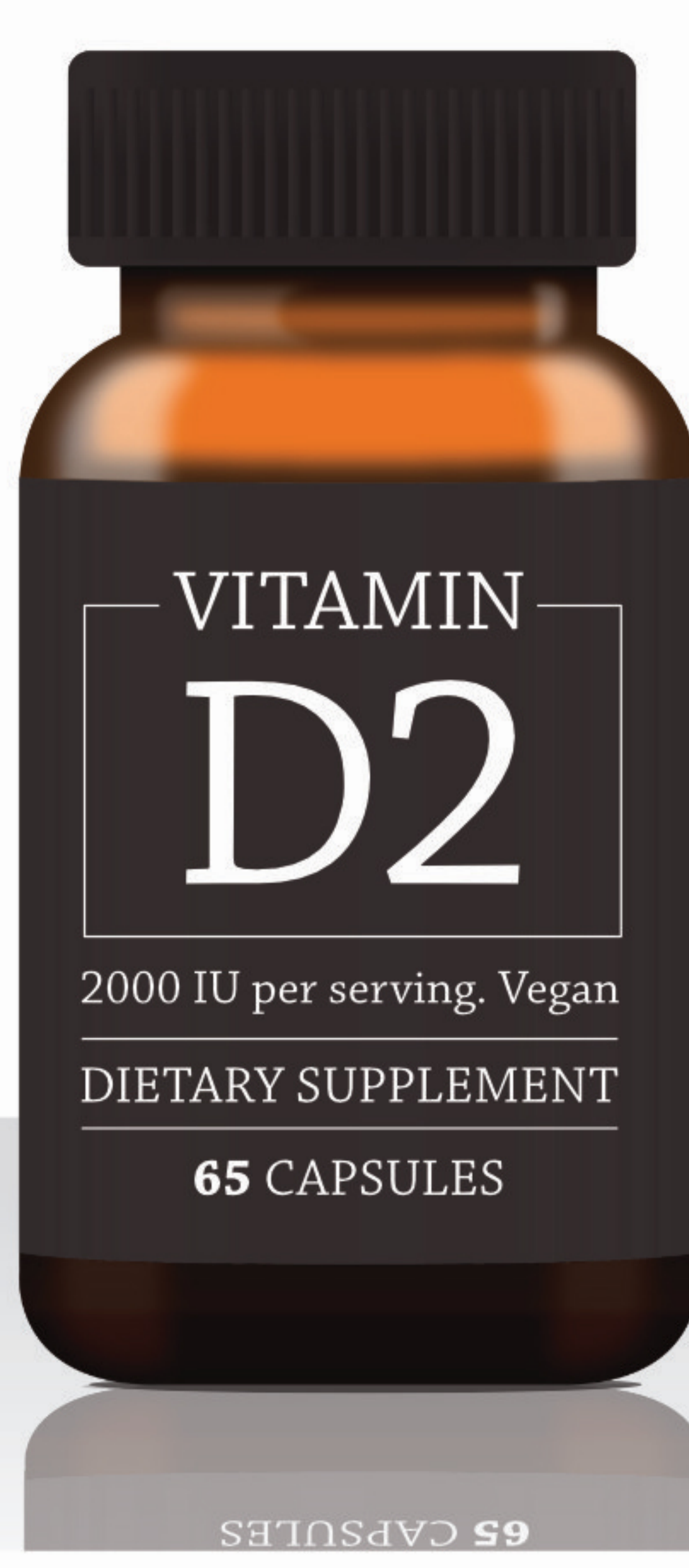




Where the World is Going **NEXT** for Vitamin D

A real 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 & a better total cost.

Clear(er) Label

How we can make your product more attractive.

- Whole Food
- Minimally-processed
- Yeast-free
- Local Farms (Pennsylvania)



Logistics & Economics

How we can make your lives easier.

- Made in the USA
- More concentrated
- Less inventory
- Lower total cost
- 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 is dried and converted into a powder.



