



NATURAL VEGAN VITAMIN **D3**

**100%
VEGAN**

**100%
NON GMO**

**100%
NATURAL**



Vitamin D

The "Sunshine" Vitamin



Maintains bone and teeth health



Supports healthy immune system



Improves cardiovascular health

DIET D

TOP 10 VITAMIN D RICH FOODS

1



Sunlight
Promotes synthesis in the skin

2



Cod Liver Oil
1 tsp | 440 IU

100%
DV

3



Salmon
3 oz | 400 IU

100%
DV

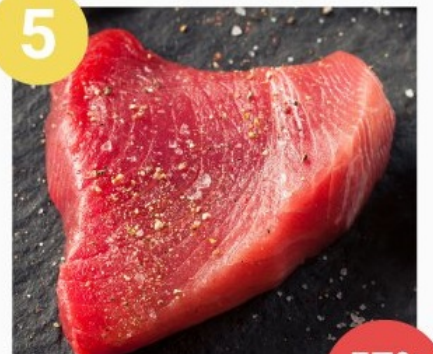
4



Mackerel
3 oz | 400 IU

100%
DV

5



Tuna
3 oz | 228 IU

57%
DV

6



Sardines
3 oz | 164 IU

41%
DV

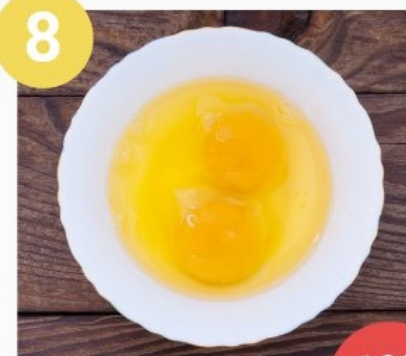
7



Raw Milk
1 cup | 98 IU

24%
DV

8



Eggs
1 large | 41 IU

10%
DV

9



Caviar
1 oz | 33 IU

8%
DV

10



Mushrooms
1 cup | 2 IU

1%
DV

Deficiency D

VITAMIN D DEFICIENCY IS COMMON

Vitamin D deficiency is now recognized as a pandemic.

Vitamin D deficiency is associated with many health issues.

Vitamin D is the most popular dietary supplement in the US.

(In a recent survey conducted by Consumer Labs)

Different D

2 FORMS OF VITAMIN D IN SUPPLEMENTS

Vitamin D2

(Ergocalciferol)

From Yeast, fungus or synthesis

Moderately increases Vitamin D levels in humans

Alternative for Vegan

Vitamin D3

(Cholecalciferol)

