



Transforming Your Terrain

As I mentioned before, when I first learned of the Terrain Theory, I immediately gravitated to it. My excitement was directly related to my own personal experience.



At the age of 19, my digestive and immune systems failed me. I now know that the root of my issue was a systemic breakdown in my terrain. What I found most interesting was this: after my initial diagnosis of Crohn's

colitis, a digestive health disease, I went on to suffer from more than a dozen seemingly unrelated health challenges. Once my terrain failed, my body was left open to predators—exactly as Antoine Bechamp predicted.

To be clear, supporting your inner terrain isn't a panacea for all health—just like relying solely on pharmaceuticals isn't. Instead, supporting your inner terrain is the simplest, most logical first step to embracing true health. Not only is it common sense, I can personally attest to its importance.

As someone who has manufactured and sold nutritional supplements for over a decade, formulating a supplement that supports the terrain theory has intrigued me. Until now, I've never been able to find the right combination of science and ingredients to make that possible. Thankfully, today I am very proud to introduce Terrain Living Herbals.

There has never been a product line like Terrain Living Herbals—ever. It is the single most unique herbal supplement concept I've ever seen. The secret to Terrain is that it combines two time-honored health practices in a way that has never been done before.

The starting point for Terrain Living Herbals, is, quite obviously, plants and herbs. Herbal formulas have a long tradition of use for their health- and life-affirming properties. Every civilization in written history has used herbal formulas to promote health. Today, herbal extracts are big business in the United States, accounting for a large



portion of supplement sales in stores across the country.

A quick look at the typical process used to create herbal extracts reveals two issues that have prevented me from personally manufacturing herbal supplements—one obvious and one not so obvious. Using harsh chemical solvents and heat fundamentally changes

a product. Hexane, one of the most commonly used solvents, kills enzymes and beneficial microorganisms indiscriminately. Heat can do the same. That alone is an issue, but it's the *reason* for using chemical extraction that bothers me the most.

When chemical extraction is used on herbs, the goal is to extract whatever active compound resides in the herb that is believed to make it "healthy." All other nutrients that exist—and many of them have benefits of their own—are ignored. I have always disliked this concept. I have consistently asserted that it's the "whole plant" that provides the benefit, not just one aspect. As you may have guessed, we've finally figured out a way to extract—or better yet, *bio-transform*—the entire essence of herbals. Fermentation, long-used as a means of preserving and improving the vitality of food, turns out to be the perfect process for truly unlocking the full spectrum of benefits found in herbs.

Fermentation applied to herbs offers a far more inclusive approach than chemical, alcohol or heat extraction. Much like these

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harsh extraction methods, fermentation unlocks the active compounds in herbs—but that is where the similarity ends. Where chemical or heat extraction seeks to isolate, fermentation seeks to express, create and expand. With fermentation, not only are the active compounds of the herbs released, but a bevy of other nutrients are also enhanced or created. If you have to choose between an extracted herbal supplement with one active ingredient or a biologically expressed, fermented botanical that includes *everything* that particular herb can offer, the choice is obvious.

It's also incredible support for your personal terrain. Terrain Living Herbals are the result of a 3- to 4-month-long fermentation process. *That* fermentation process utilizes ancient symbiotic cultures which produce enzymes that aid the digestive system, and, most importantly, allow for the proper re-colonization of your gut. That means all of the vitamins, minerals and antioxidants that are a part of the finished product are better able to be utilized by your optimally functioning digestive tract.

For an in-depth look at the traditional health properties of herbs, you can flip over to page 20. Beyond Organic is

proud to offer Terrain Living Herbals in nine different formulas. All of them use traditional, fermented botanicals and herbs from around the world, including Holy Basil, Turmeric, Ginger and Kombucha Tea.

