

250g Bottle



ENERGY SYSTEM 3

COGNITIVE, PERFORMANCE and ENDURANCE BOOSTER

Stamina, Vitality, Focus and concentration for Enhanced Performance

This Blend Contains:

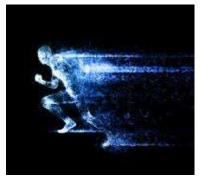
Sprouted Black Rice, Jiaogulan, Matcha Green Tea, Stevia, Cordyceps, Black Ginger, Sacha Inchi and Moringa,

A Complete Vegan Product



Performance Perfection

NATURALLY, SAFELY, AND EFFECTIVELY



Athletes, both professional and amateur, place themselves under excessive stress physically and mentally to meet the high levels of performance needed to achieve success. The expectation of almost super-human performance often pushes athletes to extremes that are not healthy in terms of balance and longevity.

We have taken a unique approach to energy management using Asia's ancient herbal secrets that have a record of consistently successful results over centuries of traditional use. The ancient wisdom behind their use is

supported by modern science.

Rejuvenate and provide energy, stamina, and vitality. Energy is the source of your physical and mental power as well as all natural repair processes. Every aspect of your life is dependent on energy. In addition

to your physical well-being, energy is a basis for your talents, confidence, creativity, inspiration, and expression of feelings. When we restore, optimize and protect the energy producing systems of the human body we have made an investment in our most precious asset.

We humans tend to make our problems more comfortable rather than solving them. Sugar, caffeine, nicotine, amphetamines and other stimulants result in an energy spike inevitably followed by a crash due to the fact that no real additional energy has been made available.

Energy at the cellular level is released as ATP (adenosine tri-phosphate) loses a phosphate in the process of converting to ADP (adenosine di-phosphate). The breaking of that phosphate bond releases energy that becomes available for use by our cells. This is a real increase in usable energy which contrasts the illusion of energy increases from stimulants. Likewise increased oxygen intake and utilization makes a solid contribution to energy management.

Increased efficiency of cardiac functions, central nervous system regulation, and other systems that distribute energy also greatly assist in energy management.

The greater the need for energy the more we tend to eat. We're looking for an energy boost from nutrients which may not be available in highly processed foods.

People can respond to lack of energy in other ways as well. People may jump into new projects or relationships seeking excitement or may attempt to generate energy by seeking power or by gambling. The search for stimulation takes many different forms, all of which may come back to a life desperately seeking more energy. Performance Perfection Herbal Blend provides well-balanced support for our natural energy systems. It is an effective functional food for athletes seeking to maximize performance and for the elderly, but is equally appropriate for people of all ages and walks of life as we face today's fast-paced stressful lifestyle.

A brief breakdown of the ingredients of Energy System 3

SPROUTED BLACK RICE: "THE EMPEROR'S RICE"

<u>Cellular Preservation Technology activated</u> Sprouted Black Rice Powder is the ultimate functional food with a broad spectrum of popularity and application A Link to an interesting article on Black Rice https://youtu.be/cWzkyrZ21sc

Dynamically Freeze Dried Sprouted Black Rice Powder is the ultimate functional food with a broad spectrum of popularity and application that is unique to the market.

The Forbidden Rice



Despite being less popular than brown rice or wild rice, black rice, known as **forbidden rice**, is an ancient grain that has even **more impressive health benefits** than most other closely related rice varieties. Not only is it the type of rice that is richest in powerful disease-fighting antioxidants, but it also contains dietary fibre, anti-inflammatory properties, and has the ability to help stop the development of diabetes, cancer, heart disease and even weight gain.

Black rice has been eaten in regions of Asia for thousands of years; in fact for centuries it was reserved for only Chinese royalty. Today this type of rice is picking

up in popularity and popping up in more health food stores across the US, Australia, and Europe, as people discover the numerous health benefits that whole grain black rice has to offer.

Black Rice Nutrition

One serving of black or forbidden rice contains only around 160 calories, but offers a very high amount of flavonoid phytonutrients, a good source of important fibre, substantial mineral content including iron and copper, and even a good source of plant based protein. Just the outside hull of the grain has one of the highest levels of anthocyanin antioxidants of any food! We have retained the hull of our Sprouted Black Rice as it will Freeze Dry successfully, we know of no other producer that can successfully retain the hull...another unique point of our Dynamic Freeze Dry Process.

