



Take a Closer Look...

AT THE Science Behind Blue-Green Microalgae

The high quality of Simplicity Health's algae products depends on a complex series of integrated harvesting and processing procedures. Simplicity Health's own unique innovation, the Lake Harvester, is actually a complete harvest system. After the harvester gathers the algae from optimal locations on the lake, a refrigeration craft cools the fragile algae to less than 40° F within one minute of its being harvested from the water, thus preserving essential nutritional properties. A floating laboratory provides onsite quality control. Three launches continuously transport the algae at high speed to the shore, where it is then delivered the short distance to the processing facilities. The result: a superior product that cannot be duplicated by any other company.

Simplicity Health uses the cutting-edge spray-drying process called BioActive Dehydration™, a low temperature, organic and kosher-certified process that preserves natural vitamins, enzymes, and other phytonutrients. This very gentle process that protects botanical essences uses a proprietary system called Oxy-Guard™ to prevent oxidation during the delicate stages of drying.

Independent testing is crucial to Simplicity Health's impeccable quality control. This service is provided by world-renowned algae scientists Dr. Don Anderson, Senior Scientist at Woods Hole Oceanographic Institute, and Dr. Wayne Carmichael, Professor of Aquatic Biology and Toxicology at Wright State University. Dr. Anderson cites the "brilliant" engineering of Simplicity Health's Lake Harvester as an important reason for the superior chlorophyll content and general high quality of the algae. Dr. Carmichael, who has studied the biology of blue-green microalgae for almost 30 years, finds Simplicity Health's quality to be unsurpassed.

Both the Oregon Department of Agriculture and the FDA conduct random, unannounced inspections of Simplicity Health's production and storage facilities three or four times a year. Simplicity Health has met all the qualifications with flying colors for over 20 years.

Organic certification is provided by Pro-Cert Organic Systems Ltd., a Canadian organization. This certification is even more remarkable since blue-green microalgae is a wild-harvested product, and Pro-Cert must inspect not only the Simplicity Health facilities, but also the Upper Klamath Lake watershed itself. This provides another level of assurance that the product meets the highest standards for safety and quality.

Kosher certification is provided by Star-K, which inspects Simplicity Health's facilities as well as the facilities of all vendors that produce kosher-certified products for Simplicity Health.

For more information about Simplicity Health's harvesting and processing methods and Quality Assurance program, visit the Technical tab at www.SimplicityHealth.com.



Comparison of Chlorophyll Values in Blue-Green Microalgae Products

This graph compares the chlorophyll levels of Simplicity Health's blue-green microalgae with those of other brands. All samples were analyzed according to the Japanese Food Hygiene Association method, which has established a recognized pigment standard for foods. The Simplicity Health data displayed represents the average chlorophyll level from three years' summer harvests, with test results confirmed by an independent laboratory. This chart clearly demonstrates the superior nutrient retention in Simplicity Health's blue-green microalgae, due to the company's unrivaled harvesting and processing technologies.

