



## WHERE THE WORLD IS GOING *NEXT* FOR VITAMIN D



### **A cost-effective, *real* vegan, whole food source that won't affect your taste or texture**

- Non-GMO, whole food mushroom powder
- 40,000 IU of Vitamin D per gram – independently verified
- 100% DV (400 IU) from just 10 milligrams
- Organic grades available
- Low use levels offer excellent economics
- Won't affect organoleptics
- Consumer-friendly, clean label ingredient
- Made in the USA

Vitamin D is hot right now. The recent USDA Dietary Guidelines have designated Vitamin D as a 'shortfall' nutrient and a recent NHANES study indicated that 94% of U.S. adults are not consuming adequate amounts. Throughout North America, doctors are telling their patients to get more Vitamin D at a higher rate than ever before.

Earthlight Mushroom Powder is an ingredient that can help you add 'good', 'excellent' or 'high potency' vitamin D source claims to your products - cost-effectively. But the exciting news about Earthlight is that it is a real vegan, whole food source of Vitamin D that will give you consumer friendly labels and won't affect the organoleptic properties of your formulations.



# WHOLE FOOD NUTRITION: A TREND THAT'S HERE TO STAY

First it was 'natural'. Then it was 'clean label'. And increasingly, 'vegetarian' or 'vegan'. Today's answer to all of these consumer preferences is 'whole food' nutrition. A recent survey showed that sixty percent of consumers strongly like the idea of getting their nutrients from foods with naturally occurring health benefits versus only 21% who say they like the idea of getting it from fortified products (IFIC, 2013b).

Earthlight is a powder made from whole mushrooms grown under USDA Good Agricultural and Good Handling Practices. It is non-GMO with organic grades available. A patented production process allows Earthlight to deliver **40,000 IUs of Vitamin D in a single gram**.



Claims Possible With Earthlight	
<b>Good source</b> (10% DV)	1 mg
<b>Excellent source</b> (20% DV)	2 mg
<b>High potency</b> (20% DV)	2 mg
<b>100% DV</b>	10 mg
<b>Natural</b>	Always!

## Where the world is going *next* for Vitamin D

With consumers opting for cleaner labels and more natural, wholesome ingredients, companies are concerned about working with animal-based sources of Vitamin D or highly processed extracts that might not be considered wholesome. This comes at a time when Vitamin D is more important to consumers than ever before.

With Earthlight, you can continue (or start) to offer your customers this important nutrient without any label concerns at all. It's natural. It's truly vegan. It is non-GMO. It's whole food!



THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THIS PRODUCT IS NOT INTENDED TO DIAGNOSE, TREAT, CURE, OR PREVENT ANY DISEASE.

Contact PLT Health Solutions for samples and more information.  
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