

prairie**naturals**[®] [superfoods]

Add More Superfoods to Your Everyday



Canada's First & #1 Source of Fermented & Organic Superfoods

What is a SuperFood?

- Superfoods are nutrient-dense foods that pack large doses of antioxidants, polyphenols, vitamins, and minerals.
- Blueberries, turmeric and kale are examples of well-known superfoods.
- Spirulina, Chlorella and Moringa are among the more exotic superfoods.
- Eating a diet rich in colourful superfoods has been shown to reduce the risk of chronic disease.
- Concentrated wholefood and superfood blends are necessary to pick up where diets fall short.
- We create premium quality, organic superfoods that are easy to use and add to your everyday routines.

Taste the Colours of Health

- Eating the colours of the rainbow is recognized as good health practice.
- Fruits and vegetables come in different colours and each colour is a result of certain antioxidants, phytonutrients and nutrients.
- Generally, the darker the colour, the greater the health benefit.
- Consuming colourful superfoods provides full-spectrum antioxidant power that is:
 - Health-promoting
 - Disease-preventing
 - Energy-restoring
- Prairie Naturals is making it easy & convenient to get your daily dose of antioxidant and phytonutrient-rich superfoods.



Prairie Naturals Organic & Fermented Superfood Family

Prairie Naturals has a complete line of organic & fermented wholefoods & superfoods, designed to enrich overall health & well-being .

1. Organic Chlorella Powder, Vcaps & Tablets
2. Organic Spirulina Powder, Vcaps & Tablets
3. Organic AquaGreens Spirulina & Chlorella Powder & Vcaps
4. Fermented, Organic Barley Grass Juice Powder
5. Fermented, Organic Wheat Grass Juice Powder
6. Fermented, Organic Prairie Grass Blend (Barley, Wheat, Alfalfa, Oat)
7. Organic Moringa Leaf Powder & Vcaps
8. Organic Red SuperFood Phytonutrient & Antioxidant Powder
9. Fermented, Organic Turmeric Powder
10. Fermented, Organic Maca Powder

All Prairie Naturals SuperFoods:

1. Are organic
2. Are gluten-free
3. Are non-GMO
4. Have no added sugars, artificial colours or flavours
5. Are created to make it easy to add more superfoods to your everyday living.



10 Reasons to add more SuperFoods to your diet:

1. Restores daily antioxidant levels
2. Supports heart & brain function
3. Promotes healthy gut microbes
4. Energizes & boosts stamina
5. Detoxifies & promotes healthy pH
6. Protects cellular & immune health
7. Reduces inflammation
8. Prevents fat oxidation
9. Promotes eye health
10. Slows aging

Why Fermentation?

- Our fermented ingredients are created with traditional whole food fermentation processes. To ensure the highest quality, a controlled process that interrupts the fermentation at its optimal point to stabilize it prior to drying is used
- Scientific investigations have confirmed what many cultures have always known – fermented foods provide numerous nutritional and health benefits including:
 - Pre-digestion of complex food
 - Substantially, reduced sugar content
 - Increased levels of certain vitamins
 - Improvement of mineral bio-accessibility
 - Increased bioavailability of antioxidants

Prairie Naturals Fermented Process

- Prairie Naturals superfoods are naturally fermented.
- Unlike some commercial fermentation methods that artificially speed up the process, we patiently allow our natural fermentation process the three to six days required to truly achieve the most beneficial transformations.
- Our fermented superfood powders are naturally cultured with *Lactobacillus* species and *Saccharomyces boulardii* on a molasses matrix (when needed).
- This fermentation provides enhanced bioavailability and optimal digestibility.
- Pure and simple. Nothing added. Nothing taken away.
- Each of these pure, fermented SuperFood powders are packed with their own unique blend of natural antioxidants and phytonutrients.

Maca – A Gift from the Gods

Highly-valued traditional food and medicine from South America:

- Used for well over 2,000 years by the natives of the Central Andes
- First cultivated in the Junín Plateau close to Cerro de Pasco

Maca's cultivation is what makes it Unique!

- Grows naturally between 9,000 to 14,000 ft. above sea level
- The region of Junín Plateau & Pasco has:
 - Rocky and volcanic soil
 - A dry climate
 - Little oxygen
 - High levels of solar exposure
 - Freezing nighttime temperatures
summer



Maca – What is it?

- Maca (*Lepidium meyenii*) is an edible, parsnip-like tuber
- A cruciferous vegetable related to kale, broccoli, watercress, radish and turnip.
- Four varieties of maca: cream-yellow, half purple or red, purple, and black colour
- The word maca comes from the Quechua language, “Ma” means grown up and “Ca” means food that provides strength



Maca Preparation Methods

- Fresh & raw root can cause upset stomach, cramps & gas
- **Sun-drying maca root** is the original & time-tested process
- Maca root can be roasted, boiled with water/milk, made into fermented drinks, or cooked to make porridge or a type of gruel.
- Dried yellow maca root powder is the preferred colour for flour to make bread, cakes, or pancakes, or a drink
- **Fermentation** (best method for improving maca's digestibility):
 - Removes the hard-to-digest fibre, sugars and starches
 - Activates a large spectrum of the nutrients and antioxidants found
 - Double the concentration of the regular maca powder

