014

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## iCaffeine



# Biology meets technology.



## Say goodbye to your unwanted effects of espresso.



It's 11:30 P.M. your paper is due in six hours. All you need is one hour longer of energy to keep pushing through, but your cup of joe will keep you wired longer than your liking.

The baby was up all night, so of course you were too. The only way you can make it until naptime to catch some z's for yourself if you push through these next 3 morning hours, and your regular bottle of soda will only throw your sleeping schedule off more. Imagine a world where you didn't have to worry about the effects of caffeine lasting longer than your desire. Apple has this world, ready for you at your fingertips.

iCaffeine analyzes the molecular makeup of your body's chemistry, by simply using Touch ID, to create custom the exact amount of caffeine your body needs to last exactly the time you want.

Your wake-me-up booster can be in the form of a flavorless liquid, or dissolvable pill. Pair it with your favorite decaf Starbucks order or the best tasting caffeine- free soda, and you have yourself a whole new world of wonderful.



#### Is iCaffeine FDA approved?

Apple takes health issues very seriously. Safety has always been of the utmost priority to our engineers of previous Apple products, and it is no different with the invention of iCaffeine. Apple is proud to have employed various dieticians, nutritionists, and chemists to create a product that is approved by the Food and Drug Administration.

## How is iCaffeine different from a normal caffeine pill?

Everyone's body is uniquely made with personal biological compounds. We all know someone who caffeine has a very different effect on than ourselves—it seems like half a cup of a macchiato will make your co-worker bouncing off the walls while your mother-in-law drinks her half liter of Coke every morning just to make it until her afternoon nap. iCaffeine takes your body's chemical make-up, and decides the most appropriate increment to dispense your caffeine in.

#### What's the cost of iCaffeine?

With the release of iOS 15, iCaffeine is an app that is automatically installed onto your iPhone. Our extensive technology dispenses iCaffeine in milligram increments that are most appropriate for your body, and each increment is \$1.00. all paid for through your Apple Account.