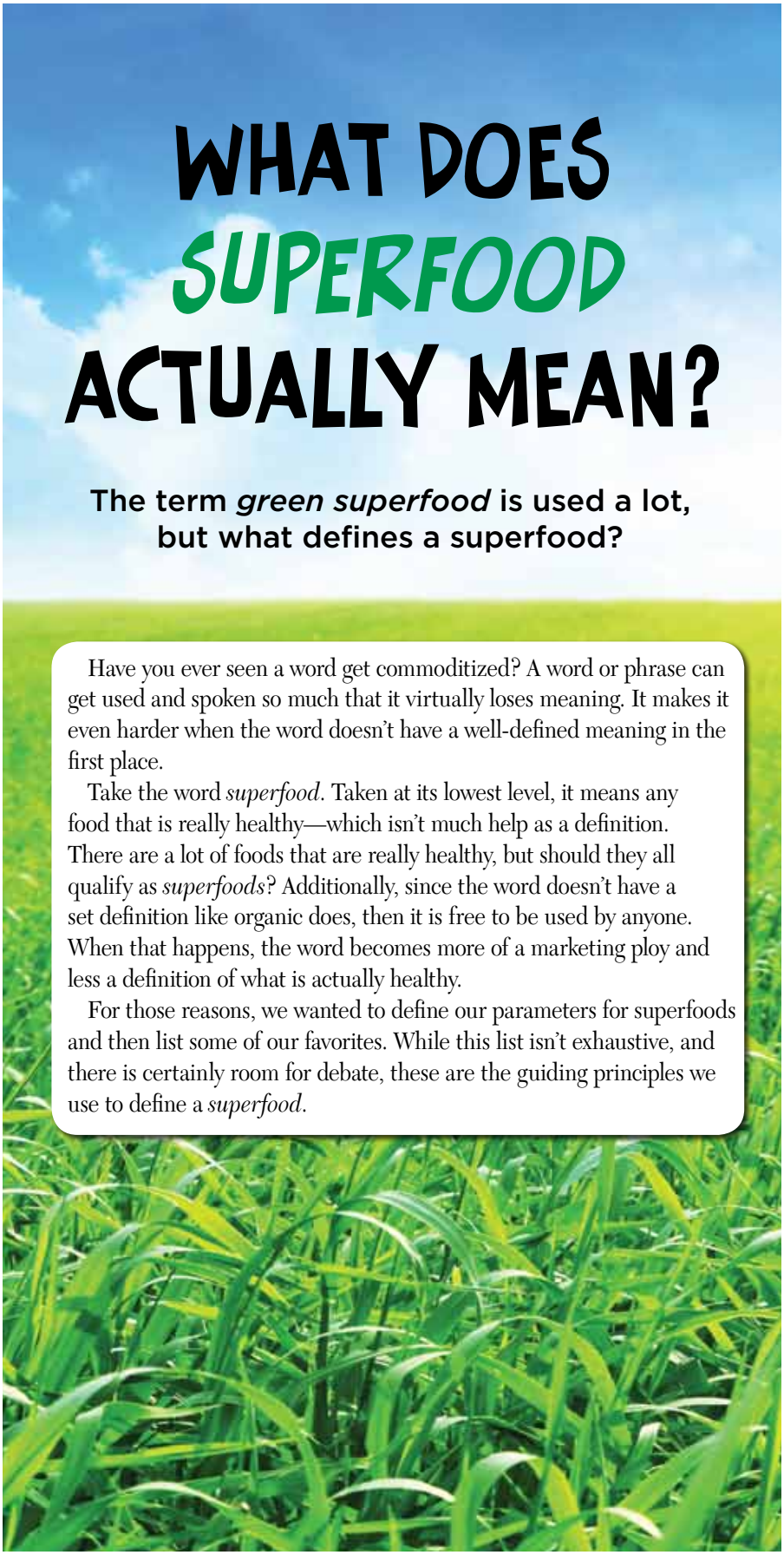


WHAT DOES SUPERFOOD ACTUALLY MEAN?

The term *green superfood* is used a lot, but what defines a superfood?

Have you ever seen a word get commoditized? A word or phrase can get used and spoken so much that it virtually loses meaning. It makes it even harder when the word doesn't have a well-defined meaning in the first place.

