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# What is our Vision ?

At The Nutrition Initiative we strive to lead a global nutrition revolution that replaces unhealthy, empty-calorie foods with powerful, natural alternatives — Making preventive health accessible, affordable, and part of everyday life.



## We are on a mission to :-



- Harness the power of microgreens, superfoods, and advanced drying technology to craft products that elevate health without compromising taste or convenience.
- Deliver nutrient-rich functional food products for modern lifestyles
- Support and elevate other businesses with premium raw and semi-processed nutritional ingredients
- Make clean nutrition the default, not the exception





## What Are Microgreens ?



Microgreens are young, nutrient-rich shoots harvested just days after sprouting. They contain up to 40× more vitamins, minerals, and antioxidants than mature plants.

they support immunity, fight inflammation, slow aging, and help reduce the risk of chronic diseases. Easily absorbed and incredibly versatile, they enhance both flavor and function.



## What is Freeze drying ?



Freeze drying is a gentle, no-heat method that removes moisture while preserving nutrients. It retains up to 98% of vitamins, antioxidants, and bioactive compounds.

Perfect for delicate superfoods like microgreens, it keeps their color, flavor, and potency intact. Freeze-dried products stay fresh for years—naturally, without preservatives, enabling us to deliver nature's power in its purest form.



## About Freeze dried microgreen powders :-



Our freeze-dried microgreen powders are ultra-potent forms of nutrition—created by gently removing moisture while preserving up to 98% of their vitamins, minerals, and antioxidants.

With water gone, every gram becomes a concentrated source of plant power—rich in compounds that support immunity, reduce inflammation, and promote cellular health. Just a spoonful a day can turn everyday meals into functional wellness tools.

At The Nutrition Initiative, we craft these blends to make healing through food simple, effective, and natural.





# Why Partner With The Nutrition Initiative?

At The Nutrition Initiative, we empower forward-thinking brands with ultra-potent, science-backed microgreen powders and functional blends that redefine what nutrition can do. Whether you're formulating the next breakthrough supplement or enhancing a clean-label food product, we help you deliver more—naturally.

## What Sets Us Apart?

### 1. Ultra-Potent Nutrition

Our freeze-dried microgreens retain up to 98% of their original nutrients—delivering up to 40× more vitamins, minerals, and antioxidants than mature plants. This means you can supercharge your product's nutritional profile with just a fraction of the dose.

### 2. Functional Versatility

From capsules and drink mixes to protein bars and wellness shots, our powders integrate seamlessly into a wide range of applications—without compromising taste, texture, or shelf life.

### 3. Competitive Advantage in Every Gram

In saturated markets, differentiation is everything. Our concentrated powders allow you to:

- Achieve higher nutrient claims with smaller serving sizes
- Reduce reliance on synthetic additives or isolates
- Position your product as clean-label, plant-based, and clinically relevant

### 4. Custom Formulation & Co-Creation

We work with you to develop bespoke blends tailored to your brand's goals—whether it's an iron-rich women's tonic, a gut-health smoothie booster, or a high-antioxidant sports recovery mix.



Industry	Use Case
Nutraceuticals	Capsules, sachets, and functional blends for immunity, energy, and detox
Functional Beverages	Smoothie boosters, green shots, and ready-to-mix powders
Clean-Label Foods	Protein bars, soups, sauces, and snacks fortified with real plant nutrition
Plant-Based Nutrition	Vegan protein blends, meal replacements, and wellness kits
Export & Ingredient Supply	Bulk powders for global brands seeking high-quality, traceable ingredients

## The Impact of Partnership

- By partnering with us, you're not just sourcing ingredients—you're gaining a strategic edge:
- Elevate your product's nutritional value without increasing dosage or cost
- Stand out in competitive markets with clean, potent, plant-based claims
- Deliver real health outcomes that consumers can feel and trust

## Let's Grow the Future of Nutrition

Join hands with The Nutrition Initiative and bring the power of microgreens to your brand. Together, we'll create products that don't just compete—they lead.



