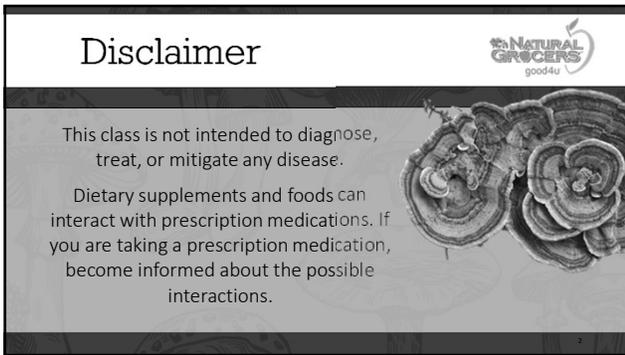




1



2



3

The Mysterious Kingdom



Mushrooms represent an entire *kingdom* whose inhabitants are completely unique from anything else.

Mushrooms can be intimidating because they're so foreign:

- Some you can cook with
- Some offer supplemental benefits
- Some are poisonous*
- Some are hallucinogenic*

*** We only carry mushrooms for cooking and mushroom supplements☺**



4

The Fungi Kingdom



What do you know about mushrooms?

- Mushrooms are unique in that they are neither animal or plant
- Some people consider mushrooms plants, but they differ from plants in that they lack the green chlorophyll and have a different method of manufacturing food and energy. For this reason, they are placed in a kingdom of their own, "The Kingdom of Fungi".



5

Mushroom Boom



In the last several years, the amount of scientific research on mushrooms has "mushroomed". Turns out, mushrooms hold the power to support the immune system, blood sugar balance, brain health, liver health, respiratory health, hormone balance, and can even boost energy levels.



6

Mycology Lingo 



Fruiting Body – the part of the mushroom that grows above ground. What we think of as a “mushroom”

Mycelium – the “roots” of the fungi that participate in the transfer of carbon and nutrients.

Both the mycelium and the fruiting bodies are packed with nutrition!
Supplements use either the mycelium, the fruiting body, or both and will specify on the bottle.

7

Overview

Mushrooms are the latest fad but this trend can barely keep pace with the *mountain* of research newly published

All mushrooms support numerous aspects of health and there’s significant overlap between species, but each species is unique and can help bolster your specific health goals!



8

Reishi 

THE ORIGINAL CHILL PILL
 SLEEP • STRESS • SEASONAL CHALLENGES



Reishi has been consumed for its broad health supportive properties **for over 2,000 years**

More than 100 distinct polysaccharides and 119 triterpenoids from this species have been isolated from both the mycelia & fruitbodies

9

Reishi
The Original Chill Pill

In China, Reishi is commonly used to support healthy sleep patterns and promote **deep, restful sleep**.

Reishi has also been shown to support the **body's ability to adapt to stress** and support **well-being when experiencing stress-induced fatigue**

Are daily stresses interfering with your health?

Reishi revitalizes and supports the entire body.




10

Reishi
Seasonal Challenges

Reishi contains **hundreds of different bioactive compounds** that exhibit free radical scavenging, inflammation modulating, and immune supporting activity.

- Supporting the body's natural ability to identify and respond to common irritants
- Supporting a balanced immune response in the lungs and respiratory tract
- Supporting healthy histamine levels
- Offers support during occasional times of airborne irritation.

Reishi supports free and easy respiration by:



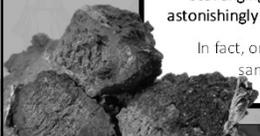

11

Chaga

THE GUT NURTURER
GUT LINING HEALTH • HAIR & SKIN

Chaga is one of the single richest sources of free radical scavenging compounds found in nature, containing an astonishingly **wide variety** of these cell-supporting nutrients.

In fact, one dose of dual-extracted Chaga packs the same number of free radical scavengers as thirty pounds of carrots.