Take the word *superfood*. Taken at its lowest level, it means any food that is really healthy—which isn't much help as a definition. There are a lot of foods that are really healthy, but should they all qualify as *superfoods*? Additionally, since the word doesn't have a set definition like organic does, then it is free to be used by anyone. When that happens, the word becomes more of a marketing ploy and less a definition of what is actually healthy.

For those reasons, we wanted to define our parameters for superfoods and then list some of our favorites. While this list isn't exhaustive, and there is certainly room for debate, these are the guiding principles we use to define a *superfood*.

Defining *Superfood*

1. NUTRIENT DENSITY—Perhaps the easiest way to begin separating superfoods from merely healthy foods is to look at the density of nutrients. While it is debatable as to what defines superfood, pretty much everyone agrees that nutrient density tops the list. But what does it mean? Simply put, it's the measurement of how much of any particular nutrient the food contains. How much vitamin A does it contain? How much vitamin C? How much calcium? How much magnesium? This list goes on.

2. NUTRIENT DIVERSITY—This is where the line gets a little muddled for many. We believe that in order to truly call something a superfood, it's important to have a diverse collection of nutrients. Think of superfoods as a nutrient superstore with a huge variety of nutrients lining its shelves. The concept of a superfood is rooted in the idea that you are getting as much nutrition as possible from one food source—which means you want a food that has a lot of nutrient diversity.

3. PHYTONUTRIENT CONTENT—While this could be a part of nutrient diversity, it really deserves its own category. Phytonutrients are the numerous compounds, known and unknown, that exist in plants. While they are not considered essential—your body doesn't need them to survive—they do have significant health benefits. There are potentially thousands of phytonutrients in plants, and any superfood should be a known source of phytonutrients.

4. TOXIN ABSENCE—A lack of toxins is not currently accepted as a defining aspect of superfoods—but we believe it should be. The goal of consuming a superfood is to load your body with nutrients, but there is a flip side to that equation. We believe that superfoods shouldn't take anything away, either. The presence of toxins does just that. For this reason, we believe that a superfood must contain no pesticidies, herbicides, fungicides or other man-made chemicals. The easiest way to do that is to buy superfoods that are USDA Certified Organic. It should be noted that the certified organic designation is one that is controlled by the government, making it an expensive and time-consuming task to become certified. Because of those high standards, some farmers choose not to go that route, even though they may not use toxin-laden chemicals on their produce. Therefore, the superfoods you're consuming may indeed be pesticide-free—it's just hard to know for sure since those superfoods can't be labeled organic.

Superfoods Go Green

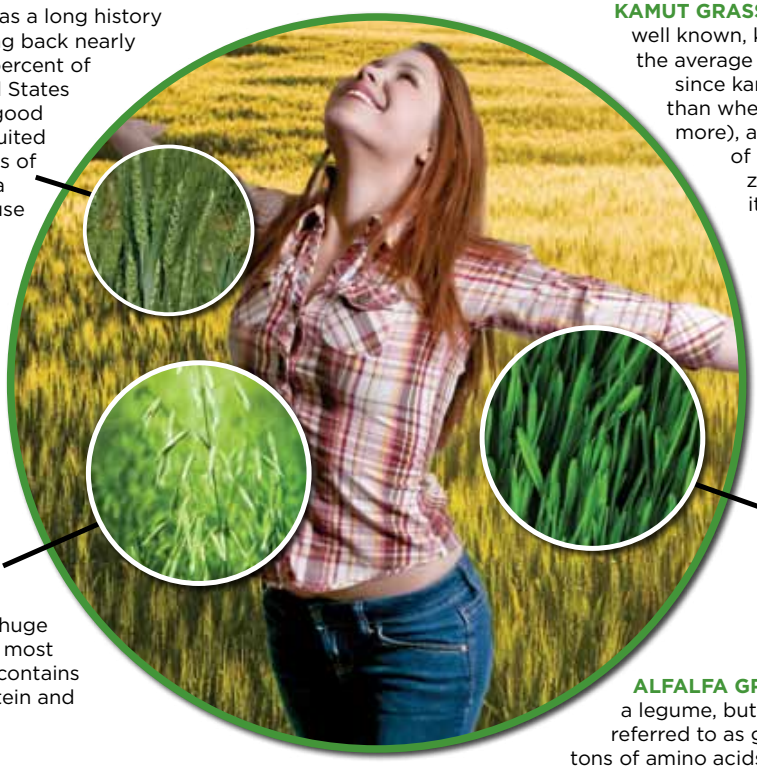
While there are many foods that qualify for superfood status, there is one class of foods that stands above the rest. While you may not think of grass as a superfood, certain types of grasses are among the most viable nutrient powerhouses the earth has to offer.