# Our Products -

**100% Pure Freeze dried Microgreens powders:-**

Microgreen Name	Nutritional Profile	Health Benefits
Afila Peas	Vitamins-A and C Calcium, Magnesium, Phosphorus, Potassium, fiber,	Blood pressure regulation, muscle relaxation, and bone strength
Alfalfa	Vitamins-A, B, E, K Calcium, Magnesium, Phosphorus and Iron	Help to Lower Cholesterol, control Blood Sugar, Natural Diuretic, Relieve Menopausal Symptoms, Help Breast Milk Production, an anti-inflammatory food, help to increase Sperm Quality
Amaranth Red	Vitamins-K, E, C Calcium, Iron and beta-carotenes	Boosting the immune system, protecting the body from cardiovascular and hypertension diseases, ensuring proper treatment against cancer and maintaining healthy digestion levels.
Arugula/ Rocket cultivated	Vitamins-A, C, K Calcium, Potassium and Folate	Eating it often may lessen cancer risk, boost bone health, and improve diabetes control.
Basil Green	Vitamins-A, C, E, K, B6 Calcium, Iron, Zinc, magnesium, Copper, Phosphorus, Potassium	Help reduce inflammation in the body (eugenol) and tackle bacterial infections.
Basil Purple	Vitamins-A, C, E, K and B-complex Iron, calcium, and potassium	Known to have an anti-inflammatory effect. The presence of polyphenols drives gut health by reducing oxidation and inflammation.



Microgreen Name	Nutritional Profile	Health Benefits
BeetRoot	Vitamins-K, A, C Copper, Magnesium, Manganese, Potassium, Iron and	Contain betalains, potent antioxidants supporting heart health, boosting immunity, and aiding detoxification
Broccoli SaaG	Vitamins-A, B, C, E, K Calcium, magnesium, phosphorous, iron, copper, and	Reversing chronic illnesses such as heart disease and type II diabetes
Cabbage	Vitamins-A, C , E and B6 Sodium, Iron , Magnesium, Potassium, Zinc , Phosphorus	Detoxifies blood, Contributes to remove toxins, Provides relief from pain, Promotes good eye health, Help reduce risk of cancer and ulcer, Inhibit growth of cancer cells, Beneficial for weight management, Reduces the effects and presence of Alzheimer's.
Cauliflower	Vitamins-C, K, and B6 Folate, potassium, manganese, iron, magnesium, and	Vitamins and minerals that can help lower the risk of cardiovascular disease.
Chia	Vitamins-A, E, B6 Folic Acid, Calcium, Phosphorus, Magnesium, Manganese, and	Highly beneficial for your cardiovascular system by improving your heart health and the ability for nutrients and oxygen to get around your body.
Cilantro	Vitamins-A, C, and K Calcium and potassium	Eliminating heavy metals from the body, acting as powerful antioxidant that reduces free radicals, which aids in cancer prevention, and they are proven to reduce anxiety and improve sleep.
Wheatgrass	Vitamins-E, C, K, along with beta carotene and B vitamins Iron, calcium, phosphorus, magnesium, zinc, and copper.	It can eliminate toxins, help with digestion, boost metabolism, lower cholesterol, boost immune system. It's best to eat them an hour after your meal allowing the meal time to digest.



Microgreen Name	Nutritional Profile	Health Benefits
Fenugreek Methi	Vitamins-A and C Thiamine and folic acid	Helps control blood sugar levels, while its high fiber content helps lower cholesterol and promote cardiovascular health, helps in hair growth, preserves natural colour, cures dandruff, and keeps hair silky.
Garden cress	Vitamins-A, B, C, E Calcium, Iron, Magnesium, Niacin, Phosphorus, Potassium And all Essential Amino Acids.	This tiny herb may aid immunity, disease prevention, weight loss, organ function, inflammation, heart health, and diabetes. It may even offer anticancer effects and aid breast milk production.
Kale	Vitamins-K, C, A, B2, B6 and B9 Calcium , Iron, potassium manganese	Boost immune system, Support gut health, Support eye health, Anti-inflammatory properties, Lowered cholesterol.
Kale Green	Vitamins-A, C, E, K, B6, B9 Calcium , iron , potassium , and manganese, and all Essential	Essential for maintaining healthy vision. Vitamin A is important for eye health because it helps protect the surface of the eye and maintain healthy vision.
Mustard Green	Vitamins-A, C, E Fiber, folate, niacin, riboflavin, thiamin, sodium, potassium, calcium, copper, iron,	protect your skin and lower risk factors of diabetes.
Peas	Vitamins-A, C, E, B1, B2, B3, B6 Folate, and potassium	Help prevent age-related macular degeneration and cataracts by protecting the eyes from harmful ultraviolet rays. Pea shoots contain about 43% of vitamin A's daily value
Radish China Rose	Vitamins-A, B, C, E, K Folic Acid, Niacin, Potassium and Iron	Supporting digestive function to improving immune system functioning while also promoting glowing skin



