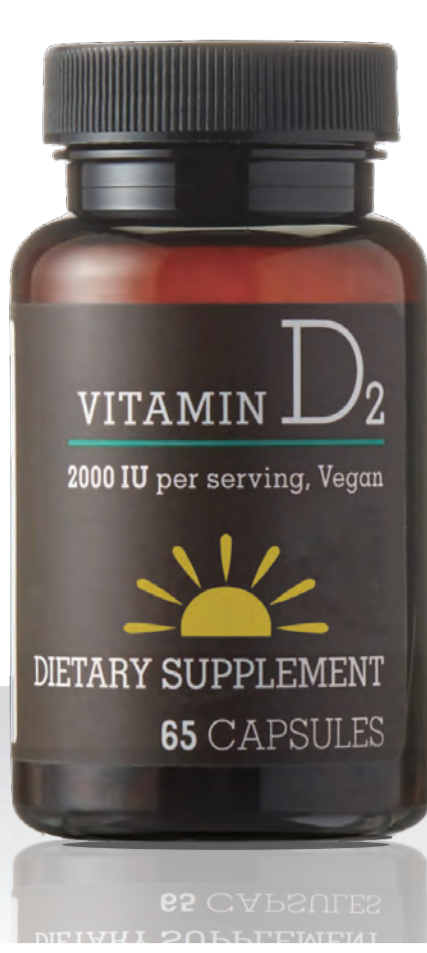




Where the World is Going **NEXT** for Vitamin D



A vegan, whole food source of Vitamin D that is concentrated, cost-effective and made in the USA.

Why Earthlight® Vitamin D is the Better Choice

A better story on your label. Easier to manage & better total cost.

Clean(er) Label

How we make your product more attractive:

- USDA Organic
- 100% Vegan
- Non-GMO
- Solvent-free
- Carrier & Binder free



Logistics & Economics

How we make your lives easier:

- EU Novel Foods & USDA FAP
- Made in the USA
- Concentrated
- Low cost in use
- Reliability of supply

How Earthlight® is Made

100% natural. Minimally-processed. Patented.



Wholesome White Button & Portobello mushrooms are harvested from farms in Pennsylvania.



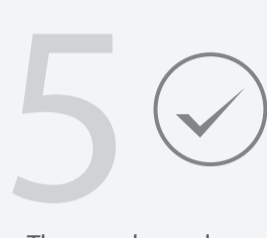
Mushrooms are blended using an innovative process.



Blended mushrooms are exposed to safe UV light (just like the sun). This dramatically increases Vitamin D content.



The high Vitamin D product are dried and converted into a powder.



The powder undergoes final quality checks, including Vitamin D concentration.

Specifications

- 1000 mcg of Vitamin D per gram; independently verified
- 2 years shelf life stability; reproducible nutrient composition
- Non-GMO
- Made in the USA

Certifications

- USDA GAP and GHP
- Kosher & Halal
- US Patent #8,545,915 – Method and apparatus for Vitamin D enhancement in mushrooms

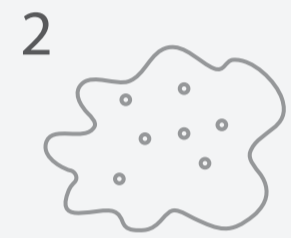


Where Would You Rather Source Your 'D'?

Whole Foods resonates better with consumers...



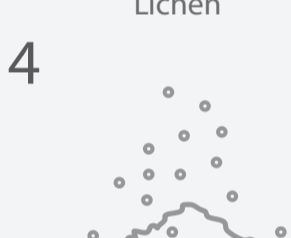
Wool



Lichen



Liver



Yeast

or



Cleaning Up Your Label

Free from everything you don't want.

- Gluten Free
- No Artificial Colors
- No Artificial Flavors
- Whole Food
- Yeast Free
- No Solvents or Chemical Preservatives
- Made with Non-GMO Ingredients
- No Binders or Carriers
- Minimally Processed
- USA

Vitamin-D is Very Trend-D

A Vitamin-D for today's world

60%

consumers strongly like the idea of getting their nutrition from foods with **naturally occurring health benefits**

Source: (IFIC, 2013b)



One third of moms are making strong efforts to increase fresh/unprocessed foods, vitamins/minerals, whole grains, and calcium in their child's diet



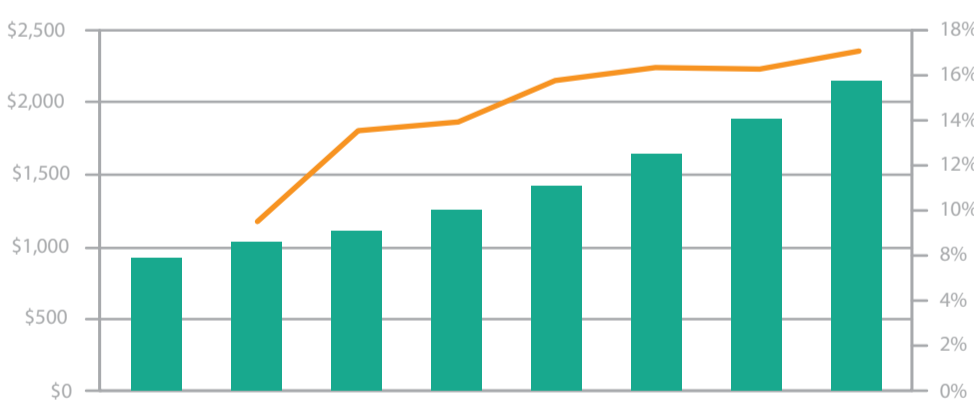
One in three is making that effort with respect to Vitamins D and C and dietary fiber