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

Specifications

- 40,000 IU 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

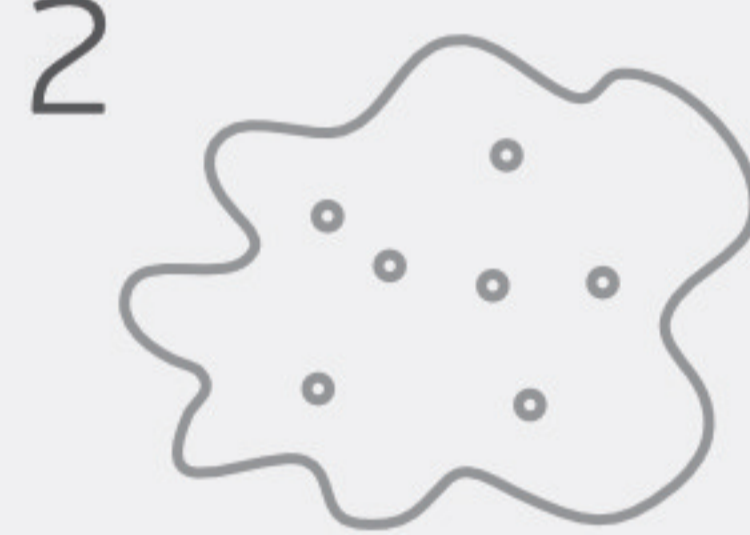


Where Would You Rather Source Your 'D'?

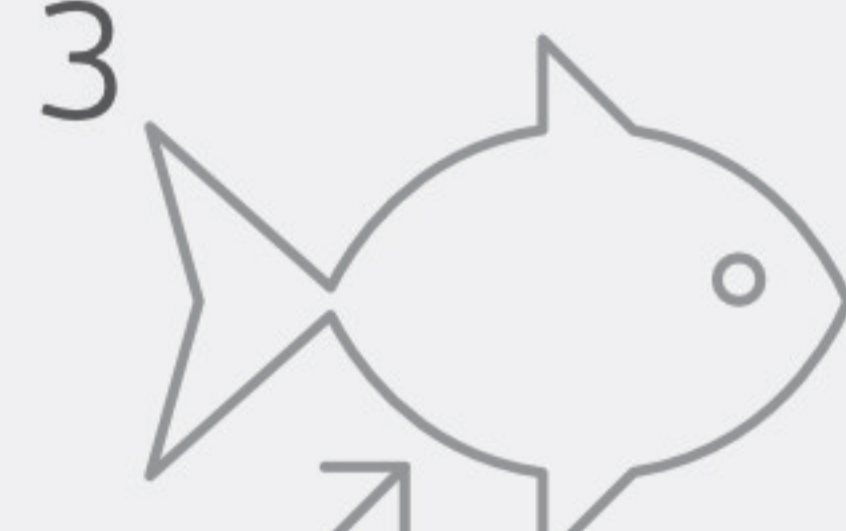
Whole Foods resonates better with consumers...