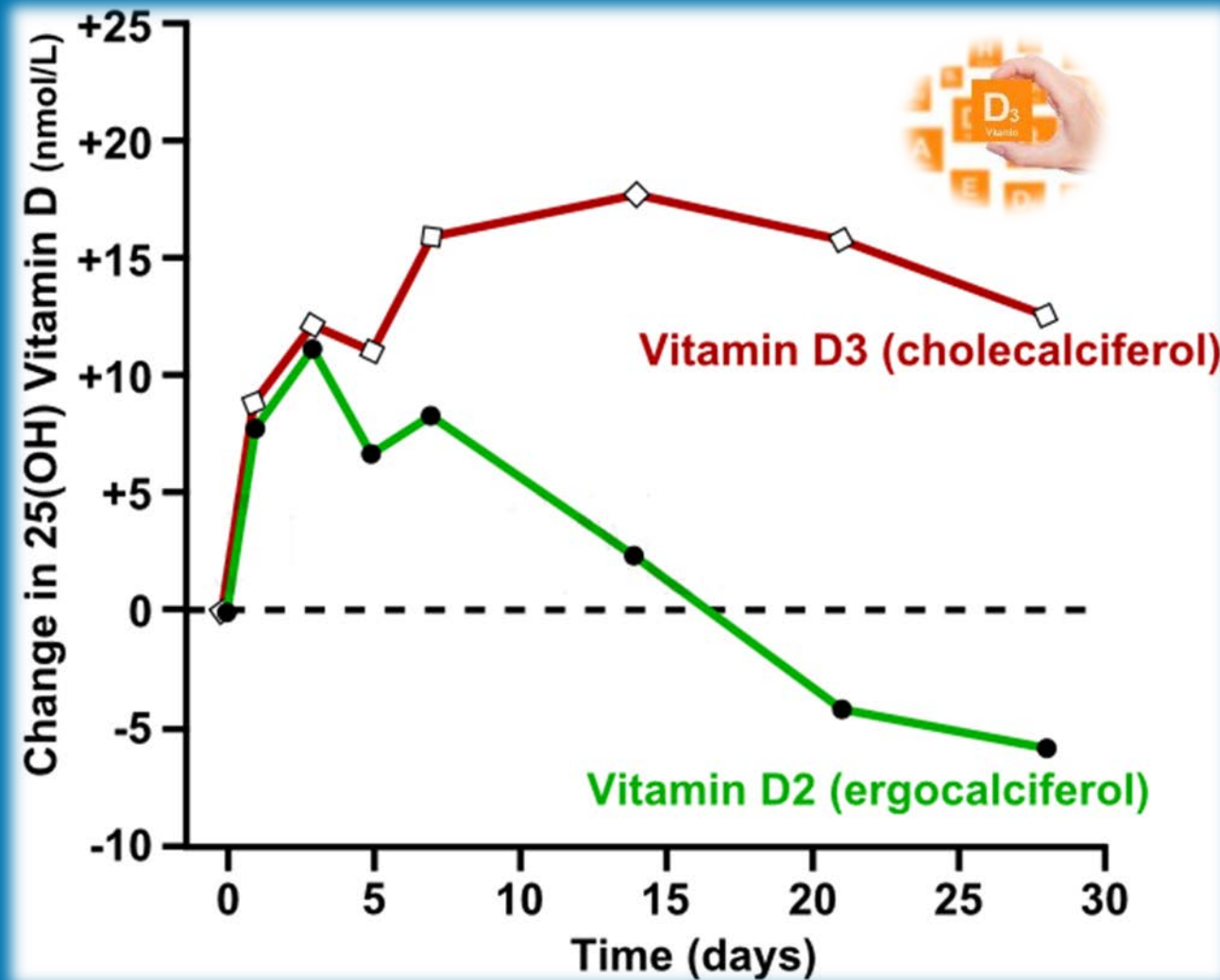
Naturally made by human skin

Significantly increases Vitamin D levels in humans

Optimal for bone health

Different D

D3 is 2-3 times more potent than D2



*So,
D3 is the better D.
But Where does it
come from?*

FACT
!

SHEEP WOOL GREASE



Most D3 is produced industrially by

Synthesis

From Lanolin

(sheep wool grease)

INTRODUCING



ABSOLUTE VEGAN ● ABSOLUTE DELIGHT

Naturally Extracted From Lichen

Vegan & Vegetarian Friendly

Standardized & Stable D3 Potency



TOO BRIGHT TO BE TRUE?

LET'S HAVE A CLOSER LOOK



1 SOURCE	2 MAKING	3 IDENTITY	4 QUALITY
<i>What is Lichen?</i>	<i>Where is it made?</i>	<i>Is it ID identified?</i>	<i>Is Potency tested?</i>
<i>Is Lichen a rich source of D3?</i>	<i>How is it made?</i>	<i>Is it Vegan Certified?</i>	<i>Are Heavy metals high as it is from Lichen?</i>
<i>Is Lichen safe for human consumption?</i>	<i>Is there any other ingredients in it?</i>	<i>Is it non-GMO?</i>	<i>Is micros high as this is a natural product?</i>
<i>Is Lichen a sustainable source?</i>	<i>Is it standardized to D3 potency?</i>	<i>Is it Animal-Free?</i>	<i>Is it stable?</i>



1

SOURCE

What is Lichen?

- A composite organism that arises from algae or cyanobacteria living among filaments of multiple fungi in a symbiotic relationship. It is estimated that 6% of Earth's land surface is covered by lichen. There are about 20,000 known species of lichens.
- Lichen species used for making VegaDELight is *Cladonia rangiferina* (Commonly known as Reindeer Lichen).

Is Lichen a rich source of D3?

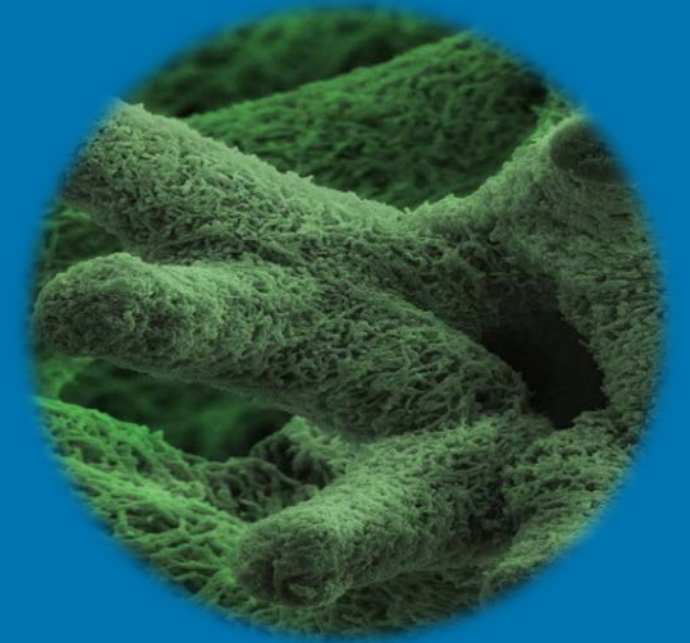
- Numerous studies have shown that Lichen is rich in naturally-occurring Vitamin D3.
- Reindeer Lichen (*Cladonia rangiferina*) is reported to contain 2.04mg/kg Vitamin D3.

Is Lichen safe for human consumption?

- Lichens have been historically used in Europe, Asia and America as human foods.
- Reindeer Lichen was used by Native Americans as food.