A one-half cup serving of cooked black rice, or about ¼ cup uncooked, contains approximately (in daily recommended values):

- 160 calories
- 1.5 grams of fat
- 34 grams of carbohydrates
- 2 grams of fibre
- 5 grams of protein
- 4% DV for iron

Wondering how black rice compares to other rice varieties? Here's how the different types of rice differ in terms of nutrient content when we compare a 100gm serving of each kind:

- Polished white rice contains 6.8 proteins, 1.2 iron, 0.6 fibre.
- Brown rice: 7.9 proteins, 2.2 iron, and 2.8 fibre.
- Red rice: 7.0 proteins, 5.5 iron, and 2.0 fibre.
- Black rice: 8.5 proteins, 3.5 iron, 4.9 fibre, and the highest amount of antioxidants of any rice variety.

You can see that black rice contains the highest amount of antioxidants, protein and dietary fibre of all rice varieties; plus black rice is also a good source of **iron**, which can be hard to get for plant based eaters who rely on grains and legumes for protein.

Protein synthesis

Black rice is a good source of energy,and contains in the range of 7-8% high performance plant-based protein, but of even greater significance, is its rich amino acid content which provides the body with <u>all</u> of the basic building blocks for proteins. Our bodies synthesize proteins from amino acids, a strong amino acid profile results in increased protein synthesis.

The process of synthesizing a protein is called "translation", and it occurs at the cellular level, proteins are produced when amino acids bond together in long chains.

Plants are able to make all the amino acids they require. Humans, on the other hand, don't have all the enzymes required for the biosynthesis of the complete range of needed amino acids. Of the 20 amino acids required by humans for protein synthesis our sprouted black rice powder contains all 20. Nine of these (the essential amino acids) can't be made by the human body and must come from our foods. Unlike starch and fat, the human body doesn't store excess essential amino acids for future use. They must be ingested in our food on a regular basis.

<u>CPT Superherbs</u> premium, bran-complete, whole grain sprouted Black Rice is highly nutritious when compared to other varieties of rice. Black Rice is very rich in fiber (necessary for a healthy and regulated digestive system) but low in sugar and salt. It has a full complement of amino acids, as well as vitamins B

and E, niacin, thiamin, magnesium, iron, phosphorous, zinc, and a host of other crucial nutrients including seven species of

anthocyanins.

Sprouted Black Rice provides the perfect base for the mixture of these cognitive herbs. The digestion of grain proteins results in many nutrients including y-amino butyric acid (GABA). GABA is a neurotransmitter in the brain and spinal cord and induces tranquilizing effects. It is used as a medication to increase blood flow to the brain. A purple (black) rice variety exhibited the highest GABA content of all 21 rice varieties tested. This indicates the importance of Thai black rice cultivars for supporting cognitive function.

Cordyceps:



This fungus native to the Tibetan Plateau invades the moth caterpillar in its cocoon (larvae) stage during winter, devours the caterpillar from within and then, in spring, emerges from the caterpillars head as a stalk-like orange mushroom.

Cordyceps, is a variety that can be cultivated in laboratories on grains instead of inside moths' larvae. It

is rich in pharmacologically active substances and, with scientific research and development efforts, it is now claimed that Cordyceps (known in Thailand as "thang chao") has stronger bio- chemical capacities and is even more beneficial than the varieties found in the wild.

Research has shown that Cordyceps has a double effect, both increasing oxygen utilization and increasing cellular ATP levels. This provides more fuel to burn and more oxygen to burn it with. Along with this added energy comes added vigor and this may be the source of the common claims that cordyceps increases sexual intent and performance.

The market is flooded with cheap imitations and low quality, manufactured by a short 5 day Liquid Culture Fermentation process in which 90% of the bioactive cellular compounds are lost. Our method of Cordyceps cultivation is the solid substrate or biomass method.

Cordyceps is inoculated onto a solid nutrient source where it grows for 45 days and is dried using our Dynamic Freeze Dry Process.