Microgreen Name	Nutritional Profile	Health Benefits
Radish Pink	Vitamins-A, B, C, K Calcium, Magnesium And Zinc,	High in carotene and lutein. Both of these vitamins are beneficial for eye health and immune system function.
Radish Purple/Sango	Vitamins-A, B, C, E, K Calcium, iron, magnesium, phosphorus, potassium, and zinc	Naturally diuretic, consisting of anti-fungal and anti-bacterial characteristics, thus detoxifying the body. It is recommended in jaundice treatment. Soothes the digestive system, relieves congestion, good for allergies, infection, and cold.
Radish White	Vitamins-A, B, C, E, K Calcium, Magnesium, and Zinc	Essential amino acids enable the body to conduct innumerable critical processes for life, including energy regulation, enzymatic functioning, tissue growth and repair, immune functions, neurotransmitter production, and calcium absorption, to name a
Red Cabbage	Vitamins-A, C, K1, B6 and B8 Calcium, Magnesium, phosphorus, manganese And Zinc,	Helps to boost the immune system and protect you from common illnesses like cold and flu. People with high Vitamin C levels are also less at risk of developing eye disease and cardiovascular disease.
Spinach	Vitamins-C, E, and beta-carotene (pro- vitamin A) Potassium, Phosphorus, Manganese, Magnesium, Zinc, Iron, Calcium, and Copper	lowered cholesterol, anti-inflammation, better bone health, and hormone balance.
Sunflower	Vitamins-A, D , E Boron, Phosphorus , Calcium , Iron, Magnesium	Magnesium helps to maintain healthy immune, cardiovascular, and nervous systems. Magnesium is also critical for energy production and strong, healthy bones.



100% Pure Freeze dried Signature Blends:-

Blend Name	Target Use Case	Key Ingredients	Benefits
1. ImmunoShield	Immunity Boost	Broccoli, Red Cabbage, Kale, Beetroot, Wheatgrass	Rich in vitamin C, sulforaphane, and antioxidants to strengthen immune response
2. Gut Harmony	Digestive Health	Radish (Purple), Garden Cress, Fenugreek, Alfalfa	High in fiber, prebiotics, and anti-inflammatory compounds for gut balance
3. Green Glow	Skin & Hair Wellness	Spinach, Red Amaranth, Beetroot, Sunflower	Supports collagen production, detoxification, and hair growth
4. Iron Booster	Iron deficiency, anemia support	Beetroot, Amaranth Red, Alfalfa, Spinach, Garden Cress	Special booster blend for women with low haemoglobin levels
5. CardioCare	Heart Health	Broccoli, Chia, Alfalfa, Red Cabbage	Omega-3s, potassium, and polyphenols to support blood pressure and cholesterol
6. Detox Daily	Liver & Body Detox	Beetroot, Cilantro, Radish, Wheatgrass	Helps eliminate toxins, supports liver function, and reduces oxidative stress
7. Bone Builder	Bone Strength	Kale, Pak Choi, Turnip Greens, Garden Cress	High in calcium, magnesium, and vitamin K for bone density and joint health



Blend Name	Target Use Case	Key Ingredients	Benefits
8. Hormone Harmony	Women's Wellness	Alfalfa, Fenugreek, Flax, Red Lettuce	Supports hormonal balance, menstrual health, and menopause relief
9. Active Greens	Energy & Recovery	Broccoli, Spinach, Pea Shoots, Beetroot	Iron, nitrates, and chlorophyll to boost stamina and muscle recovery
10. Vision Vital	Eye Health	Red Kale, Carrot Greens, Spinach, Radish Pink	Beta-carotene, lutein, and vitamin A to protect and nourish vision

**\*Custom mixes available on demand**

## Other Products :-

- All freeze-dried fruits (powdered/sliced) \*Subject to seasonal availability
- Neem Powder
- Amla Powder
- Ginger powder
- Ashwagandha Powder
- Moringa Powder

**\*We also service other custom requirements subject to availability**