

WILD HARVESTED ORGANIC MICROALGAE *(Aphanizomenon flos-aquae)*



WILD BODY & WILD MIND

NEW EARTH DISCOVERED AND BROUGHT APHANIZOMENON FLOS-AQUAE TO MARKET. THE SCIENCE, RESEARCH, AND ANECDOTAL EVIDENCE HAS CONTINUED TO EMERGE ON ONE OF THE MOST PROFOUNDLY NOURISHING FOODS ON THE PLANET. OUR MICROALGAE, RICH IN A WIDE SPECTRUM OF PHYTONUTRIENTS, PLANT-BASED PROTEINS, MINERALS, ESSENTIAL FATTY ACIDS, AND DOZENS OF MICRONUTRIENTS, HAS CONSISTENTLY DELIVERED REMARKABLE HEALTH BENEFITS TO CONSUMERS WORLDWIDE. WHAT MAKES THIS WHOLE, WILD SUPERFOOD SO BENEFICIAL TO YOUR HEALTH?

EARTH'S FIRST FOOD™

APHANIZOMENON FLOS-AQUAE (*APH. FLOS-AQUAE*) is a unique species of organic edible microalgae that is among the most ancient of all living organisms. Cyanobacteria have provided oxygen to Earth's atmosphere and nutrients to marine life for over 3.5 billion years, and are the subject of current research ranging from medicinal properties to biofuel.



NEW EARTH™

Algae are the basis of the entire food chain—the foundational nutrient source for life on Earth. *Aphanizomenon flos-aquae* is one of the planet's most basic yet most powerful raw foods. Today, this edible microalgae is widely confirmed as the original 'superfood' that provides many, broad-range benefits:

- 🌀 Supports good physical health and biomodulation
- 🌀 Provides 20 natural essential amino acids that feed and enhance brain activity*
- 🌀 Promotes enhanced absorption and assimilation of food nutrients*
- 🌀 Helps to maintain normal cholesterol levels*
- 🌀 Maintains healthy immune system function*
- 🌀 Provides a natural, vegan source of omega-3 and omega-6 essential fatty acids
- 🌀 Offers a convenient and affordable daily supply of a vast array of micronutrients

Tucked away in the Cascade Mountains of Southern Oregon, USA, fed by a network of mountain streams and springs, anchored in deep volcanic soil and 35 feet of mineral-rich sediment, beautiful Klamath Lake is Nature's only abundant source of *Aph. flos-aquae*, a wild, edible microalgae. To tap this remarkable nutrient resource, New Earth developed custom equipment to harvest, process, and package the algae in the form of wild, natural, whole-food dietary supplements.

HARVESTING AND PROCESSING

At New Earth, microalgae is handled with extreme care, ensuring that its extraordinary nutritional properties are preserved and protected throughout processing. Our proprietary system takes into account that freshwater algae are more sensitive to heat than their cousins, the edible seaweeds (macroalgae). Valuable nutrients are easily lost if microalgae are not handled carefully during every stage of harvesting and processing. The unique, efficient, and eco-friendly harvesters designed and built by New Earth utilize methods and technology that contribute to the exclusive quality of our *Aph. flos-aquae*. New Earth uses Bioactive Dehydration®, a low-temperature, organic, and kosher-certified drying process that preserves natural vitamins, enzymes, and other phytonutrients. Testing indicates that the quality of this drying system is superior to freeze-drying, especially for heat-sensitive algae components such as chlorophyll and enzymes. In addition, because the algae is dried at temperatures below 105° F, it qualifies as a "**raw food**," an important distinction to many health-conscious consumers.



*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.

QUALITY ASSURANCE

New Earth is highly conscientious about guaranteeing the quality of the wild-crafted algae we harvest, process, and market. *Aph. flos-aquae* is processed according to Good Manufacturing Practices (GMPs). Every harvest undergoes stringent Quality Assurance procedures, ensuring only the highest quality finished products. In addition to in-house testing, regular analyses are conducted by independent laboratories to verify the potency and purity of New Earth's microalgae. We use state-of-the-art equipment, and comply fully with all regulations of the Oregon Department of Agriculture (ODA) and the United States Food & Drug Administration (USFDA). New Earth utilizes the expertise of world-class algal scientists to remain current with the latest research and technology available, most notably Dr. Wayne Carmichael of Wright State University, and Dr. Don Anderson of Woods Hole Oceanographic Institution. We take great pride in producing clean, safe, premium quality, naturally wholesome nutritional whole food supplements.