MORINGA LEAVES: "THE TREE OF LIFE"

Nutritional Value of Moringa Leaves

Fresh Moringa Leaves:

4X more beta carotene than carrots. 7X more vitamin C than oranges. 4 X more calcium than milk. 2X more protein than milk or yoghurt. 3X more potassium than bananas. 74% more iron than spinach

Dried Moringa Leaves (gram for gram)

10X more Vitamin A than carrots. 50% more Vitamin C than oranges. 17 X more calcium than milk. 9X more protein than yoghurt. 15X more potassium than bananas. 25 X more iron than spinach.

Moringa leaves contain a full complement of minerals and all the amino acids of meat. These highly nutritional properties of moringa make it an excellent natural, organic energy and endurance health dietary supplement. Scientific studies have found moringa effective in regulating blood pressure, blood sugar levels, reducing inflammation, and calming the nervous system.

Studies published in the journal of Phytotherapy Research and Hort Science find moringa effective in lowering blood pressure, lowering blood sugar levels, reducing chronic swelling and inflammation, and calming the nervous system. These preliminary results support traditional uses of moringa that have been practiced successfully for centuries.

Moringa is bursting with energy. Moringa trees grow very quickly. When we harvest moringa leaves, they grow back prolifically in a very short period of time. Moringa leaves, once harvested must go into the freeze dry process almost immediately. After only a few hours in a ventilated harvesting bag, the leaves have literally cooked themselves from the heat generated by their own bio-mass. This plant is exploding with life force. Moringa's strong nutritional values support the contention that moringa provides long lasting energy while it strengthens our bones, enriches our blood and guides us into equilibrium.

JIAOGULAN LEAVES: "THE HERB OF IMMORTALITY"

Jiaogulan has been used for centuries in the remote mountain villages in S.W. China to boost energy, relieve fatigue and increase longevity. The Chinese medical establishment first began to study Jiaogulan after China's first census in the late 1970's revealed an isolated population living to extraordinarily old ages and vigorously

working in the fields at ages well into their late 80's. Jiaogulan became known to the West during the Summer Olympics in Atlanta (1994). The Chinese athletes won so many Olympic metals, that they were tested for anabolic steroids, b none were found. Later, the Chinese field and track coach let it be known that Jiaogulan was part of their training regime.

Independently, at about this same time Jiaogulan began to be studied in Japan as Japanese scientists were searching for natural sugar substitutes. The phytochemical compounds they discovered were similar to Korean ginseng but there were many more such compounds (saponin gypenosides) and in higher concentrations. The intense study of Jiaogulan carried on in Japan for thirty years during which time the many health benefits including improved oxygen utilization and heart functions were scientifically demonstrated.

Sacha Inchi:



Sacha inchi has been cultivated and used as a food source for thousands of years in the Amazon rainforest. This superfood is rich in Omega 3, 6, and 9 polyunsaturated fatty acids. Sacha Inchi is also a very strong plant-based protein source 58.95 g/100g with a rich amino acid profile that promotes endogenous protein synthesis. It is also high in antioxidants Vitamin A (carotenoids) and Vitamin E (alpha tocopherol). Sacha

Inchi takes it rightful place among the world's top superfoods.

Thailand has listed Sacha Inchi on its list of its top 5 agricultural products to be promoted. Large co-ops in Northern Thailand, where the perfect growing conditions exist for growing top quality Sacha Inchi, provide a sustainable income for dozens of Sacha Inchi farmers and their families. Only natural fertilizers and pesticide-free cultivation produces hand-harvested, premium quality under the highest international standards.

Omega 3 is essential for the development of the brain and nervous system, regulates our immune system, fights chronic inflammation and infections and helps to relieve blood-clotting disorders as well as supporting overall cardiovascular health.

Green Tea Leaves



: Traditional medicinal uses of green tea dates back 5000 years in China. Tea was introduced to Japan about 600 AD by priests who had gone to China to study Buddhism. A natural stimulant, green tea leaves contain low levels of caffeine but in combination with L-Theanine, a water soluble amino acid that neutralizes the speedy effect and jagged edge typical of caffeine without reducing its energizing effects. Tea energizes

without draining your energy. We utilize a proprietary "Matcha Green Tea" powder that is produced without the need for mechanical grinding. The less we process tea leaves (such as fermentation to produce black tea or oolong tea) the better we preserve its natural benefits. The result is a better preserved more bioactive and bio-available form of unfermented green tea powder. Matcha Green Tea provides the unadulterated benefits from the entire tea leaf designed only by nature.

