

Value Proposition Statements

1) cGMP Quality Control & the Quality Control Verification

- Sun Chlorella USA is committed to research and has spent millions of dollars conducting 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...
- Product proudly manufactured in Japan
- Won the prestigious Monde Award.

2) Education

- 12-15 Million magazines sent annually to introduce/educate consumers about the benefits of chlorella
- Live demonstrations of the product and follow up with retailers (brochures, studies, etc...) help to educate consumers on our products
- Quarterly newsletters sent to retailers
- Web/PowerPoint training to educate on the benefits and value of Sun Chlorella
- Director of Business Development and Business-to-Business Associate available to help answer questions and strengthen the relationship with our retail partners
- Brand Recognition and Corporate Commitment.

3) Longevity of SCC and SCUSA

- Sun Chlorella Corp has been conducting business in Japan and is considered the leader in the chlorella market for 40 years
- Sun Chlorella USA has been dedicated to the chlorella market in the U.S. and Canada for almost 30 years
- Longevity proves stability, reliability, trust, credibility and our commitment
- #1 Chlorella in the World
- Mr. Nakayama's personal story of the health challenges he had prompted him to develop a true pulverized chlorella to help others
- Well respected and researched strain of Chlorella pyrenoidosa vs. Chlorella vulgaris.

4) Product Line

- We focus our sales efforts on chlorella and eleuthero products, providing expert relevance on these two products.
- Sun Chlorella - 200mg, 500mg and granules
- Wakasa Gold, Wakasa Honey
- Sun Chlorella Cream
- Pet Sun Chlorella
- Sun Eleuthero (tablets, tea, extract)

5) Condition Specific Benefits

- Eye Health (Carotenoids, Beta Carotene, Lutein)
- Heart Health (Folic Acid, Vitamin B)
- Bone Health (Vitamin D)
- Digestive Health (Chlorophyll, Fiber)
- Sun Eleuthero – stress, endurance, stamina
- Wakasa (Chlorella Growth Factor) immune system

Corporate 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.