Key Facts - PN Organic Fermented Maca:

- Grown 12,000 feet above sea level on the Junín Plateau
- Prepared using the sun-drying method
- Harvested with Fair Trade and Socially Responsible methods
- Organically Certified
- Concentrated, double the strength, 2:1 powder
- Sustainably grown
- Enhanced bio-availability
- Antioxidant-Rich
- Traditional Food & Medicine
- Vegan , Gluten-free and Non-GMO
- Low sugar content



Prairie Naturals Organic Red SuperFood

- Organic Red SuperFoods provide full-spectrum antioxidant powder that is:
 - Organic & non-GMO
 - Nutrient-dense
 - Delicious and convenient to use
- Organic Red SuperFoods is on trend as more people become aware of the importance of eating colourful plant superfoods and look for ways to increase consumption.
- Organic Red SuperFoods provides 9 powerful red fruits and veggies in one blend
- Consumption of these nutrient dense red fruits and veggies is important, however modern practices and schedules often interfere with quality food prep time
- Organic Red SuperFoods offers the perfect solution



Prairie Naturals Organic Red SuperFood

Each 7g serving of Organic Red SuperFoods provides:

- Organic Beet Roots 2000mg
- Organic Pomegranate 600mg
- Organic Goji Berries 500mg
- Organic Grapeseed 250mg
- Organic Carrots 250mg
- Organic Blueberries 75mg
- Organic Strawberries 75mg
- Organic Raspberries 75mg
- Organic Cranberries 75mg



Non-Medicinal Ingredients: Organic Inulin, bamboo shoot silica, organic cherry and berry flavours, organic brown rice hull powder, organic stevia extract

- No artificial flavours, colours, sweeteners, preservatives.
- No added or hidden sugar

Organic Beet Root Nutrient Highlights

Nutrient Highlights:

- Naturally occurring nitrates
NO₃
(nitric oxide NO)
- Betalain pigments (idoles)*
- Betacyclins- betanin
- Betaxanthins
- Betaine (trimethylglycine)
- Iron
- Folate
- Vitamin C
- Magnesium
- Potassium
- Manganese



[*https://examine.com/supplements/betalains](https://examine.com/supplements/betalains)

Nitrates/Nitric Oxide

- Nitric oxide (NO) is a gas that's naturally produced in the body – it is synthesized from the amino acid arginine.
- Nitric Oxide, a gas, is a signaling or messenger molecule found throughout the body
- Nitric Oxide (NO) can be produced in the body in two ways:
 1. From the amino acid, L-Arginine – found in protein-rich foods (meat, poultry, nuts & seeds)•
 2. From dietary nitrate-containing foods through the nitrate (NO₃), nitrite (NO₂), nitric oxide (NO) pathway
- Dietary recommendations for boosting nitric oxide include protein-rich meat and poultry.
- Plant foods, particularly beets & leafy greens like kale, swiss chard, arugula, lettuce, beet green are rich in dietary nitrates- nitrites— compounds that stimulate the production of nitric oxide in the body.

How Nitric Oxide Works in the Body

Cardiovascular System:

- Controls vascular tone & relaxation, dilates vessels, heals blood vessel walls
- Reduces platelet stickiness and prevents LDL oxidation

Nervous System & Brain (yet too much is toxic):

- Acts as a neurotransmitter between cell, provides energy production from mitochondria
- Increases cerebral blood flow & helps learning & memory

Lungs:

- Dilates pulmonary vessels, reduces respiratory disease syndrome

Gastrointestinal Tract:

- Reduces intestinal inflammation, maintains gastric lining integrity

Exercise & Endurance:

- Reduces muscle energy use & extends the time of fatigue

Organic Chlorella

- Like spirulina, chlorella is another ancient superfood with the power to balance our body's pH !
- These tiny, single-celled green micro algae are fresh-water phytoplankton.
- They float on the water's surface soaking up sunshine and converting it into green energy power cells!
- Chlorella contains the highest percentage of chlorophyll (the green pigment in plants) of any plant on earth.
- Chlorophyll is what gives chlorella its deep, emerald-green colour.
- Chlorella contains concentrated levels of protein (with all the essential amino acids) and essential fats, along with complex carbohydrates, fibre, vitamins and minerals including antioxidants, carotenoids (especially lutein) and nucleic acids.