Black Ginger: Kaempferia parviflora

Black ginger has been used as a vitalizing and stimulating herb for centuries. It displays adaptogenic activities and reduces triglycerides, preventing diabetes. In addition black ginger has strong antioxidant and anti-inflammatory effects due to the presence of strong antioxidants in the dark purple (almost black) flavonoid pigments that give black ginger

its name.

In Lab animals fed black ginger body weight, visceral fat accumulation, lipid metabolism abnormalities, hyperinsulinenemia, glucose intolerance, insulin resistance, hypertension and peripheral neuropathy were suppressed. "Because KP had preventive effects on metabolic diseases, including anti-obesity

effects ... we propose that KP will be extremely valuable as a medicine or component of food in alternative health care." **

**" Anti-obesity effects of Kaempferia parvifloara in spontaneously obese type II dietetic mice' Tomoko Akase et. al. "Journal of Natural Medicine", Jan.2011, vol. 65, issue 1, pp. 73-80

Cognitive Health: We mentioned that black ginger stimulates dopaminergic functions in the human brain. Parkinson's disease is caused by a loss of dopamine secreting neurons. Dopamine relays messages to the area of the brain that regulates coordinated body movements and with less dopamine people are less able to control these movements. Alzheimer's disease characterized by impaired memory and cognitive functions are linked to substantial disturbances in dopamine regulation in the brain. ADHD (Attention Deficit Hyperactivity) is also associated with decreased dopamine activity. Boosting dopamine naturally can help to treat depression and bipolar depression. The ability of black ginger to stimulate dopaminergic function may greatly contribute to cognitive health.



STEVIA

Our unique herbs are not all delicious. Some are bitter; others are sour, astringent etc. Please do not expect super sweet "bubble gum" herbs and herbal formulations. Taste tests indicate that a slightly sweeter taste is often preferred and may be helpful in terms of compliance. Stevia provides natural sweetness. It is a healthy herbal alternative. It contains no sugar but is

sweeter than sugar with no calories, no toxicity and none of the negative health effects of sugar.

Stevia glycosides is approved as a dietary supplement/food additive in more than 30 countries including EU, U.S.A., Australia, New Zealand and most ASIAN countries and has been approved by the Thailand F.D.A. since 2002. The indigenous people of Paraguay were using stevia to sweeten their medicines and drinks as early at the 16th century.

Stevia is not only "harmless" but is healthy. Most often you are getting a refined extract (liquid or powder) that has isolated stevia's sweet compounds. However, true to our mission to "revive your relationship to natures' complete foods", we prefer to use the entire leaf and deliver its health benefits as per nature's design.

Stevia is an effective sweetener for people on sugar and carbohydrate-controlled diets such as diabetics and people concerned with weight management and anyone/everyone interested in overall good health. Lab studies confirm reductions in blood glucose levels attributed to chlorogenic acid which reduces enzymatic conversion of glycogen to glucose as well as decreasing absorption of glucose in the gut.

Natural stevia and stevia extract formulations are both marketed as substitutes for high calorie sugar. Both are considered healthier options compared to sugar and most artificial sweeteners. However there are significant differences between natural stevia leaves and man-made stevia extracts.

Whole Natural Stevia Leaves vs. Stevia Extract Formulations

Stevia extract formulations are being represented as zero-calorie natural alternatives to artificial sweeteners. Beware of this marketing hype. Stevia leaves are being highly processed by a chemical-laden process into a white powder that looks like sugar and tastes sweet but looks nothing like natural stevia and lacks the health benefits of natural stevia. These highly processed man-made stevia extract formulations are protected by patents that block the public from understanding their ingredients and complex manufacturing process.

In most concentrated stevia extracts made by chemically isolating Rebaudioside A from the stevia plant, the stevia extract is minimal (typically in the range of half of one percent - 0.5%). The main ingredient is sugar alcohol erythritol, made by processing GMO corn which is difficult to digest and may have unpleasant side effects such as gas, bloating and diarrhea. Other ingredients may include "natural flavours" for which there are no standards and no regulation by the F.D.A. in the U.S.A. The claims that these man-made stevia extracts are "natural" sugar substitutes is highly questionable and the marketing optics designed to give the impression they are natural are deceptive.

