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Catharine Arnston

Founder and CEO

Catharine is passionate about showing you how to be healthy and how to have fun with nutrition. Catharine totally changed her career four years ago when her younger sister developed breast cancer and was told by her oncologist to eat an alkaline diet to help her heal. An alkaline diet is primarily fresh food that is green. It introduces enzymes, phytonutrients, chlorophyll into the body which builds the immune system and oxygen into the cells (cancer can't exist in oxygen). Catharine shared all her research with her sister, who changed her diet and healed. The experience was life changing for Catharine. Clearly an alkaline diet was good for one's health but why wasn't anyone telling the rest of America? She decided she would. So, Catharine gave up her 20 year career to return to school to study nutrition and help others understand the importance of green nutrition and an alkaline diet. She became a Board Certified Health Coach at New York's prestigious Institute of Integrative Nutrition/SUNY where her instructors included health visionaries Dr. Andrew Weil, Dr. Deepak Chopra, Dr. Walter Willett, The Dean of Public Health at Harvard, Dr. Barry Sears, the Founder of the Zone Diet and, Dr. Mark Hyman just to name a few.

After graduating Catharine taught nutrition to individuals at health clubs, companies and other large organizations, but after seeing that most people were overwhelmed by the enormity and complexity of changing their diet to a greener, fresher, healthier one, Catharine decided she had to make eating greens easier, faster and definitely more fun. She spent a year searching for something so perfect, so simple and so nutritionally dense, it would provide all the green nutrients missing from most people's diet. She finally found it. Algae. It has the highest concentration of protein, chlorophyll, antioxidants and nutrients in the world and according to the World Bank and United Nations is the most nutrient dense food in the world. It's also sugar free, chemical free and caffeine free. Even NASA says "**one gram of algae has the same nutrition of 1,000 grams of fruits and vegetables.**" Algae was clearly the answer.

But most people thought of algae as just pond scum, so Catharine knew she had to give it a makeover if she was ever going to get Americans to take it. As a start, she made her algae easy to take and easy to carry around, by packaging it in small tabs that could be swallowed or chewed by the handful on the run at any time. No cooking, mixing or chopping. Just pop the tin lid, shake a handful out and swallow them. Then, to make her algae fun, she called her tabs "bits" and gave them names that were easy to say and understand like ENERGYbits[®], SKINNYbits[®], RECOVERYbits[®] and VITALITYbits[®]. The scientific names of her algae are chlorella pyrenoida and spirulina platensis but Catharine knew most people wouldn't be able to pronounce or spell them. She had her work cut out for her. Remarkably, algae has been sold for fifty years worldwide. In Japan alone, it is a billion dollar industry. Algae has also been sold in the USA for fifty years, meets all FDA requirements and has an impressive pedigree that includes

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endorsements from The World Bank, United Nations, Carnegie Institute, NASA and Olympic athletes. It also has a long list of health benefits that include increased energy, increased vitality, removal of toxins, lowered blood pressure, lowered heart disease, lowered cholesterol, balanced blood sugar, prevention of diabetes IBS, improved digestion, improved immune system, weight loss, correction of anemia, brain disorders and more.

After four years, Catharine's story, algae bits and company are finally gaining momentum and growing nationally. She has just changed the company's name to Bits of Health Inc. to more accurately describe what the company does. The list of customers/fans is growing exponentially every week and includes consumers, bloggers, triathlon athletes, fitness enthusiasts, collegiate and pro teams, bands, non profits, musicians, models, celebrities, executives, fashionistas, moms, kids, retirees, and well just about everyone. The algae tabs are sold exclusively online through the company's five websites www.bitsofhealth.com, www.energybits.com, www.skinnybits.com, www.recoverybits.com and www.vitalitybits.com. The algae tabs are sold in bags of 1,000 tabs for \$115 and each bag comes with a matching travel tin which can be refilled every day to allow everyone to carry this low calorie, high protein nutritionally dense snack food in their pocket, gym bag or handbag where ever they go. A bag lasts one month (if you take the minimum amount of 30 tabs/day) and the tabs contain so many vitamins and minerals that you can throw away all your other supplements. But algae isn't a supplement. It's FOOD that satisfies your hunger, gives you energy and all the nutrition you need for just ONE calorie per tab. The more you take, the better you feel. In fact, Catharine eats 100-150 bits every day (half RECOVERYbits® and the other half SKINNYbits® or ENERGYbits®). She starts every day with 75-100 bits for breakfast and stays full and energized for 5-6 hours, all for just 75-100 calories. In fact, algae is not only the most nutrient dense food in the world, it is also the oldest and was the first life on earth 2.5 billion years ago. Algae has waited a long time to be in the spotlight. It just needed a makeover so Catharine gave it one! Say hello to algae – the newest, oldest nutritional rock star on earth. She hopes it rocks the world. And yours too.

Catharine lives in Boston and holds an MBA from The Ivey School of Business, University of Western Ontario, Canada, a BA Honors in regional/urban planning from Queen's University, Kingston Ontario, an Arts Management Certificate from the Banff School of Fine Arts, Banff Alberta. She is a Board Certified Health Counselor from The Institute of Integrative Nutrition and the State University of New York (SUNY) and a REIKI Master. She has been a magazine publisher, International Attaché for both the Canadian and the British Governments, has previously founded three internet companies and loves introducing nutrition, healthy habits and most importantly, algae to everyone she meets.

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