

LIQUID HERBS INTERNATIONAL (LHI) HIGHLIGHTS

– The Private Label/Bulk Ingredient Sales Department of Cedar Bear Naturales® –

SOME OF THE MANUFACTURER’S MULTIPLE QUALITY STANDARDS:

- FDA Registered Facility
- FDA Inspected & Audited
- NSF GMP Certified Facility & Operations
- Kosher Certified (and OU Passover Approved Production)
- Halal Certified (Proves We Are Totally Alcohol-Free!)
- Vegan Certified (Only Vegan Approved Ingredients Used)
- 3rd-Party Lab Testing At Multiple Points In Making Products
- Numerous Ingredients Have Been Clinically Tested
- Poly-Constituent-Based/Synergies Preserved Products
- Bioengineered-Free (GMO-Free) ingredients
- Gluten-Free ingredients
- Soy-Free ingredients
- Flavoring, Additive, and Preservative-Free
- Eco-Friendly Compliant
- Carbon Neutral Compliant
- Zero Waste Compliant

DIFFERENTIATIONS (WHAT MAKES US DIFFERENT & SPECIAL):

- A majority woman-owned business, founded, owned, and run by a wife & husband team (a rarity in our industry segment) who are real herbalists, one a traditional herbalist and the other a clinical & formulary herbalist who is a registered herbalist (RH) with the American Herbalists Guild (AHG) – not a ‘suits-based’ or private equity-run company, but a Legacy-based company with a highly personalized approach and continuing high-quality products.
- A totally ‘Alcohol-Free!’ company. None ever used, evidenced by our Halal certification. Therefore, NO alcohol-based denaturing or inert

rendering effects on a botanical's actives and constituents take place. We were the first totally alcohol-free endeavor, and we do so with a proprietary, innovative flagship serialized multi-step, multi-dynamic processing technology.

- Great Tasting! We still hold the high ground on that one. No other company, alcohol- or non-alcohol-based, comes close to our great-tasting products. And we don't add flavorings or additives.
- The fluid chemistry-based Multi-Dynamic™ (the LHI name for the TincTract® process) process-made liquid herbal glycerites are potent and concentrated. The first-generation iteration of this process' products recommended 1 teaspoonful per effective dose. The current 12th-generation products recommend ¼ teaspoon (1/8 teaspoon for children) per effective dose. Yes! The most potent and concentrated science-driven, natural-based, 100% alcohol-free liquid herbal products in the industry.
- LHI's mother company, Cedar Bear®, is a company of numerous innovations and firsts in the industry and marketplace see list below).
- The manufacturer of our products is an innovative IP (Intellectual Property) and trade secret-driven enterprise, which includes numerous 'original' totally alcohol-free process technologies, such as: Multi-Dynamic™ (i.e., TincTract®) process (liquid herbs); Citritol™ process (micro-fractionate liquid trace minerals); BTC™ Vibrational technology (homeopathic-dynamized liquid vibrational products); Pureodine™ process (mono-element-based diiodine-molecular (I₂) iodine (popularly and incorrectly called 'nascent' iodine), and zeolites liquid minerals), to name a few.
- Incorporates and is modeled on an integrative 4-fold applied alchemic-driven metaphor that is science and tradition-driven, modern and ancient, that is distinctive to LHI and its mother company, Cedar Bear Naturales®.
- Provides extensive FDA/FTC-compliant information on its products –we are very info-centric.
- All formula blends are formulated by an AHG Registered clinical & formulary herbalist (MH, FH, RH) and industry insider of 40+ years (the Founder), who has formulated innumerable products in clinical settings, and for the Cedar Bear® retail brands, and numerous other companies'

brands for private label and bulk ingredient accounts throughout the industry. He is one of the most experienced in the industry and is also one of the industry's most sought-after formulary herbalists for private label and contract manufacture accounts.

- A unique *multi-plex* (i.e., differentiated) formulating approach is involved in making the products that make up LHI private label/contract manufacture products like no other, including, but not limited to, the following considerations: traditional & native medicine systems; phyto pharmacognosy, pharmacology, and therapeutics; nutrition (including micronutrient factors); biochemistry & physiology dynamics; herbal energetics; mineral predominance & signatures; pH factors; biological and commercial sustainability issues; taste deliberations; added vibrational considerations (where applicable); etc. – it's one of the most differentiated formulating approaches in the industry – and results in consistently efficacious product outcomes.

- Being totally alcohol-free, and the first to exclusively do so, made the manufacturer the first to be Halal compliant, and now the first (and only) liquid herbal products manufacturer to be Halal certified. That's right! The only liquid herbal products in the industry to be Halal certified by an internationally recognized Halal certifying agency, proving beyond a shadow of a doubt that we are totally alcohol-free!

