

Sun Chlorella Nature's Perfect Superfood™

Product Overview



Introduction to Sun Chlorella



- Founded in Japan in 1969
- Number one selling chlorella in the world
- World's only pulverized chlorella
- Highest absorption of nutrients
- Highest digestibility

- Sun Chlorella Corp – 40 Years in Japan
- Sun Chlorella USA – 30 Years serving the US and Canada
- Brand proves stability, reliability, trust, credibility and our commitment to you
- #1 Chlorella in the World*



Hideo Nakayama,
Company Founder

A Journey of Personal Discovery

“Health is not a gift, but something that each person is responsible for through his or her daily effort.”



Mission Statement



Company Mission Statement

The mission of Sun Chlorella USA is to make a positive difference in the health of people all over the world. We hope to achieve this through our over 30 years of research and development, education, a passion for excellence and our dedicated level of customer service that is delivered with the highest standards of integrity, professionalism, caring and company spirit.



What is Sun Chlorella?



- A single cell fresh water green alga that is approximately 540 million years old
- Contains the highest amount of chlorophyll, protein, and nucleic acids of any known food
- Contains CGF (Chlorella Growth Factor) – a rich mixture of nucleic acids (DNA and RNA) to help replenish and repair cells



Chlorella Production



Day 1



4 Cells

Day 5



One Thousand Cells

Day 10

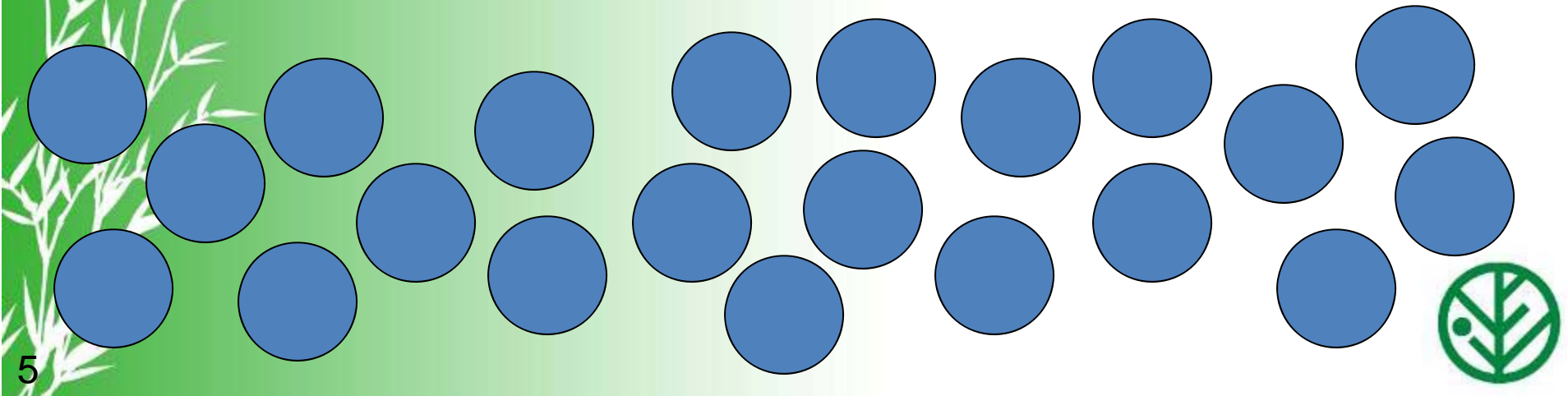


One Million Cells

Day 15



One Billion Cells

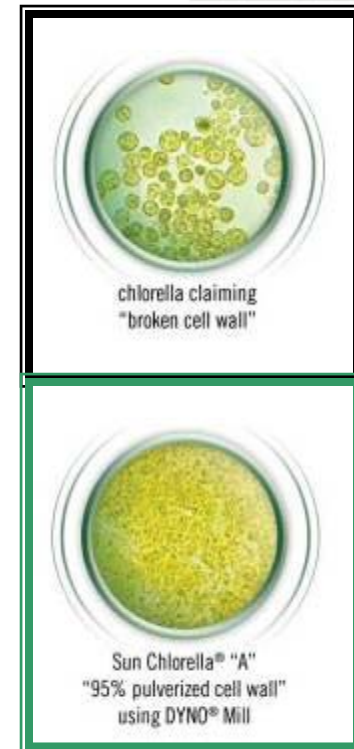


Sun Chlorella is The Only True Pulverized Chlorella



The DYNO[®]-Mill

- Chlorella has a tough indigestible fibrous cell wall
- In 1975, Mr. Hideo Nakayama developed the DYNO[®]-Mill patented process to *truly* pulverize the tough outer cell wall of chlorella
- Sun Chlorella is the only chlorella to contain a 95% - 99% pulverized cell wall allowing for optimal assimilation & digestion of its vital nutrients
- No heat or chemicals are used in our process



SUN CHLORELLA USA'S SCIENTIFIC ADVISORY BOARD



Michael E. Rosenbaum, M.D.
Member since 1984



Randall E. Merchant, Ph.D.
Member since 1986



Joyce Johnson, PhD
Member since 1989



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Matthias K. Maas, D.C.
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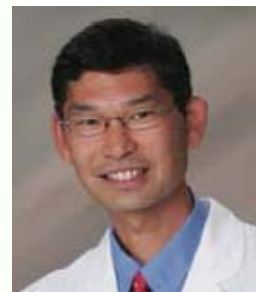
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Jeffrey R. Kimura, D.D.S.
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Commitment to Research!