Wool



Lichen



Liver



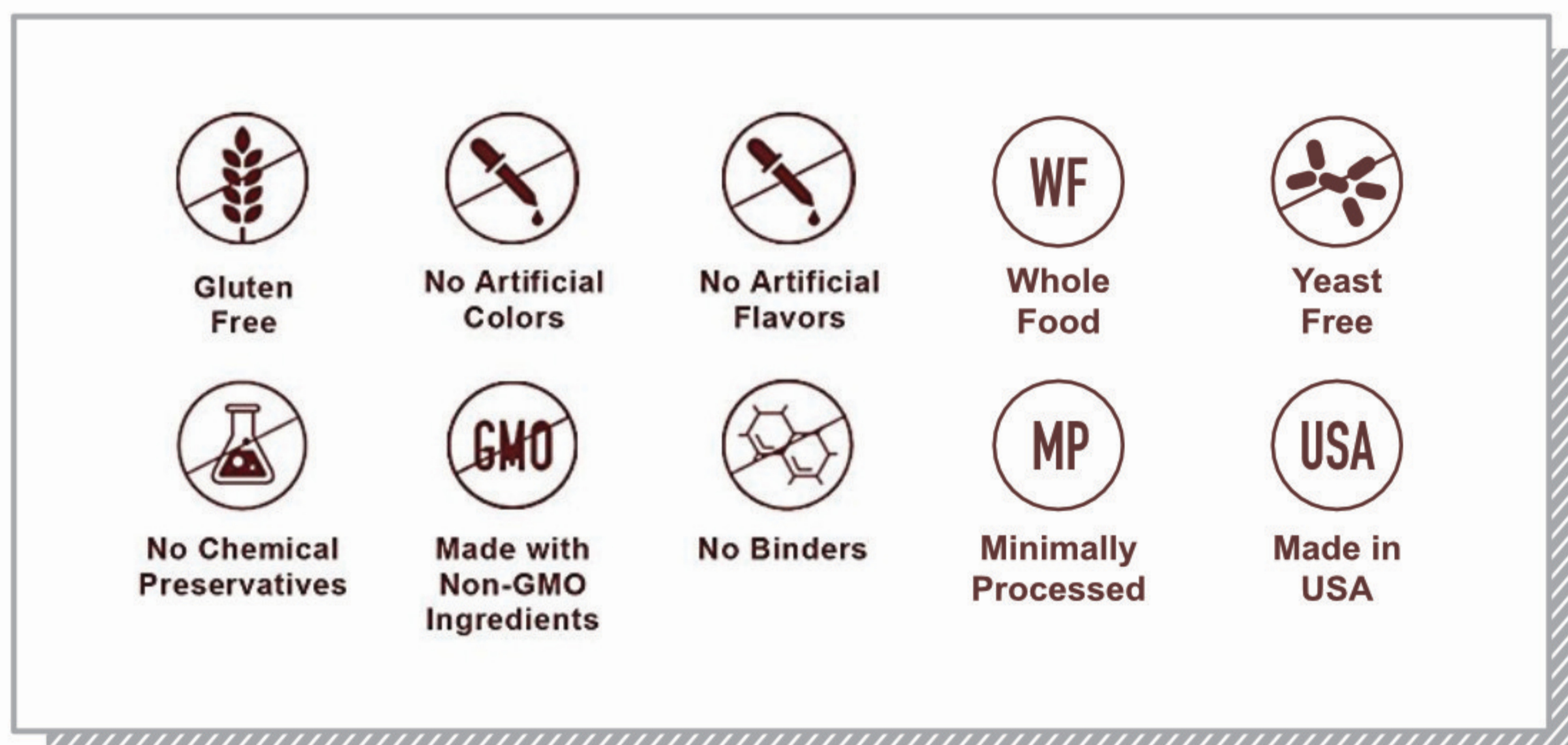
Yeast

or



Enhancing Your Label

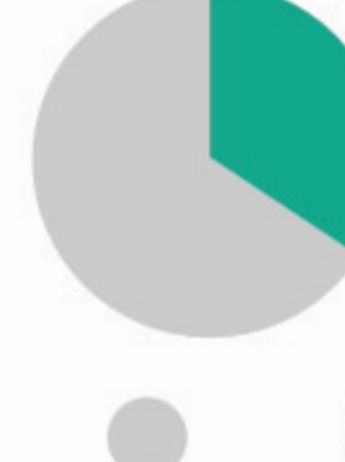
Helping you become the cleanest on the market.



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**

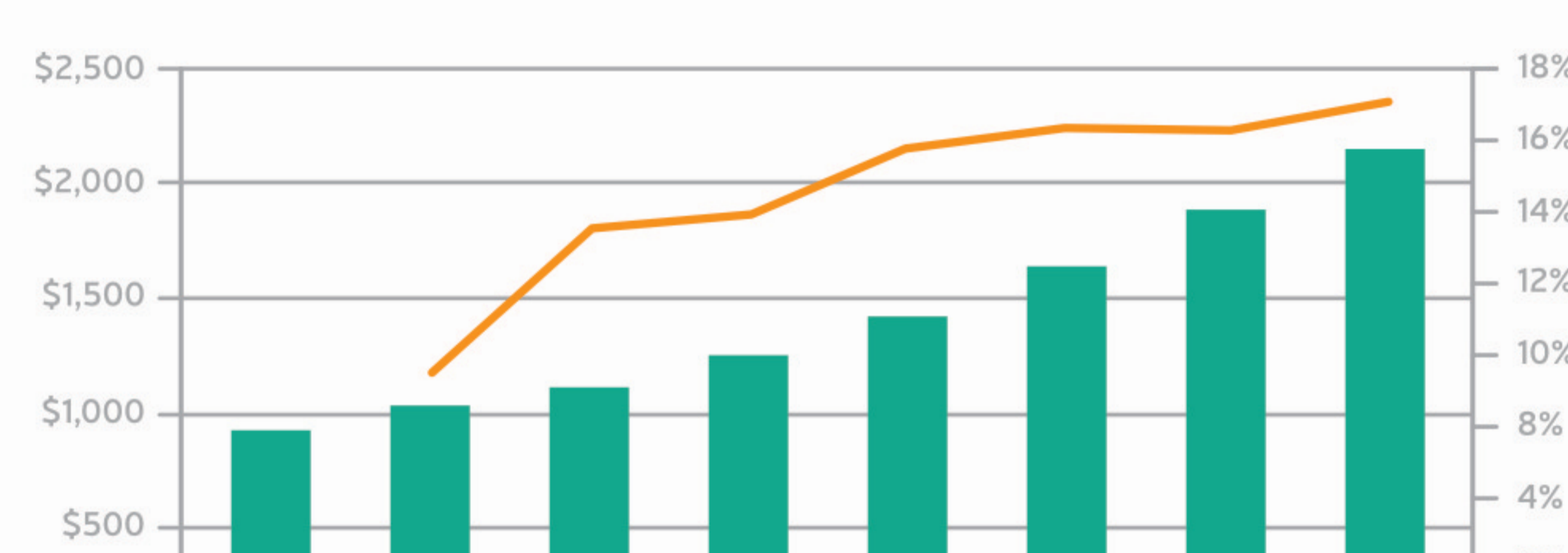
Source: (MSI, 2012d)