- Being an 'Industry Firsts' leader, the manufacturer of our products, Cedar Bear®, has been making alcohol-free premium, children's, pets, and women's formula blend-based liquid herbal products longer than anyone else – that means we know more than anyone else about making liquid formula blend-based products and alcohol-free glycerin-based fluid manufacturing technologies in the herbal dietary supplements industry. We're part of the most experienced and innovative manufacturer of totally alcohol-free serialized multi-step, multi-dynamic potent liquid herbal glycerite products in the industry at large because we've been doing it since 1982, longer than anyone else – over 40+ years!

- Our mother company, Cedar Bear®, was the first in the industry to develop and produce alcohol-free liquid glycerite of mono-element-based diiodine-molecular (I₂) iodine (popularly and incorrectly called 'nascent'

iodine), doing so longer than anyone else – again, the manufacturer of this innovative product knows more and has more experience making this product type than anyone else in the industry.

- 3rd-party independent lab-tested and verified listed BBD (Best By Date) product label dating of 6 years for our liquid herbal products – the longest in the industry! That’s the result of the Multi-Dynamic™ (TincTract®) process, which gives our products astounding stability.

- Numerous formulary approaches introduced into the marketplace that have become industry standards – now widely imitated. Examples of formula-based firsts include: adaptogen/building formulas, wet AND dry cough formulas, anodyne throat spray formulas, sinus relief formulas, immune ‘building’ versus immune stimulating formulas, focus & attention formulas, glandular ‘building’ formulas, and others too numerous to list.

NUMEROUS INDUSTRY FIRSTS OF THE MANUFACTURER:

- Multi-Dynamic™ (TincTract®) process – The 1st (1982) viable and proprietary process for making potent and concentrated 100% true Alcohol-Free liquid herbal and mineral products. No potent, efficacious herbal glycerites were being made before the process was developed.

- The 1st (1982) to extract, via the revolutionary Multi-Dynamic™ (TincTract®) process, many botanical components previously not possible with typical ‘passive-approach’ alcohol-free glycerite tincturing methods.

- The 1st (1982) totally alcohol-free herbal glycerites to possess a high level of consistent stability and shelf-life, not requiring refrigeration after opening.

- The 1st (1988) liquid herbal products endeavor to be a *formula-centric* company and offer full lines of formula/blend-based liquid herbal products in the industry.

- The 1st (1998) liquid herbal products manufacturing company to be both Kosher and Halal compliant.

- The 1st (2003) liquid herbal products manufacturer to be Kosher Certified and OU (Orthodox Union) approved for Passover production.
- The 1st (2007) liquid herbal products manufacturer in the industry to do an OU Passover-approved production of liquid herbal products for the rabbinical community.
- Multi-Dynamic™ (TincTract®) made products were the 1st (1988) full line of liquid herbal formulas for children that are 100% 'true' alcohol-free.
- The 1st (1987), via the Multi-Dynamic™ (TincTract®) process, to create a stable and potent glycerite of the genuine original 4-herb formula of ESSIAC®, which had never been done before as a liquid herbal glycerite that was also shelf-stable after opening and use.
- The 1st (1993) to offer a full line of liquid herbal formulas for adults that are 100% 'true' alcohol-free.
- The 1st (2000) to offer a full line of liquid herbal formulas for pets that are 100% 'true' alcohol-free.
- The 1st (2002) to offer a full line of liquid herbal equine formulas that are 100% 'true alcohol-free.
- The 1st (1995) to offer building/adaptogen-based liquid herbal formulas that were proven in clinical settings.
- The 1st (1993) in the herbal products industry at large to offer BOTH 'wet' cough and 'dry' cough formula products.
- The 1st (1993) to offer an immune 'building' liquid herbal formula instead of just an immune 'stimulating' formula.
- The 1st (1994) to offer complex glandular 'building' liquid herbal formulas that address the HPA axis, and later, the HPT axis.
- The 1st (2000) to offer both thyroid activating and thyroid settling liquid herbal formulas.
- The 1st (1996) to do a 100% alcohol-free extract of Kava root that concentrated the high-molecular-weight polymer Kava lactones, which others in the liquid herbal products industry said was impossible to do with glycerin, but we did so! We also did the same with the high-

molecular-weight polymer Echinacea polysaccharides. In both cases, no one had done this before for an alcohol-free, glycerite-based product.

