

WHY ALGAE IS A FOOD, NOT A SUPPLEMENT

Algae is a food that has been used worldwide, most notably in Asia for over fifty years where it is well known as the most nutrient dense food in the world. It has the highest concentration of protein, chlorophyll, beta carotene, antioxidants and vitamins in the world. Its long list of health benefits include increased energy, reduced blood pressure and prevention of colds. Algae was first introduced to Asia/Japan after WW II by the American Government to prevent mass starvation. Its protein and nutrient profile was so remarkable that the Japanese then spent a decade learning how to grow it for mass consumption and it is now a multibillion dollar industry there. In fact, due to algae's remarkable nutritional profile, the Japanese add it to virtually everything because it fortifies them with protein, Omega 3 and antioxidants. The Japanese are well known for their health and longevity. Could it be the algae?

Algae has been sold in America for fifty years, but poorly. As a result, unlike Asia/Japan where they eat/take it every day, there is very little awareness of algae in the USA. Only a handful of Olympic athletes, homeopaths or elite groups like NASA seem aware of algae and it's health benefits. Yet it has been safely used, studied and endorsed worldwide for over fifty years. These benefits are so well documented that the number of medical/health studies about algae now exceed 100,000. Algae is so highly regarded it has been declared the "most nutritionally dense FOOD" by organizations such as The World Bank and The United Nations who even declared algae to be the answer to the world's food shortage. Even NASA has fed algae to their astronauts for over fifty years and says "**one gram of algae has the nutritional equivalent of 1,000 grams of fruits and vegetables.**" Note that NASA does not compare algae to supplements, but indeed to other food sources. This is because algae IS food. However, algae is not known by most Americans and the few who do know about it, tend to incorrectly refer to it as a supplement. However algae is NOT a supplement. It is FOOD. Here's why:

ALGAE IS A CROP THAT IS GROWN - LIKE ALL OTHER FOODS FOUND IN NATURE

Algae is FOOD with remarkable health benefits not found in anything else. It is a crop that is grown and harvested like any other food crop. It is grown in water – which is similar to how vegetables are grown hydroponically. Algae takes one month to grow, after which it is harvested, dried and packaged. Algae is sold as a dried food, and is quite similar to dried fruit like apple slices, banana slices or raisins. The only difference between dried fruit and dried algae is that algae has 1,000 times more nutrition, 1,000 times more antioxidants, 1,000 times more protein, 1,000 times more chlorophyll and 99% fewer calories. And unlike dried fruit, algae contains, NO sugar/fructose and NO chemicals. Because of their small size, algae tabs are also often compared to nuts, but nuts are highly allergic, contain a great deal of calories, fat and very little protein. However like nuts, algae tabs are consumed by the handful.

SUPPLEMENTS ARE MADE IN LABS. ALGAE IS NOT. ALGAE IS A CROP GROWN AND HARVESTED

Once you understand this distinction, you'll start to understand why algae is NOT a supplement. Supplements are MADE in LABS. On the other hand, food is grown and harvested. This is a critical difference. OUR ALGAE IS GROWN AND HARVESTED. It is NOT made in a lab. There is also a huge difference in how the body recognizes and absorbs the nutrients in supplements v.s. food. Most supplements contain isolated vitamins. Yet isolated vitamins NEVER exist in nature. As an example, Vitamin C actually has over 200 components (factors, co-factors, enzymes, co-enzymes etc) and just ONE of these 200 components is

ascorbic acid. Yet, most Vitamin C supplements are JUST ascorbic acid. This problem exists with virtually all supplements. The body does not know how to properly absorb them. Most supplements are lab fabricated with artificial nutrients. As a result, most supplements are a waste of money and even dangerous since some of these isolated nutrients are absorbed in ways that can lead to toxicity. There are many other problems with supplements including the fact that they may contain banned substances in such small quantities that the manufacturer doesn't have to put them on the label. This is a real problem for athletes.

On the other hand, there are NO banned substances in whole food that is harvested and grown like our algae. Our algae tabs are 100% algae. They contain no other ingredients and they certainly do not contain any banned substances. There is only ONE ingredient. Algae. This is why it is considered a whole food. Like an apple, it contains just ONE ingredient. When you eat whole foods, your body uses what nutrients it needs and discards the rest. The risk of toxicity does not occur.

Unlike supplements, the body knows generally knows how to absorb and use ALL the nutrients found in food. But most of our food these days is LOADED with pesticides and/or GMO strains (unless you buy organic) which contributes to food allergies, toxicity and other chronic health conditions. SO, even fresh food these days is causing health issues. In contrast, our algae is grown organically, is 100% NON GMO (no chemicals) and has the HIGHEST concentration of nutrients found in ANY food. This isn't just our opinion. It's backed by 50 years of science, including a Nobel prize given to the Germans in the early 1900's for discovering algae had the highest concentration of protein in the world (64% protein compared to just 22% protein found in animal protein like steak). Even more remarkably, most people only absorb one third of animal protein. In contrast, the protein in algae is 99% absorbable because it is all in amino acid form which the body absorbs INSTANTLY (within 2-5 minutes). This is why algae tabs are used for energy and endurance by elite athletes. They are easy, fast and natural contain no banned substances, provide instant energy, remove hunger, kill bacteria, help prevent colds, require no digestion and improve one's health, skin and all body functions. It works. Even NASA says "**1 gram of algae has the nutritional equivalent of 1,000 grams of fruits and vegetables**". In short, algae is the healthiest, most nutrient dense food in the world with a list of health benefits so long they cannot be all listed here. Algae's value to the American public cannot be understated. We believe it is the answer to many of the health problems and will certainly make all athletes and fitness enthusiasts healthier and less fatigued too.

In summary, algae is FOOD. Supplements are not. We are the first to make this distinction clear in America and after three years of working with the consumer and athletic community, the message is finally starting to resonate. We hope that in a few years, algae will be nationally recognized as the best high protein, high performance food in the world. The medicinal benefits of algae will also hopefully help correct our current health crisis, simply, easily and naturally. Most of Asia already knows about algae. It's America's turn now and our company is the one telling them. Thank you for helping us to get the word out so everyone can be healthier and energized naturally, with food. Algae.

Kind regards,

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