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## **BITS OF HEALTH ONE PAGE SUMMARY**

Our three year old nutrition company, Bits of Health Inc. is based in Boston. We are the first in the USA to launch a nationally branded line of algae for the consumer, fitness and sports markets. We make algae easy to understand and easy to take by using playful, sophisticated packaging and branding. We sell our algae exclusively on our own website to ensure that all customers are fully informed about algae before purchasing it. We also have a big mission to “give back” and have a growing list of partner health clubs, sports teams and non profits who we donate a large share of our sales revenue to. Our first products are algae tablets called “bits” that are chewed or swallowed. Our four main brands are ENERGYbits®, RECOVERYbits®, SKINNYbits® and VITALITYbits®. We are first movers in the new snack category called **“algae as a high protein, high performance food.”**

Each of our brands has its own website, facebook page, twitter handle, and brand management team. For the last three years we have received accolades, testimonials, media coverage and sales. We are ramping up now for national expansion and are following the same business model that Red Bull used by creating a new market category, being first to market, building a strong brand, establishing ourselves as the gold standard, developing a strong community, using social media and staying in front as the category grows.

Our particular market category, **“algae as a high protein, low calorie high performance food,”** is a category that appeals to both athletes, consumers and fitness enthusiasts. ENERGYbits® gives athletes and consumers instant energy, helps reduce high blood pressure, diabetes and more. SKINNYbits®, stops hunger and helps with weight loss, RECOVERYbits® helps prevent colds and hangovers, Algae is a proven product that has been researched and sold for over 50 years. It is a multibillion dollar industry in Japan (where they take chlorella algae every day), has been sold in the USA for over 40 years, meets all FDA requirements but has never been marketed nationally. We are the FIRST to market algae nationally and with savvy branding that makes algae fun, and easy to understand. We spent the last three years in development, building our supply chain, trademarks, websites, branding, packaging, strategy and sales, team, credibility and visibility. We are now expanding nationally with partnerships, PR and social media.

Everyone loves our brand. And why not? It’s 100% algae, 100% organic, 100% natural, 100% green, 100% NON GMO, contains NO sugar, NO caffeine, NO chemicals, has 40 vitamins and minerals, is 60% protein and just ONE calorie. We believe it is the answer to America’s energy and nutrition problems. We are the first to offer algae as a healthy, green, high protein, low calorie snack food with medicinal qualities. For the last 40 years, even NASA has fed their astronauts with algae. This quote from them explains why **“1 gram of algae has the nutritional equivalent of 1,000 grams of fruits and vegetables.”**

Our company was started to help athletes and consumers get more energy without the chemicals, sugar, soy, caffeine or unhealthy ingredients found in energy bars/drinks; improve the health of all Americans and help stop diabetes, cancer and other chronic illness. We believe algae is the answer to all these issues. It has 50 years of use, research and a precedent in Asia. All it needs is better awareness and “market acceptance” in America. So that’s what we’re doing. If you would like to help us or learn more about us please contact our Founder/CEO Catharine Arnston at [catharine@bitsofhealth.com](mailto:catharine@bitsofhealth.com). Thanks!