

Natural Spirulina vs. New Organic

When consumers ask the question – “What is the difference between Natural Spirulina and the New Organic Spirulina”, you can now answer with full confidence:



	<u>Spirulina Natural®</u>	<u>New Organic</u>
100% Vegetarian	YES	
Non-Animal Fertilizers	YES	
No Herbicides	YES	YES
No Pesticides	YES	YES
Minimally Processed	YES	
Purified Nutrients	YES	

In addition to this informative chart, you should also educate your customers to the fact that the two U. S. growers of Spirulina (which includes Earthrise) stopped production of organic Spirulina October 21, 2005 due to changes in the USDA-NOP (National Organic Program) Guidelines dealing with approved nutrients.

The good news is that any organic Spirulina that continues to ship under the Earthrise Nutritionals Spirulina Organic® (yellow) label is the OLD crop of organic Spirulina and grown under last years NOP guidelines – this Spirulina was produced PRIOR to October 21, 2005 and is of the same high quality Spirulina that Earthrise Nutritionals has produced for 25 years. The bad news is that there is a limited supply of this high quality organic Spirulina grown prior to October 21, 2005 – once this supply is gone, Earthrise will no longer have organic Spirulina to supply to the market.

Don't let this scare you (or your customers)! When you look at the comparison between Spirulina Natural® and new organic in the above chart, you'll see a noticeable difference between the two, mainly that Spirulina Natural® is a 100% Vegetarian product! Non-animal fertilizers are used to grow Spirulina Natural®, it's minimally processed and uses purified nutrients. To help emphasize the true quality of our core product, Spirulina Natural®, we have implemented a “running change” to our labels for all Spirulina Natural® SKU's, which will emphasize the fact that it's 100% Vegetarian as well as herbicide and pesticide free.

THE EARTHRISE NUTRITIONALS FAMILY OF SPIRULINA NATURAL® PRODUCTS

USA LABELS PRODUCT

	Powder	UPC 0-32602-	Tablets	UPC 0-32602-	Capsules	UPC 0-32602-
30 Day Supply	SP090G01	21000-6	SP180T01	12000-8	SP150P01	02202-9
60 Day Supply	SP180G01	52008-2	SP360T01	12500-3	SP300P01	02205-0
Bulk Supply	SP454G01	45000-6				

For more information on these and other Earthrise Nutritionals products, please visit us on the web at

WWW.EARTHRISE.COM