Is Lichen a sustainable source?

- Yes. Our Reindeer Lichen raw materials are collected in an environmental friendly and sustainable method to ensure less footprint.





2

MAKING

Where is it made?

- VegaDELight™ is made at our own manufacturing facility following cGMP and HACCP guidelines.

How is it made?

- VegaDELight™ is naturally and gently extracted from wild-crafted Lichen with food grade Ethanol only, and is diluted with Vegan & non-NGMO carriers to achieve a standardized & stable D3 potency.

Is there any other ingredients in it?

- VegaDELight™ Oil form contains Olive Oil as carrier.
- VegaDELight™ Powder form contains Tapioca Dextrin as carrier.
- Both VegaDELight™ Powder & Oil forms are Clean Label Compliant.

Is it standardized to D3 Potency?

- VegaDELight™ Oil is standardized to 400K IU/g & 1M IU/g D3.
- VegaDELight™ Powder is standardized to 100K IU/g & 250K IU/g D3.





3

IDENTITY

*Is it
ID Identified?*

- **VegaDELIGHT™ is ID identified by NMR at a US 3rd party lab.**

*Is it
Vegan Certified?*

- VegaDELIGHT™ is Vegan Certified by 2 renowned & reputable certifiers:
 - **American Vegetarian Association** (www.amerveg.org)
 - **Vegan Action** (www.vegan.org)

*Is it
Non-GMO??*

- VegaDELIGHT™ (both Powder and Oil) is **Non-GMO Project Verified.**



*Is it
Animal-Free?*

- Absolutely! We guarantee the following:
 - **No Lanolin-Derived D3 is introduced to VegaDELIGHT™.**
 - **No Animal/Dairy ingredient is introduced to VegaDELIGHT™.**





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QUALITY

Is Potency tested?

- Every batch of VegaDELight™ is tested for D3 to ensure potency.
- D3 Potency in VegaDELight™ have been checked and verified by 3rd party Labs in the US.

Are Heavy metals high as it is from Lichen?

- VegaDELight™ has very low Heavy Metals which is in compliance with California Proposition 65.
- Heavy Metals in VegaDELight™ have been checked and verified by 3rd Party labs in the US.

Are Micros high as this is a natural product?

- VegaDELight™ is manufactured with stringent micro control which results in a very low micros in the product.
- Micros in VegaDELight™ have been checked and verified by 3rd party labs in the US.

Is it stable?

- **Yes!**
- Accelerated stability data supports a tentative 24 month shelf life.
- Real-Time stability is underway, with 6-month data is available now.





ADVANTAGES

SOLID CERTIFICATIONS



AVA
Vegan Certified



Vegan Action
Vegan Certified



Non-GMO
Project Verified



Kosher Certified

3RD PARTY TESTED

**ID, Assay, Heavy Metals, Micros
Solvents, Pesticides, Usnic Acid-Free**

VERSATILE GRADES

**100K IU/g & 250K IU/g Powder
400K IU/g & 1M IU/g Oil**

LOCALLY STOCKED

100K IU/g Powder & 400K IU/g Oil

FAQ

QUESTIONS WE HAVE BEEN ASKED THE MOST

Is VegaDELight™ patented or does it infringe any patent?

- No. It is not patented. Manufacturing process of extracting Vitamin D3 from Lichens can't be patented, unless a UNIQUE extraction method is applied, as the existence of D3 in Lichens have been discovered and reported extensively in the past.
- An extensive patent search was performed by a US IP Attorney to determine that there is no patent infringement.

Is VegaDELight™ Organic?

- VegaDELight™ is made from wild-crafted Lichen, and wild-crafted products can not be Organic Certified.
- However, Wild-Crafted Lichen is free from pollution and contamination and is considered equal to Organic.

Is VegaDELight™ All-Natural?

- Yes! Vitamin D3 in VegaDELight™ is naturally-occurring and naturally extracted/concentrated from Lichen.
- **BE AWARE** of so-called **"Plant Source Vitamin D3"** which might be made **SYNTHETICALLY** from unknown **"Plant Source"**.

FAQ

QUESTIONS WE HAVE BEEN ASKED THE MOST

Is Trademark License Agreement needed to use VegaDELight™?

- No. Trademark License Agreement is not required if your product label does not VegaDELight™ name or logo.
- However, Trademark License Agreement **IS** required if you'd like to show VegaDELight™ name or logo on your product label.

How to convert iu to mg to meet the FDA label requirement for Vitamin D?

- Simply put, Vitamin iu-mcg conversion is $\text{iu}/40 = \text{mcg}$ ($1,000\text{iu} = 25\text{mcg}$).
- When D3 potency in VegaDELight™ is 100,000 iu/g, **10mg of VegaDELight™** is needed to achieve **25mcg D3** label claim.

How is VegaDELight™ packed and what is the leadtime?

- VegaDELight™ is available in 1kg packs to meet your formulation/production needs.
- VegaDELight™ 100K IU/g Powder and 400K IU/g Oil is available from stock in California for prompt shipment.



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thank

you