CERTIFICATIONS



NSF/GMP - We maintain our own manufacturing facilities that are registered by NSF International to FDA's Good Manufacturing Practices. Our facilities are also registered GMP for Sport™ so customers can be assured that none of New Earth's products contain banned substances.



ORGANIC - New Earth's facilities and microalgae are certified organic to the U.S. Department of Agriculture's National Organic Program. For over 10 years, OCPP/Pro-Cert of Canada has performed thorough annual audits of our processing facilities and continues to certify our entire operation as compliant with the requirements for organic certification. Additionally, the watersheds that feed into Klamath Lake are inspected annually for organic compliance.



KOSHER - Star-K of Baltimore, Maryland, certifies New Earth's facilities and products to kosher standards. A representative from Star-K annually inspects our facilities, products, and documentation. Representatives for Star-K also inspect all of the operations of vendors that produce and supply kosher-certified products to New Earth.



HALAL - The internationally respected Islamic Food and Nutrition Council of America (IFANCA) developed a procedure for producing halal (meaning 'lawful' or 'permitted') products that assures consistent methodical cleanliness throughout the entire production process. IFANCA inspects New Earth's facilities and processes, and has certified Wild Body and Wild Mind to halal certification standards.



PALEO - The Paleo Friendly certification was developed and trademarked by the The Paleo Foundation Inc. to identify food products that meet the standards of the Paleo Diet and require that products are grain-free, legume-free, dairy-free, with no artificial additives or preservatives.

ORGANIC MICROALGAE - A NUTRITIONAL POWERHOUSE

People experience a wide variety of positive results by consuming New Earth products formulated with *Aph. flos-aquae*. Current health research on microalgae reveals increasing interest on the unique benefits of making algae-based food supplements a significant part of a daily balanced diet.

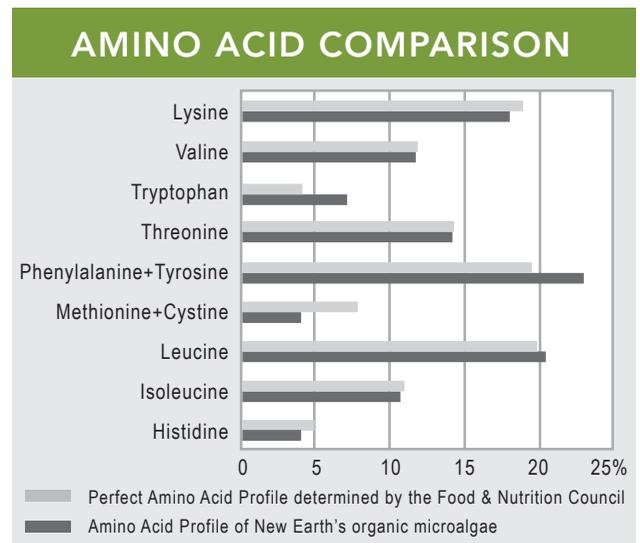
The nutritional profile of *Aph. flos-aquae* is impressive, and years of extensive research documents the various health benefits. It is important to remember that the unique combination of a wide variety of essential nutrients in one source, not the amount of each component, makes New Earth's organic microalgae such a logical first choice for dietary food supplementation.

NEW EARTH'S MICROALGAE CONTAINS:

- 🌀 All 20 amino acids, providing a complete source of protein in an amino acid profile nearly identical to human breast milk
- 🌀 Essential fatty acids, including Omega-3 and Omega-6 in an ideal balance
- 🌀 Dozens of vitamins, minerals, and trace elements
- 🌀 The mental energy activator phenylethylamine (PEA)
- 🌀 Powerful antioxidants, such as chlorophyll, superoxide dismutase (SOD), glutathione, and phycocyanin
- 🌀 An ideal balance of proteins, carbohydrates, fats, complex carbohydrates and fiber

AMINO ACIDS

Amino acids are the building blocks of protein. Protein molecules often make up more than half of the physical structure of all cells and tissues. Of the 20 total amino acids, 11 are non-essential amino acids that the body can synthesize and nine are essential amino acids the body cannot synthesize, and must be consumed from food sources. *Aph. flos-aquae* contains all of them! This is most unique among all food plants. Each amino acid offers a variety of health benefits, but together they provide vital fuel and energy, build and maintain neuropeptides (chemical messengers of the nervous system), and help biomodulate emotion and mood swings.* The chart at left illustrates how closely *Aph. flos-aquae*'s amino acid profile matches the ideal profile recommended by the Food & Nutrition Council.