Terrain Living Herbals will allow you to *Express Your Health*. They are the first and only Living Herbal Supplements that simultaneously rebuild your body's healthy flora while providing a full complement of herbal nutrition. Terrain Herbal Living Supplements use probiotic organisms to unlock the raw power of traditionally prized botanicals, going beyond ordinary herbal extracts to supply a unique living herbal supplement containing vitamins, probiotics, enzymes and antioxidants alongside the powerful active compounds that give traditional herbs their health benefits. Terrain Living Herbal Supplements allow you to rebuild your inner-ecosystem and replenish the key nutrients your body craves, while also providing unmatched herbal nutrition.

It's been 150 years since the Germ vs. Terrain debate started, but all that matters to you is realizing that it's never too late to Reclaim Your Terrain.



terrain

Experience the
Power of Sour

- Raw/Living • Certified Organic • Antioxidants
- Enzymes • Probiotics • Organic Acids • Zero Calories

Terrain is a living, liquid herbal supplement created through a synergistic combination of powerful organic botanicals infused with ancient symbiotic microorganisms providing a wide array of bioavailable phytochemicals. Our BioXPress™ fermentation process creates beneficial metabolites such as organic acids and B vitamins.†

Transform your Terrain with the power of living herbs.



Sacred Herbs

Transform your Terrain with Sacred Herbs for balanced pH levels in the body, proper digestive function, and a healthy metabolism.

- Supports a healthy inflammatory response[†]
- Supports a healthy immune system[†]
- Helps you maintain blood sugar levels^{†**}
- Helps maintain normal cholesterol levels^{†**}

** Already in the normal range

Turmeric

Transform your Terrain with Turmeric for balanced pH levels in the body, proper digestive function, and a healthy metabolism.

- Supports healthy joint function[†]
- Supports healthy skin[†]
- Provides antioxidants to help support your cells against excessive oxidation and free radicals[†]
- Supports cardiovascular health[†]

Ginger

Transform your Terrain with Ginger for balanced pH levels in the body, proper digestive function, and a healthy metabolism.

- Supports cardiovascular function[†]
- Supports a healthy inflammation response[†]
- Supports healthy intestinal function[†]
- Support for occasional nausea[†]

"I have spent the last decade and a half traveling the world in search of powerful plants to improve the health of mankind. Terrain Living Herbs combines ancient wisdom and modern science representing the greatest breakthrough in herbal supplementation I have ever seen."

—Jordan Rubin, Founder & CEO, Beyond Organic



Holy Basil

Transform your Terrain with Holy Basil for balanced pH levels in the body, proper digestive function, and a healthy metabolism.

- Supports a positive stress response[†]
- Promotes a healthy, calm and balanced mood[†]
- Promotes healthy energy levels[†]
- Supports cellular health and integrity[†]

Kombucha Black Tea

Transform your Terrain with Kombucha Black Tea for balanced pH levels in the body, proper digestive function, and a healthy metabolism.

- Supports healthy energy levels[†]
- Supports the body's natural detoxification[†]
- Provides antioxidants to help support your cells against excessive oxidation and free radicals[†]

Oregano

Transform your Terrain with Oregano for balanced pH levels in the body, proper digestive function, and a healthy metabolism.

- Provides antioxidants to help support your cells against excessive oxidation and free radicals[†]
- Supports respiratory health[†]
- Supports healthy immune system function[†]
- Maintains a healthy inflammatory response to seasonal stressors[†]

Peppermint

Transform your Terrain with Peppermint for balanced pH levels in the body, proper digestive function, and a healthy metabolism.

- Supports healthy digestion[†]
- Supports healthy brain function[†]

Echinacea

Transform your Terrain with Echinacea for balanced pH levels in the body, proper digestive function, and a healthy metabolism.

- Supports healthy immune system response[†]
- Maintains a healthy inflammatory response to seasonal stressors[†]
- Promotes healthy drainage of the lymphatic system[†]



Milk Thistle

Transform your Terrain with Milk Thistle for balanced pH levels in the body, proper digestive function, and a healthy metabolism.

- Supports healthy liver function and detoxification[†]
- Supports healthy kidney and gallbladder function[†]
- Promotes healthy skin[†]

Experience the Power of Sour

• Raw/Living • Certified Organic • Antioxidants • Enzymes • Probiotics • Organic Acids • Zero Calories