12

Chaga
The Beautifier & Immunity "Big Daddy"




HAIR & SKIN

Due to its exceptional nutrient density and strong affinity for epithelial tissue (aka skin), Chaga supports shiny, thick, lustrous hair & healthy, glowing skin.

GUT LINING HEALTH

Chaga offers unique nutrients called beta glucans as well as maximum support against daily free radicals.

Chaga supports the health of the cells that line the gut and a robust microbiome

13

Cordyceps



THE RESTORER OF HEALTH & VITALITY
PEP • EXERCISE • LIBIDO • RESTORATION



This parasitic fungus is found at very high altitudes (12,000+ feet) and grows from the bodies of caterpillars.

Because of Cordyceps' unique ability to boost ATP (our body's "batteries"), Cordyceps has been shown to support energy and stamina, a healthy libido, augments oxygen uptake and supports athletic performance.

14

Cordyceps
The Fighter of Fatigue




Not performing your best?

Research shows that cordyceps supports healthy energy levels and may encourage oxygen uptake, which supports both exercise endurance and healthy respiratory function.

With cordyceps, go **from languishing to flourishing** and see the silver lining in the clouds.

BONUS!

Cordyceps also supports immune resilience so you can get back to feeling your best.

15

Lion's Mane 

THE BRAIN'S BEST FRIEND
MOOD • MEMORY • FOCUS

**Looking for a natural brain boost?
Need focus, memory, or mood support?**
Lion's Mane is well-known for its magnificent ability to promote mental clarity, focus, memory, and overall cognitive function. It also optimizes nervous system health.



16

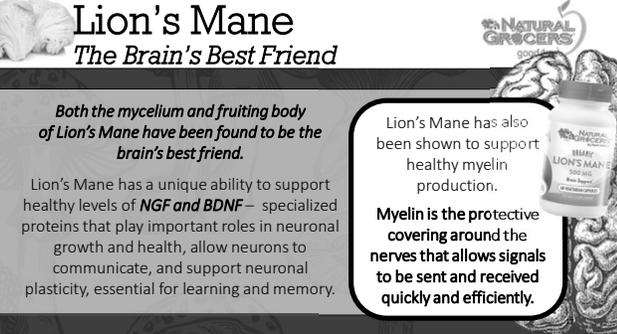
Lion's Mane
The Brain's Best Friend 

Both the mycelium and fruiting body of Lion's Mane have been found to be the brain's best friend.

Lion's Mane has a unique ability to support healthy levels of **NGF and BDNF** – specialized proteins that play important roles in neuronal growth and health, allow neurons to communicate, and support neuronal plasticity, essential for learning and memory.

Lion's Mane has also been shown to support healthy myelin production.

Myelin is the protective covering around the nerves that allows signals to be sent and received quickly and efficiently.



17

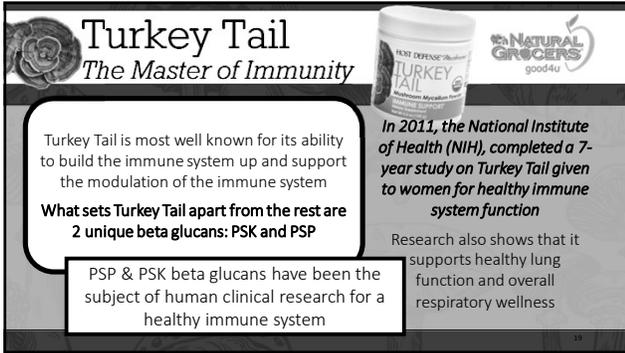
Turkey Tail 

THE MASTER OF IMMUNITY
ROBUST IMMUNITY • DIGESTION

Does your immune system need an MVP?
Turkey tail supports a robust immune system. It also supports digestion, ensuring your body can take in the nutrients it needs to support a healthy immune system so you can feel your best.