Organic Chlorella

- Organic & non-GMO
- Broken cell wall
- Chlorophyll-rich
- Prebiotic
- Complex carbs & fibre
- Rich in antioxidant phytonutrients – carotenoids & lutein
- Grown sustainably and organically
- Certified Kosher and vegan
- Tested free of pesticides and herbicides
- Available in powder, tablet and VCaps



Organic Spirulina

- Spirulina (*Spirulina platensis*) is one of the most ancient green superfood plants on earth
- These tiny, single-celled freshwater micro algae contain an impressive 60% protein content!
- This lean & green protein source is also a natural source of minerals, including iron, calcium, and magnesium
- B12 and protein make it the perfect addition to the diet of vegetarians
- Spirulina contains all the essential amino acids and essential fats, along with complex carbohydrates, fibre, a wide range of vitamins and minerals including antioxidants, carotenoids (especially Zeaxanthin) & nucleic acids
- Researchers have found that Spirulina intake reduces blood cholesterol and inflammation
- Regular supplementation with Spirulina detoxifies

Organic Spirulina

- Organic & non-GMO
- Rich in antioxidant phytonutrients – chlorophyll, phycocyanin, carotenoids & zeaxanthin
- Tested and free of BMAA bacteria, algal toxins, and melamine
- No binders or excipients
- Certified Kosher and vegan.
- Tested and free of pesticides, herbicides
- Organically grown & free from Chilean nitrate (synthetic fertilizers)
- Powder, tablet and VCap forms available



Organic Aqua Greens – Spirulina & Chlorella

- Organic Spirulina & Chlorella 50/50 blend
- Organic & non-GMO
- Rich in antioxidant phytonutrients – chlorophyll, carotenoids & lutein, zeaxanthin
- No binders or excipients
- Certified Kosher and vegan.
- Tested and free of pesticides, herbicides
- Organically grown & free from Chilean nitrate (synthetic fertilizers)
- Powder, tablet and VCap forms available



Organic Moringa Leaf

- The Moringa tree key component of ancient Ayurveda Medicine
- Called “the Miracle Tree, the Divine Tree or the Wonder Tree”, and prized for thousands of years:
 - As rich source of nutrition and beneficial as a food
 - For its ability to grow rapidly in a variety of climates, especially subtropical climates
- Virtually every part from its roots to its flowers has been used to improve health
- The health benefits of the leaves of the Moringa oleifera tree is our primary focus, no roots or stems.

Organic Moringa Leaf

Key health benefits may include:

- Heart health and promoting healthy cholesterol levels
- Reducing Inflammation and pain
- Supports digestive health
- Balances blood sugar
- Supports good cognitive health
- Beauty from within – skin and hair health
- Liver protective
 - Boosting hepatic glutathione
- Powerful free radical scavenging especially of lipids



<http://onlinelibrary.wiley.com/doi/10.1002/ptr.5325/full>

Organic Moringa Leaf

- Organic and non-GMO
- Sustainably grown and harvested in India
- Shadow-dried and steam sterilized for less than 1 minute at 85-90 degrees C
- Gluten-free
- Free of soy, dairy and yeast
- No fillers
- Available in two forms
 - 200g Powder
 - 180 V-Capsules



Fermented, Organic Prairie Grasses

- **Barley Grass** - The leafy grass of barley is an alkaline-balancing, nutrient-dense, green superfood with energizing, cleansing, mineralizing and anti-aging properties.
- **Alfalfa Grass** – Exceptionally rich in chlorophyll, alfalfa is also an abundant source of minerals and essential amino acids ideal for cell protection. Alfalfa has been traditionally used as an anti-inflammatory.
- **Wheat Grass** – Recognized as a powerful energizer and detoxifier, wheat grass gently cleanses the liver and blood while stimulating metabolic and thyroid function.
- **Oat Grass** – Loaded with naturally occurring vitamins, calcium, iron, lecithin, and magnesium, oat grass soothes the digestive tract and reduces inflammation

Fermented, Organic Prairie Grasses

- Naturally fermented
- Organic
- Non-GMO
- No additives
- Easily digested & easy-to- use
- Vegan & gluten-free
- Alkalinizes & mineralizes
- Antioxidant
- Energizes
- Cleanses
- Anti-inflammatory & anti-aging



Fermented, Organic Turmeric

- Turmeric is a tuberous plant (*Curcuma longa*) from the ginger family
- Curcumin is one of the compounds found in the root of that plant
- Curcuminoids produce a pronounced yellow pigment in the turmeric & act as a powerful antioxidant/anti-inflammatory agent
- The most common of these curcuminoids is known as curcumin
- Curcumin makes up 3-5% of the root of the turmeric plant.
- Our Fermented Turmeric is 50% stronger with curcumin increased to ~ 4.5 - 7%
- A study in the International Journal of Food Science and Technology found the bioavailability of curcumin increased when it was fermented*
- Fermented turmeric has been shown to improve liver function*

Fermented, Organic Turmeric

- Organic
- Non-GMO
- Gluten-free
- Vegan
- Antioxidant-rich
- Naturally fermented
- No additives
- Easy-to- use
- Highly absorbable
- Bioavailable curcuminoids
- 50% more potent than turmeric powder



About Prairie Naturals

- Canadian, family-owned company in Coquitlam, British Columbia
- Founded by Robert Pierce
- Industry leader with a dynamic, innovative and energetic team
- Dedicated to creating high quality nutritional formulations based on published, peer-reviewed scientific research
- Leaders in the research, development & marketing of premium quality natural health products
- Pioneer in the field of clean, natural hair care formulations
- Leader in organic & fermented superfoods
- Creator of first oral probiotic gum with BlisK12 in Canada
- Award-winning company for product innovation & customer service

SuperFoods/Assets



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