Whole food supplements sustains double digit growth

A dominating market trend

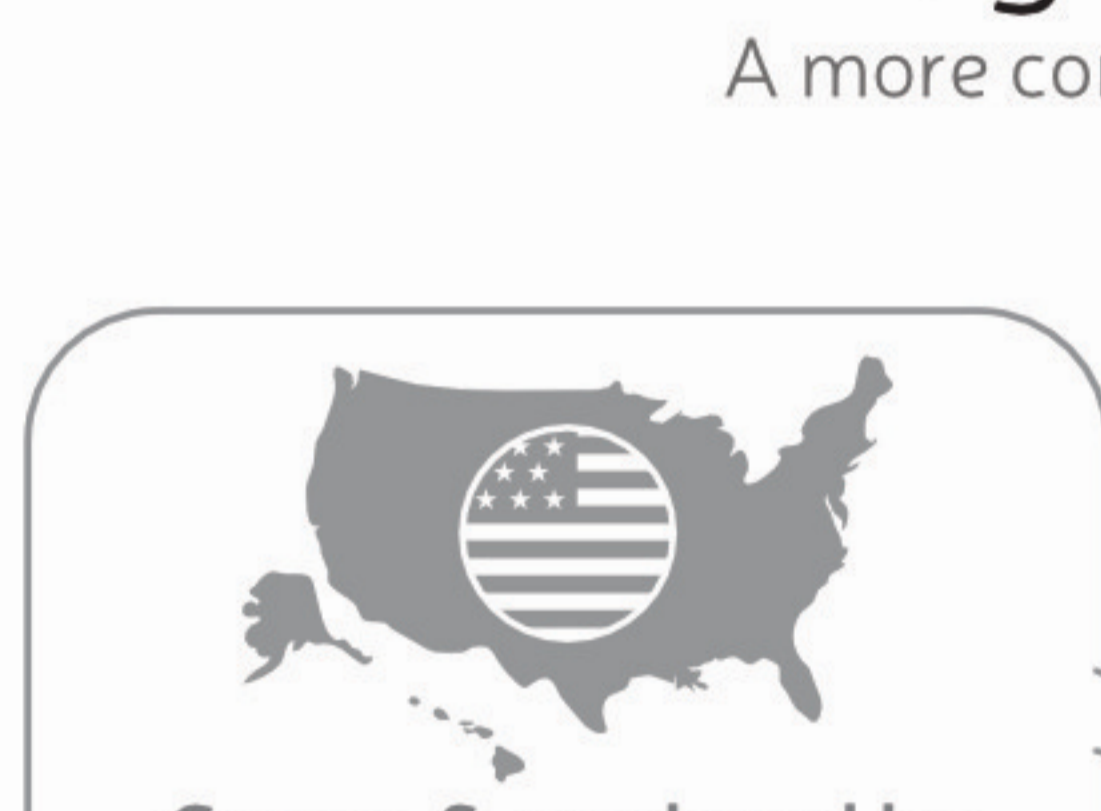
Source: Nutrition Business Journal, 2017

Nutrition Business Journal, 2017



Logistics & Economics

A more concentrated ingredient makes life easier



Grown & produced by local farmers in the USA



Almost 8 in 10 American consumers say they would rather buy an American-made product than an imported one, according to a recent Consumer Reports survey.