- The 1st (1998) to do a 100% alcohol-free glycerite extract, via the Multi-Dynamic™ (TincTract®) process, of Schizandra berry that exhibits TCM's rolling 5-flavor tastes unique to Schizandra, without the flavor-tricking effect of alcohol on the tongue.
- The 1st (2005) to do, via the Multi-Dynamic™ (TincTract®) process, a viable mushroom mycelium glycerite, that was compared against a 50/1 HPGE (High Pressure Gas Extraction) processed sample from the same raw material batch, in which the Multi-Dynamic™ (TincTract®) processed sample, through an independent 3rd party lab analysis, tested higher for 12 of 13 mycelium polysaccharides tested for than the 50/1 HPGE processed mycelium sample, proving that glycerites of mycelium, when subjected to the chitin-stressing Multi-Dynamic™ (TincTract®) process, are as broad-spectrum and potent, or more so, as other mycelium products containing broad-spectrum and potent concentrations of mycelium polysaccharide complexes.
- The 1st (1991) micro fraction pico-colloidal ionic liquid trace mineral (LTM) product of its kind, made using the proprietary Citritol™ process. What was previously a 32-ounce, 1-month supply was fractionally concentrated down to a 2-ounce, 1-month supply.
- The 1st (1996) in the industry to incorporate EO (Essential Oils) blends (Aromaceuticals™) into liquid herbal products. Yes! The first!
- The 1st (2003) in the industry to introduce and prove a spray bottle format for liquid herbal, trace mineral, and vibrational products.
- The 1st (2003) to offer a 100% alcohol-free anodyne-based throat spray formula in the dietary supplements industry at large – now widely imitated by numerous liquid herbal product companies in the industry.
- The 1st (2001) 100% alcohol-free proprietary technology for making highly stable single and complex formula-based vibrational products, called the BTC™ (Biologically Targeted Coherent) vibrational technology.

- The 1st (2001) to offer 100% alcohol-free, highly stable vibrational energy blanks (i.e., uncharged fluid base) for imbedding/charging highly complex vibrational signatures (i.e., energy formulas) into.
- The 1st (2001) to offer 100% alcohol-free flower essence/vibrational energy products into the marketplace – with many flower essence companies imitating and changing their own alcohol-based products over to glycerin-based products as a result.
- The 1st (2001) to offer 100% alcohol-free complex multi-flower essence blends that exceeded the then 3 to 4 essence blends maximum standard – now widely imitated by other flower essence companies.
- The 1st (2002) to offer hypothetically-based complex liquid herbal formulas for the 4 different blood types.
- The 1st (2003) liquid herbal products manufacturer in the industry to offer manufacturing services for private label customers. Yes! The first!
- The 1st (2005) to offer a 100% alcohol-free glycerite of highly caged zeolite minerals with profound cellular conditioning properties at low doses. (The later inclusion of the Pureodine™ process in making our zeolites results in zeolites exhibiting perpetual suspension in solution.)
- Pureodine™ Process – The 1st (2007) 100% alcohol-free proprietary process for making alcohol-free transformed mono-element-based highly stabilized diiodine-molecular (I₂) iodine.
- The 1st (2000) liquid herbal product manufacturer to color-theme the different product line categories, i.e., Children's red label, Premium dark green label, Pets blue label, Equine light green label, etc. – that was quickly imitated by other liquid herbal product manufacturers.
- The 1st (2001) to list the body system(s) on a liquid herbal product label for easier retailer and consumer choosing of a product – a practice that is imitated by many other liquid herbal product manufacturers.
- The 1st (2002) manufacturer in the liquid herbal products industry to list health, medical, and contraindication warnings on product labels. Yes! The First! – Competitors maligned us for doing so until practitioner, retailer, and consumer support for the concept compelled them to do the same.

- The 1st (2004) liquid herbal products manufacturer to list an independent 3rd-party lab-verified 4-year expiration code on product labels.
- The 1st (2023) liquid herbal products company to list an independent 3rd-party lab-verified 6-year expiration code on product labels due to our product's astounding stability.
- The 1st (2024) liquid herbal products manufacturer to offer a full line of 'true' *alcohol-free* formula-based liquid herbal products for women according to their unique needs.
- The 1st (2024) liquid herbal products manufacturer to offer a full line of 'true' alcohol-free liquid single herbs specifically for practitioner dispensary/apothecary use (as 'Practitioner Preferred™ by Cedar Bear®') to make their own alcohol-free formulas on an individual-to-individual basis for their clinical patients, clients, and patrons.
- The 1st (2024) liquid herbal products manufacturer to become Halal Certified, thus meeting the Muslim dietary code in full – the only Halal-certified liquid herbal products in the industry. It proves beyond a shadow of a doubt that we are totally alcohol-free! Actually, we've been Halal-compliant from the beginning of our endeavor.

There are other firsts as well, and more on the way.

THE POINT BEING...

That LHI™'s product manufacturer, Cedar Bear®, has historically been one of the most innovative companies in the liquid herbal products segment of the industry and one of the most innovative in the herbal products industry at large. Our industry firsts keep happening, which is a hallmark of innovation, and we are driven by innovation.