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ESSENTIAL FATTY ACIDS

OMEGA 3 & OMEGA 6

Microalgae supplies essential fatty acids (EFAs) in an all-natural vegan form. EFAs are “good fats” vital to the flexibility and fluidity of all cells. EFAs are required for the normal growth and repair of the skin, blood vessels, and nerve tissues. They build, maintain, and repair cell membranes. Without healthy cell membranes, none of the other miraculous activities of cells would be possible. EFAs have dynamic lubricating qualities that can actively increase the solubility of cholesterol deposits, thereby helping to maintain healthy cholesterol levels*. The following EFA information represents an average for both organic Wild Body and Wild Mind.

LIPID ANALYSIS

Total Lipid (fat) Content

Total Essential Fatty Acids

Omega 3

Omega 6

AVERAGES

Avg: 4.4% of dry weight

45%

37%

8%

Approximately 45% of the lipids (fats) within *Aph flos-aquae* are essential fatty acids. Since all New Earth products contain microalgae, all will contain a measure of the fatty acids listed above.

Aph. flos-aquae contains both Omega 3 and Omega 6 in an ideal balance. Researchers at Massachusetts General Hospital who studied its fat content conclude that edible microalgae is a good source of the most valuable fatty acids and “should be a valuable nutritional resource” (Kushak et al. Favorable effects of bluegreen algae *Aphanizomenon flos-aquae* on rat plasma lipids. JANA 2(3):59-65). Interestingly, the findings revealed that Omega 3 raises the levels of the good fatty acids far more than would be expected based on its Omega 3 content alone. The “good” fatty acid (ALA, EPA, DHA) levels increased, and the levels of “bad” fatty acid (arachidonic acid) decreased.

PHENYLETHYLAMINE (PEA)

ENERGY, MOOD & FOCUS

Phenylethylamine (PEA), a naturally occurring alkaloid chemical compound in *Aph flos-aquae*, is made from the amino acid phenylalanine and is linked to energy, mood, and focus. Studies indicate that PEA may work as a neurotransmitter that helps send and receive signals in the brain. PEA is a natural activator present in plants, animals, and humans. It exists naturally in the human central nervous system and is responsible for the emotional experience associated with pleasure and mental awareness; it supports mental energy, mental clarity, concentration, and attention, and is a known natural mood enhancer.

PIGMENTS & ANTIOXIDANTS

CHLOROPHYLL

Numerous surveys show that 80% of North Americans fail to receive adequate amounts of fruits and vegetables in their daily diets, as recommended by the USDA and the National Cancer Institute. Consuming “green foods”—nutrient-dense, minimally processed whole foods—is one important way to achieve a healthy diet and lifestyle. But what makes green foods so great? One factor is chlorophyll and *Aph. flos-aquae* has a remarkably high chlorophyll content.

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Chlorophyll is the green pigment in plants that is essential in the photosynthetic reactions that convert radiant energy from the sun into chemical energy for life processes. Inside the cells of green plants, chlorophyll combines with carbon dioxide and sunlight to form oxygen and simple sugars. Chlorophyll is also an excellent source of antioxidants and has many beneficial nutritional properties.

The chlorophyll integrity in New Earth's microalgae, the highest in the industry, is monitored using independent laboratory analysis according to the widely used and accepted Japanese Food Hygiene Association method. Chlorophyll levels in New Earth's microalgae tested over 9 times higher than the average of several other *Aph flos-aquae* samples.

PHYCOCYANIN (PC)

The word 'phycocyanin' is derived from the Greek phyco meaning 'algae' and kyanos meaning 'blue'; this pigment is responsible for the intense color of New Earth's microalgae. The richest sources of phycocyanin in nature are microalgae like *Aph. flos-aquae*, which contains 15% PC by dry weight. PC is a light-harvesting protein that contributes to photosynthesis and has been shown to exhibit a variety of beneficial health properties. Most importantly, it acts as an antioxidant to help neutralize the damaging effects of free radicals. The phycocyanin protein found in *Aph. flos-aquae* was found to have strong antioxidant properties.