18



Turkey Tail
The Master of Immunity

Turkey Tail is most well known for its ability to build the immune system up and support the modulation of the immune system

What sets Turkey Tail apart from the rest are 2 unique beta glucans: PSK and PSP

PSP & PSK beta glucans have been the subject of human clinical research for a healthy immune system

In 2011, the National Institute of Health (NIH), completed a 7-year study on Turkey Tail given to women for healthy immune system function

Research also shows that it supports healthy lung function and overall respiratory wellness

NATURAL GROCERS
good4u

19



Maitake

NATURAL GROCERS
good4u

THE HEALTHY WEIGHT HERO
WEIGHT MAINTENANCE • BLOOD SUGAR • DIGESTION

Ready to kickstart your health goals?
Maitake promotes normal blood sugar metabolism, a healthy digestive tract, and helps maintain a healthy weight naturally.

20



Maitake
The Healthy Weight Hero

What makes maitake different from other mushrooms is its SX-fraction named after "Syndrome X"

The SX-fraction compound has been researched to support healthy blood sugar balance, healthy blood pressure, and healthy weight maintenance.

SX-Fraction also works as an "adaptogen", when it comes to supporting healthy stable blood sugar levels.

NATURAL GROCERS
good4u

21

Shiitake 

THE LIVER CHAMPION
LIVER SUPPORT • HEALTHY LIPID LEVELS • GLOWING SKIN



Does your liver need some love?

Shiitake promotes liver and immune function. In addition, healthy skin starts with a healthy liver. Thus, shiitake promotes overall skin health – from the inside out!

22

Shiitake 

The Liver Champion

Lentinan and eritadenine are especially powerful for supporting liver health:

Shiitake mushrooms contain unique phytonutrients including the beta glucans lentinan and eritadenine.

- Detoxification
- Skin appearance
- Healthy lipid levels in the liver and circulation

Research has shown that these phytonutrients help to stimulate and activate a healthy immune system and modulate inflammation.



23

Agarikon 

THE IMMUNE FORTIFIER
MAXIMUM IMMUNE SUPPORT



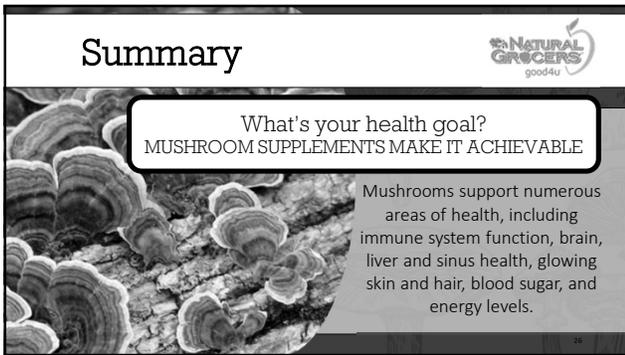
Is it time to give your immune system a helping hand?

Agarikon has *maximum*-immune supporting properties. It contains a spectrum of unique nutrients that support a healthy microbial and bacterial balance.

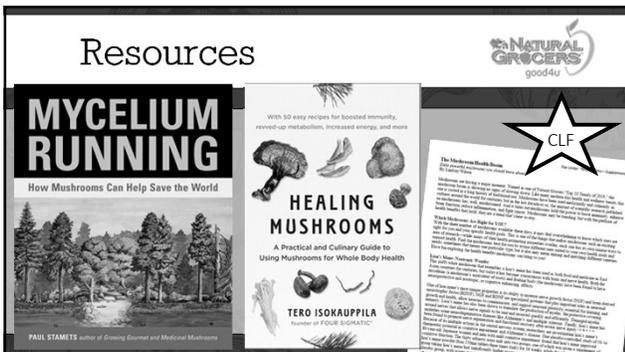
24



25



26



27

Why?



Mushrooms can feed you, supplement you into optimal health, and maybe even save the world.

Trees, bears, bees, humans, mycelium, all organisms are interconnected within the web of life.