In the case of stevia extracts you don't get the stevioside and other active compounds where the health benefits of stevia abide. As an herb, stevia contains vital minerals and vitamins which are not present in extracts that include only one targeted stevia active compound, in this case, Rebaudioside A. Stevia leaves contain magnesium, potassium, vitamin B3 and are rich in iron (approx. 700 ppm) which helps hemoglobin synthesis. With over 10% fiber, stevia leaves help promote proper digestion and help to relieve constipation. Stevioside (one of stevia's sweet tasting compounds) has been studied for its ability to dilate blood vessels, increase elimination of sodium and increase urination all of which help to reduce high blood pressure. Triperpenes, flavonoids and tannins are among the antioxidant compounds found in stevia leaves. Other antioxidant compounds found in stevia include kaempferol, quercetin, chlorogenic acid, caffeic acid and isoquercitrin. Antioxidants found in stevia demonstrate the potential to support good health.

Research conducted by Professor Eva Sapi, chairperson of the Department of Biology and Environmental Science at the University of New Haven (Connecticut, U.S.A.) suggest that stevia treats the bacteria responsible for Lyme disease more effectively than doxycyline, cefoperazone and daptomycin antibiotics. (1) Human patients with Lyme disease may soon undergo clinical trials.

The healing message is not carried by one isolated ingredient, but by the synergy of the plant in all of its complexity as it was designed by nature. If we eliminate the enzymes, fiber, vitamins, minerals, antioxidants, steviosides and the other co-factors (as we do when we extract only Rebaudioside A for its sweet flavour) the healing message is not delivered.

The objective of these artificial stevia formulations is sweet flavour and sweet flavour only. Despite marketing hype these stevia extracts are, in fact, far from natural - far from the plant whose leaves have been used for centuries (time tested) as a sweetener and a traditional medicine with no known negative side effects. Conversely the highly concentrated stevia extract formulations have been used only for about the past 30 years (primarily in Asia) and there are concerns regarding their ability to lower blood pressure which can be a problem for those with already low blood pressure. People suffering from cardiovascular disease are cautioned to use high doses of the concentrated stevia extracts only with physician's supervision. What is the recommended safe daily dosage? How does this vary from person to person? How is daily dosage regulated in terms of a sweetening agent that may be included in a wide range of foods and beverages? Important concerns regarding the safety of highly concentrated stevia extracts remain to be addressed.

The chemical or metallic aftertaste that has characterized stevia extracts in the past is a not present in natural *Stevia rebaudiana*. The more recent artificial stevia extract formulations have found a chemical process to eliminate the objectionable aftertaste - chalk up another move by "Big Pharma" to simply make our problems more comfortable.



CELLULAR PRESERVATION TECHNOLOGY

It is this process that distinguishes our herbs from all others.

- Our herbs do not require any preservatives or heat treatment to prevent degradation. If this were a
 crème or liquid it would require preservatives since moisture is the medium for the enzymes and
 microorganisms to degrade the product.
- 2. The enzymes, vitamins, minerals and other vital ingredients are preserved with their full potency intact. The value of the herbs and botanicals are kept at their highest level.
- 3. It is exactly this high level of preservation of the vital ingredients that create the results that we would otherwise not achieve in traditional drying methods, even if we had used exactly the same ingredients in exactly the same proportions.
- 4. If we use heat to remove the moisture (de-hydration), the heat will denaturize the enzymes (making them ineffective), reduce the protein levels considerably and oxidize thermo-sensitive vitamins such as Vit C and beta-carotene.
- 5. The freeze dry process eliminates water without exposure to heat thereby preserving all of the enzymes, vitamins, minerals, and bioactive compounds.
- 6. The very small particle size (micronization no need for grinding) and porous particle structure achieved by the Bio-Dynamic Freeze Dry Process allow our herbs to be more easily absorbed and metabolized. Vitamins such as Vit C are fat soluble and are easily and guickly absorbed into our body.
- 7. The effectiveness and capabilities of all our herbs are greatly enhanced due to the particulate size and structure produced by our transitional and evolutionary Freeze Dry process.