SUPEROXIDE DISMUTASE

The term superoxide dismutase (SOD) refers to a family of enzymes that play a critical antioxidant role in the human body.

GLUTATHIONE

Glutathione is a powerful antioxidant that also plays key roles in many metabolic functions, including iron metabolism, synthesis and repair of DNA and proteins, and enzyme function. Sometimes viewed as the "master antioxidant," glutathione is the subject of a vast amount of research.

WILD BODY & WILD MIND

WILD BODY is the whole algae, providing proteins and natural complex carbohydrates critical for the health of tissues and cells. Because it contains such a broad-range of proteins, polysaccharides, vitamins and minerals, pigments, antioxidants, amino acids, and essential fatty acids, Wild Body is the ideal natural complex for optimal physical health.*

WILD MIND is the heart of the algae with the cell wall carefully removed, allowing greater access to the high overall amino acid content, which makes Wild Mind an abundant source of raw materials for building the neuropeptides that feed and enhance brain activity.*



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APHANIZOMENON FLOS-AQUAE

NUTRITIONAL ANALYSIS

ELEMENTS AND TRACE ELEMENTS

Amount per Serving (1 g)

| | Body | Mind |
|------------|----------|----------|
| Calcium*** | 8.5 mg | 9.3 mg |
| Chloride | 2.0 mg | 1.6 mg |
| Chromium | 1.2 mcg | 0.5 mcg |
| Copper | 10.5 mcg | 4.3 mcg |
| Iron | 0.7 mg | 0.5 mg |
| Magnesium | 1.8 mg | 1.9 mg |
| Manganese | 31.2 mcg | 29.0 mcg |
| Molybdenum | 4.7 mcg | 3.6 mcg |
| Phosphorus | 4.7 mg | 5.4 mg |
| Potassium | 10.6 mg | 12.1 mg |
| Selenium | 0.4 mcg | 0.3 mcg |
| Sodium | 2.5 mg | 2.3 mg |
| Zinc | 12.1 mcg | 11.2 mcg |

GENERAL COMPOSITION

| | Body | Mind |
|---------------------|--------|--------|
| Protein | 50-60% | 50-64% |
| Carbohydrates | 26-30% | 24-28% |
| Total Fat | 4-6% | 4-6% |
| Total Dietary Fiber | 5-8% | 3-5% |
| Minerals | 6-7% | 5-7% |
| Cholesterol | <1 mg | <1 mg |

VITAMINS

Amount per Serving (1 g)

| | Body | Mind |
|-------------------|------------|------------|
| Vitamin A | 250.0 IU** | 250.0 IU** |
| (beta carotene) | | |
| Thiamine (B1) | 19.0 mcg | 18.7 mcg |
| Riboflavin (B2) | 44.9 mcg | 39.0 mcg |
| Pyridoxine (B6) | 14.6 mcg | 6.9 mcg |
| Cobalamin (B12) | 3.7 mcg | 4.0 mcg |
| Ascorbic Acid (C) | 0.4 mg | 0.14 mg |
| Niacin | 0.4 mg | 0.3 mg |
| Choline | 1.3 mg | 2.3 mg |
| Folic Acid | 0.6 mcg | 0.6 mcg |
| Pantothenic Acid | 3.1 mcg | 5.1 mcg |
| Biotin | 0.2 mcg | 0.1 mcg |
| Vitamin E | 1.0 IU** | 0.1 IU** |
| Vitamin K | 47.7 mcg | 39.1 mcg |

CARBOHYDRATE PROFILE

| | Body | Mind |
|----------|---------|---------|
| Glucose | 19.4 mg | 18.1 mg |
| Fructose | 0.5 mg | 0.0 mg |
| Maltose | 5.6 mg | 6.3 mg |
| Sucrose | 0.8 mg | 0.0 mg |
| Total | 26.2 mg | 24.4 mg |