- Conducted double blind clinical studies for chlorella including a plethora of health conditions such as Fibromyalgia, Hypertension, Dioxins, and our latest Nutrigenomic Study
- Studies have been published in well-respected trade journals, such as the Townsend letter, JANA (Journal of American Nutraceutical Association), Alternative Medical Therapies etc.



Just some of the clinical Studies Performed Utilizing Chlorella by Sun Chlorella Corp.



- Dioxin
 - Found that chlorella significantly reduced dioxin (toxin) levels in breast milk (Total Toxic Equivalents (TEQ) were approximately 30% lower in those who took chlorella)
 - Chlorella was also found to significantly increase the IGA (immunity) levels found in the blood
- Nutrigenomic
 - *Chlorella* intake resulted in noticeable reductions in body fat percentage, serum total cholesterol, and fasting blood glucose levels
- Fibromyalgia
 - For the majority of patients studied (89%), chlorella supplementation helped relieve symptoms of fibromyalgia syndrome according to tenderpoint threshold (less pain)
- Hypertension
 - Results suggest that patients felt better overall and particularly anxiety and depression improved significantly due to the combined effects of no longer having to take a regimen of anti-hypertensive drug (s) and the same group was supplementing their diets with chlorella
- Ulcerative Colitis
 - All subjects benefited from adding chlorella supplementation to their diets
- Malignant Glioma
 - 35% of patients studied were alive and had yet to show any reappearance of their glioma after 2 years in the study



Condition Specific Benefits of Sun Chlorella



- **Eye Health**
 - 4515 IU of Vitamin A
 - Six times more beta-carotene than spinach
 - 3.25 mg of Lutein
 - Contributes to good eye health
- **Heart Health**
 - Sun Chlorella provides 0.053g of Omega-3 fatty acids
- **Bone Health**
 - Sun Chlorella contains Vitamin D, known to be beneficial for bone and joint health
- **Digestive Health**
 - 81mg of Chlorophyll (the most of any known food), nature's natural purifier
 - Contains fiber which helps chlorophyll bind to toxins and remove them from the system
- **Brain Health**
 - Contains key nutrients to support brain health including Vitamin B12, Vitamin B6, Folic Acid, and Vitamin D
- **pH**
 - Works particularly well to balance the body's pH because of its antioxidants, minerals, fiber, and chlorophyll
- **Energy**
 - Ideal for providing greater overall energy due to the presence of protein, fiber, and minerals



Commitment to Education!



- 12-15 Million magazines sent annually to introduce/educate consumers about the benefits of chlorella
- Live demonstrations and follow up with retailers (brochures, studies, etc...)
- Quarterly newsletters and monthly specials
- Web/PowerPoint training to educate on the benefits and value of Sun Chlorella
- B2B team available to help answer questions and strengthen the relationship with our retail partner
- Brand Recognition and Corporate Commitment
- Online wholesale catalog -
www.sunchlorellausa.com/wholesale
user name: sunc_wholesale / password:kashiwa3305



Commitment to the Industry!



- Membership in the Japan Health Food and Nutrition Food Association (JHNFA)
- Participation in trade shows including the Natural Products Expo West, Natural Products Expo East, Natural Products MarketPlace, and the A4M
- Active product demonstrations by a dynamic and enthusiastic team that engage customers in ways that encourage discussion, questions and dialogue about our product
- Frequent product advertising
- Partner with prestigious public relations firm to facilitate product awareness



Product Line



We focus our sales efforts on chlorella and eleuthero products, providing expert relevance on these two products. Here is a more detailed breakdown of our premiere product line:

- Sun Chlorella - 200mg, 500mg and granules
- Sun Eleuthero (tablets, tea, extract)
- Wakasa Gold, Wakasa Honey
- Sun Chlorella Cream
- Pet Sun Chlorella



Commitment To Quality!



Congratulations Sun Chlorella

Sun Chlorella USA, the US and Canadian distributor of Sun Chlorella, is proud to announce that Sun Chlorella "A" Tablets and Sun Chlorella "A" Granules have received the Grand Gold Award from Monde Selection, widely known as the oldest and most representative, Independent International Institute in the field of Quality Selections in the world.

Sun Chlorella, a single-cell, fresh water green alga, helps to detoxify and rejuvenate the body. It contains more protein and chlorophyll than any other plant; is high in vitamins, minerals, dietary fiber, and nucleic acids; and, includes all the essential amino acids.

Sun Chlorella "A" is grown in fresh water mineral pools where it is carefully nurtured 24 hours a day, 7 days a week.

Each year, over 1500 products are submitted for evaluation from more than 70 countries. Monde Selection Grand Gold, Gold, Silver and Bronze medals are awarded by a jury of independent experts.

In the Diet & Health Selection, Monde Selection verifies whether the components of a product are as labeled. Calories, vitamins, carbohydrates, amino acids, and other components are part of the standard tests. While the tests are used to advise producers and manufacturers, the best interest and protection of the end consumer is the priority.

To ensure its purity and high quality, Sun Chlorella follows Good Manufacturing Practices (GMP). GMP requires manufacturers to take proactive steps to ensure that their products are safe, pure, and effective.

For more information about Sun Chlorella USA, please visit www.sunchlorellausa.com.

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- Won the prestigious Grand Gold Quality Award from Monde Selection
- cGMP standard awarded to Japan manufacturing facility
- Product proudly manufactured in Japan



The Sun Chlorella Advantage



- The only pulverized chlorella in the world
- Commitment to on-going research
- A brand name with 40 years of internationally recognized quality that is trusted by millions of people throughout the world
- cGMP (current good manufacturing process) certified



Sun Chlorella

Nature's Perfect Superfood™



A Professional, Experienced,
and Preferred Supplement
Provider

**Ready to Achieve Your
Business Objectives!**