The Technology - Cellular Preservation Technology (CPT)

Cellular Preservation Technology or CPT is a proprietary technology which utilizes a modified form of freeze drying.

Freeze Drying has been used for centuries however the common industry standard freeze dry method typically uses traditional 'static' freeze drying with a further process of mechanical grinding.

Image 1 – Traditional Vs Cellular Preservation Technology (CPT)

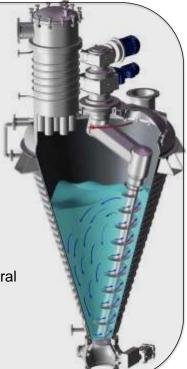
Traditional freeze drying



- multi-step process; bacteria and mould growth risk.
- static materials sitting on trays; 10-20% residual moisture
- product ground into a powder; product cell structure destroyed

Cellular Fracture Line technology

- 1-step process
- super frozen particles fly around in the product chamber
- no mechanical grinding.
- -brittle material motion and sublimation of ice structure that hold it together causes product to break along natural elemental fracture lines.
- < 0.1% residual moisture



CPT is a key component in the creation of our functional foods. It allows us to preserve a whole food in its fresh form, thus maintaining all of the medicinal activity of a live plant while providing the safety of a stable commodity.

This proprietary and transitional preservation process gives us the unique ability to provide a superior product compared to anything else available on the market today. The 'secret' to our technology is the Herbs are dried while they remain frozen in a vacuum state, rather than sitting motionless on trays (as in the traditional tray freeze drier), the product is flying round in a vortex. The deeply flash-frozen CPT granules decrease in size due to sublimation of the connecting ice structure and break into increasingly smaller particles along natural elemental fracture lines.

This creates a smaller particle size and porous structure without cellular hemorrhaging, caused by mechanical grinding of the <u>traditional</u> process as used in the industry today. CPT particles are much more easily absorbed and metabolized (more bio-available), and are more soluble for use as a catalyst ingredient in other formulations.

Solubility

As a food ingredient our herbs are highly soluble. Solubility ties into taste as well as ease to combine with other ingredients. This high level of solubility (enhanced by the CPT freeze dry process creates a <u>more soluble particle structure</u>),

Fresh Super herbs and Super foods

As soon as our botanicals are harvested they naturally begin to degrade. It is critically important to get them into the CPT process immediately after harvest. The logistics are challenging in any case, but the fact that they are grown at our doorstep in the mountains surrounding Chiang Mai, Thailand makes it all possible.

Higher Bioactivity Superior Efficacy

The objective achieved by CPT is preservation not only of the targeted ingredients but preservation of the entire cellular and molecular structure of the live plant. This is achieved by:

- An Evolutionary and Transitional Freeze Dry Process where the product is never exposed to the destructive oxidative forces of heat.
- Plant tissue fractures between/along the layers of the cell walls preserving cellular integrity and improving the retention of the bioactive intracellular contents.
- Water removed as a liquid at an extremely low constant temperature (minus 55 deg C) evaporates at a constant rate while the quantity of water steadily decreases. This creates surface tension. Any solid structure in contact with the water will normally experience surface tension strong enough to damage fragile cell walls; CPT removes water in its gaseous state (water vapor) and avoids this destructive surface tension.
- Exposure of the entire surface area to sublimation results in "even" drying which preserves cellular integrity.

The net result is preservation of the complex synergistic structure as close as possible to how it exists in nature. This translates to a more highly bioactive more effective powder.

Higher Absorption and Higher Bio-Availability

Particles break down inside the product chamber with minimal need for mechanical grinding. They break down due to the movement of the super frozen particles and sublimation of the ice structure that holds the particles together. This causes them to fall into small porous particles along the natural Cellular Lines creating soft, porous particles which have more surface area per unit of weight and therefore are absorb more easily.

The function and value of our food supplements lie not in lab tests alone, but in their energetic breakdown and uptake inside your body and the preservation of enzymes, proteins and vitamins.

The ability of your body to store or use these nutrients is called bio-availability – yet another huge advantage of our Cellular Preservation Technology activated botanicals.

The quality and effectiveness of our Products are the result of the remarkable protocols and processes we employ from the fields to the finished product. For details on this evolutionary process, please contact us at www.cptsuperherbs.com