AMINO ACIDS

(Essential in Diet)

| | Body | Mind |
|---------------|---------|---------|
| Arginine*** | 29.0 mg | 32.0 mg |
| Histidine*** | 9.0 mg | 9.0 mg |
| Isoleucine | 25.0 mg | 24.0 mg |
| Leucine | 43.0 mg | 43.0 mg |
| Lysine | 29.0 mg | 30.0 mg |
| Methionine | 9.0 mg | 8.0 mg |
| Phenylalanine | 21.0 mg | 21.0 mg |
| Threonine | 29.0 mg | 31.0 mg |
| Tryptophan | 6.0 mg | 7.0 mg |
| Valine | 29.0 mg | 27.0 mg |
| Asparagine | 49.0 mg | 51.0 mg |
| Alanine | 39.0 mg | 40.0 mg |
| Glutamine | 78.0 mg | 81.0 mg |
| Cystine | 3.0 mg | 2.0 mg |
| Glycine | 23.0 mg | 25.0 mg |
| Proline | 20.0 mg | 21.0 mg |
| Serine | 25.0 mg | 26.0 mg |
| Tyrosine | 16.0 mg | 15.0 mg |
| Aspartic Acid | 46.0 mg | 44.0 mg |
| Glutamic Acid | 49.0 mg | 40.0 mg |

Body

Essential Amino Acids: 49.1 %
Non-Essential Amino Acids: 50.9 %

Mind

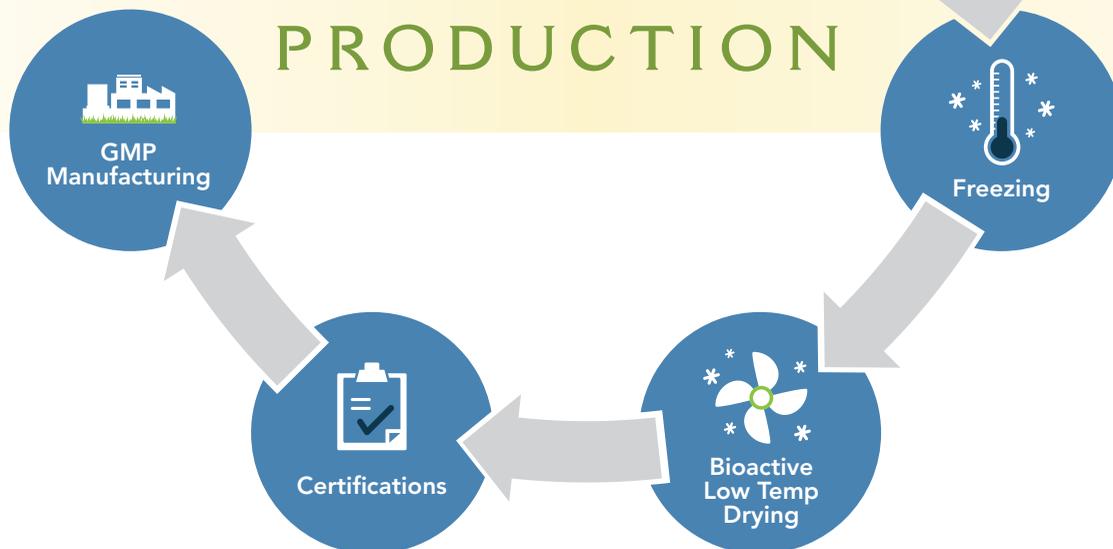
Essential Amino Acids: 40.2 %
Non-Essential Amino Acids: 59.8 %

** International Units

*** Important for children's growth



HARVEST & PRODUCTION



WILD HARVEST & PROCESSING

Our organic microalgae is a fragile organism, and it takes a sophisticated technological know-how to harvest, cool, process, and gently dry this organic treasure in a way that preserves its delicate balance of nutrients and enzymatic activity. Our process goes from lake harvest, to quick cooling, to multiple cleanings, to water removal, to fast freezing and storage, all in less than five hours.

GMP MANUFACTURING

We maintain our own manufacturing facilities that are registered by NSF International to FDA's Good Manufacturing Practices (GMP), and GMP for Sport™.

CERTIFICATIONS

New Earth has earned the certifications of Kosher, Halal, Paleo, and USDA-organic

NATURAL REGENERATION

New Earth's algae is wild harvested and each year regenerates naturally in Klamath Lake, the only place on the planet where edible algae is harvested. The lake is a unique ecosystem whose headwaters are located in a pristine mountainous region near Crater Lake National Park.

Sustainable, Ecologically Sensitive Harvest Technique