5X Concentration means 80%

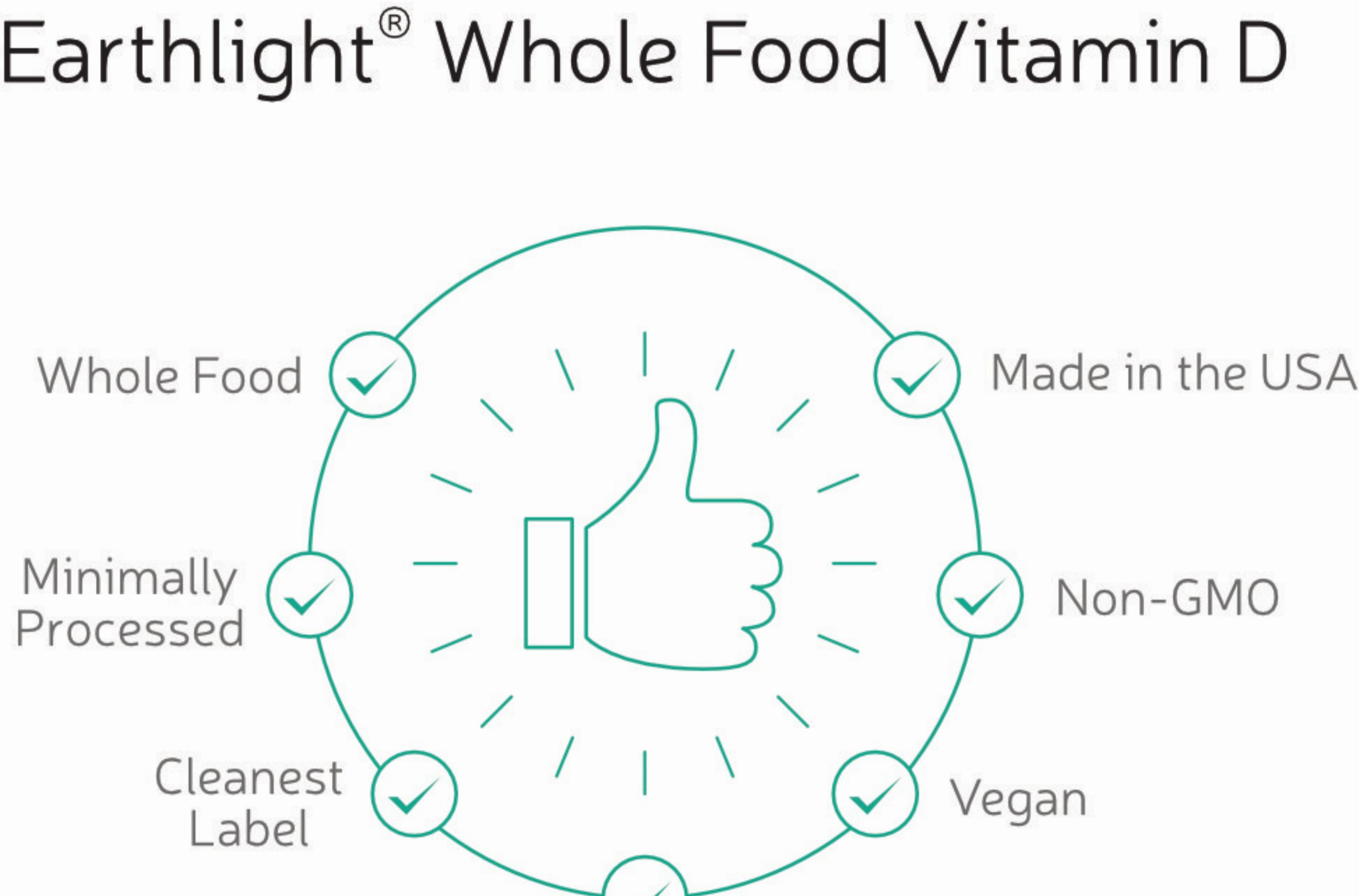
lower inventory & lower handling/shipping costs



Vitamin D2 Comparison

Source	Processing	Vitamin D Yield	Clean Label	Made in USA	Whole Food
Yeast-based	Extensive	8,000 IU/g	Questions	No	No
	Minimal	40,000 IU/g	Yes	Yes	Yes

Earthlight® Whole Food Vitamin D



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