Source: (MSI, 2012d)

Whole food supplements sustains double digit growth
A dominating market trend

Source: Nutrition Business Journal, 2017

Nutrition Business Journal, 2017



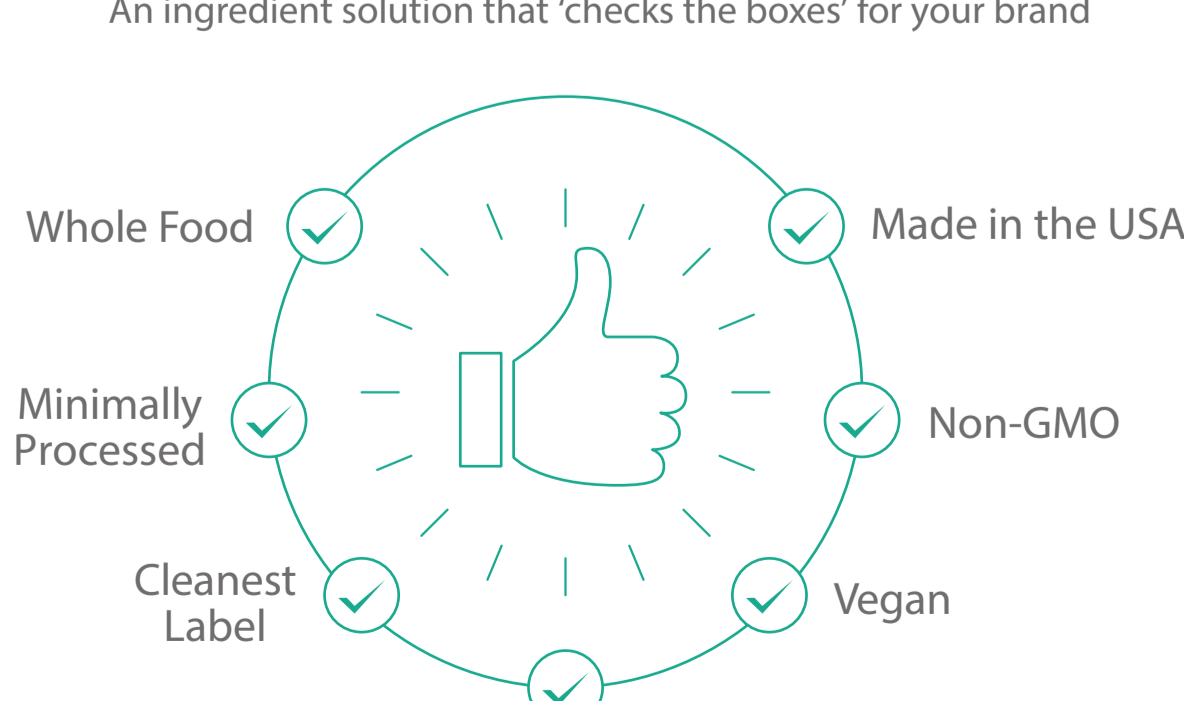
Approved as a Novel Food in Europe

Earthlight is available for fortifying an exciting range of foods and beverages

Food Groups	Proposed Food Category Name	Proposed Maximum Use Level of NF (mg/100 g or 100 mL), as consumed*
Breakfast Cereals	Breakfast Cereals	2.25
Bakery Products	Yeast-Leavened Bread and Pastries	2.25
Processed Cereal Food	Grain Products and Pastas	2.25
Fruit Juice and Fruit/ Vegetable Blend Beverages	Fruit and Vegetable Juices (incl. Powders & Concentrates)	1.125
Dairy Products	Milk and Dairy Products (excl. Fluid Milks)	2.25/1.125 (Beverages)
Cheese and Cheese Products	Cheese (excl. Cottage Cheese, Ricotta Cheese, & Hard-grating Cheeses)	2.25
Meal Replacement	Meal Replacement Bars and Beverages, not Intended for Weight Control	2.25/1.125 (Beverages)
Dairy Analogs	Dairy Imitates	2.25/1.125 (Beverages)
Breakfast Cereals	Meat Imitates	2.25
Meat Imitates	Soups (RTE and Dry Mixtures)	2.25
Soups and Broths	Extruded Vegetable Snacks	2.25

Earthlight® Whole Food Vitamin D

An ingredient solution that 'checks the boxes' for your brand



When you want the cleanest, least processed, non-animal Vitamin D source...Earthlight® meets the need.

Contact us:
+1.973.984.0900
plt@plthealth.com
www.plthealth.com