Commonly referred to as cereal grasses, these superfoods capture the power of the sun and transform it into a storehouse of energizing nutrients. Right before a cereal grass buds (also known as *joints* or *the pre-jointing stage*), it pulls a tremendous amount of nutrients from the soil into its stems and leaves. This, combined with the photosynthesis process which creates phytonutrients, leads to a grass that truly defines superfood.

It is not uncommon to see the term *green* right before superfood. Once again, the term *green superfood* is probably applied too liberally. However, there are certain cereal grasses that we believe definitely qualify for superfood status.

5 GREEN SUPERFOODS

BARLEY GRASS—Barley has a long history of domesticated use, dating back nearly 3,000 years. Roughly 50 percent of barley grown in the United States is used as animal feed—a good thing since barley is well suited to the dietary requirements of foraging animals. It's also a powerful nutrient storehouse for humans. One serving contains vitamins A, B, C, E and K, and a host of minerals. In fact, barley has traces of over four dozen vitamins and minerals.



OAT GRASS—Oat grass has a visually stunning presentation, including long green leaves that sprout upward to capture the sun's rays. Oat grass is antioxidant rich due to its huge supply of chlorophyll. Like most true nutritional grasses, it contains surprising amounts of protein and amino acids.

KAMUT GRASS—Whereas wheat grass is well known, kamut is far less familiar to the average consumer. That's a shame, since kamut contains more protein than wheat grass (up to 50 percent more), and possesses higher levels of minerals such as selenium, zinc and magnesium. While it may not be as commonly known, kamut has been cultivated for thousands of years and large-scale cultivation likely originated in the Fertile Crescent.

WHEAT GRASS—Perhaps the most well known of the grasses, wheat grass juice is a common sight in health-oriented juice bars. Chlorophyll comprises a majority of wheat grass, and along with ample amounts of vitamin E, makes wheat grass a potent antioxidant.

ALFALFA GRASS—Technically, alfalfa is a legume, but the green leaves are often referred to as grass. Those leaves contain tons of amino acids, calcium, magnesium and potassium, as well as vitamins A, D, E and K. Alfalfa is also rich in phytonutrients, including chlorophyll, and dozens of trace minerals.

Greens aren't the only superfoods that meet our definition—but they are certainly at the top of the list. Their tremendous nutrient density and variety, along with a massive amount of phytonutrients, make them our go-to choice for superfood nutrition.

SUPERJUICE

You probably aren't aware of this, but there is more than one way to get your green superfood. The leaves of the green grasses are picked at the peak of their nutrient density. From there, the leaves are either dried and ground up (known as whole-leaf powder) or juiced, and then the juice is dried (known as juice powder).

Garden of Life® prefers juice powders. While they are more expensive to produce, juicing has the effect of concentrating the nutrients within the grass. What you lose in bulk is made up for in nutrient density.

It's important to note that if you choose to consume green superfoods from juice, you definitely want to go organic. That's because the juicing process not only concentrates the nutrients, but it also does the same for any residual toxins.

Get Your Greens

Like This

Not Like This

The same should hold true for your GREENS SUPPLEMENT.

Instead of using whole leaf grass powder and other fillers, which can be difficult to digest, Garden of Life® chooses to **JUICE** its grasses and then use low temperature drying to create juice powders for six times more concentration. **Perfect Food® RAW is packed with the power of 34 nutrient-dense, RAW, USDA Certified Organic greens, sprouts and vegetable JUICES with no fillers, added sugars or herbs** for the **RAW ENERGY** you need every day. In short, **Perfect Food RAW is convenient Organic Veggie JUICE in a bottle!**

REAL RAW Chocolate Cacao

#1 SELLING Certified Organic Greens

NEW!

Garden of Life

EMPOWERING EXTRAORDINARY HEALTH®

RAW · USDA ORGANIC · VEGAN · DAIRY FREE · NON GMO Project VERIFIED nongmoproject.org

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.