

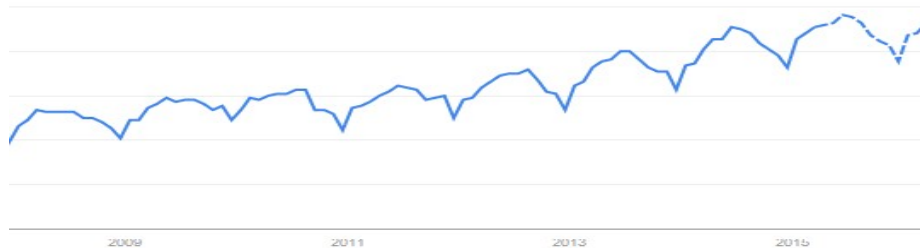


2015 Market Trends for Europe

This paper identifies the most popular European products and trends in the Botanical and Nutraceutical sectors. The market analysis, as detailed on this paper, provides valuable insight into identifying current trends for the most popular botanicals in Europe. The following trend charts were developed using Google Trends. Google Trends shows how often a particular search term is entered relative to the total search volume. It is a very good indicator of historical trends and future demand for these products. It is noted that some are increasing in demand while others remain consistently popular. Our focus will be on the following ingredients:

- ◆ Aloe Vera
- ◆ Blueberry
- ◆ Ginger
- ◆ Brown Rice Protein
- ◆ Organic Hemp
- ◆ Moringa

Aloe Vera

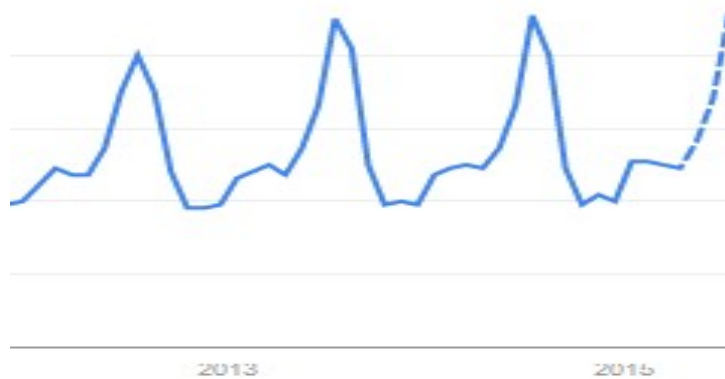


Aloe Vera continues to trend upward.

Aloe Vera leaves contain a vast array of vitamins, minerals, and other beneficial ingredients such as enzymes, sugars, acemannan, anthraquinones, phenolic compounds, lignin, saponins, sterols, gibberellin, and salicylic acid, in addition to 19 amino acids, including 8 essential amino acids. Aloe Vera is rich in vitamin C and germanium. It also improves the absorption and bio-availability of vitamins B12, C, and E. Aloe Vera is used in many products, from makeup to moisturizer, soap to sunscreen, and various foods. All of the ingredients in Aloe Vera are combined and balanced perfectly in nature to provide a soothing tonic for the body's systems.



NP Nutra has Organic Aloe Vera 100:1 freeze dried readily available for supplement usage. Aloe Vera Freeze-dried Powder, Aloe Vera 200:1 and Aloe Vera Leaf Powder are available upon request.

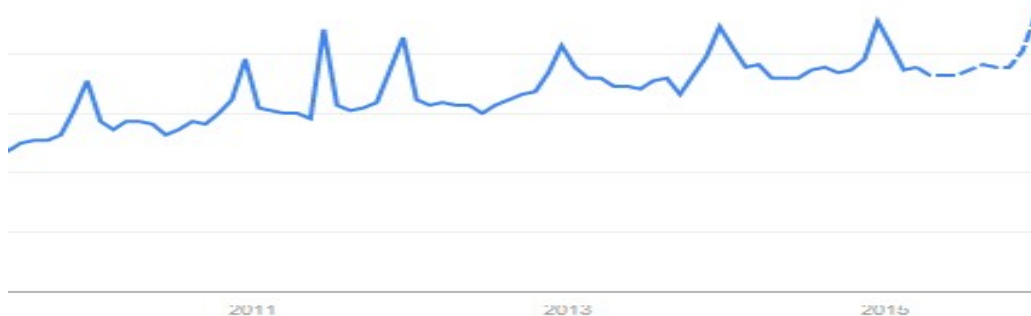


Blueberry

Blueberry supplements have been enormously popular in Europe for many years and show strong consistent demand with annual popularity peaking around harvest time. Blueberries are a popular component in supplement formulas targeting healthy brain function, urinary tract health and antioxidant blends. A study by the USDA Human Nutrition Research Center on Aging found that the combination of polyphenols present in blueberries appear to have a synergistic effect which provides increased protection from age-related declines in mobility and cognition relative to the individual constituent compounds. NP Nutra has organic Blueberry Juice Powder available made of the finest South American Blueberries, freeze-dried to preserve their remarkably high phytonutrient profile.

NP Nutra's BettaBerries™ Antioxidant Blend is a delicious proprietary blend of the world's most phytonutrient-rich berry superstars including Blueberry, Acai, Maqui, Acerola and Raspberry.

Ginger

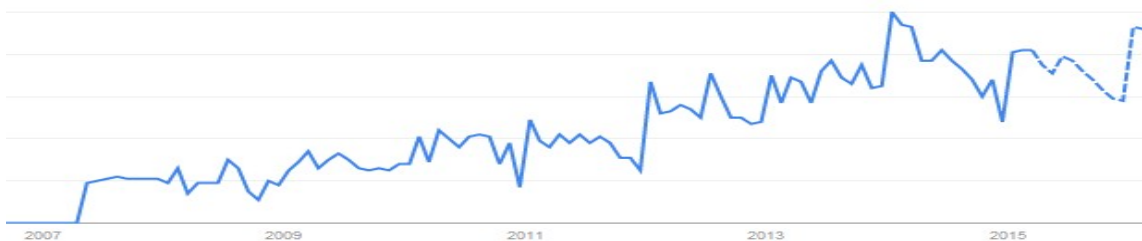


Ginger, one of the world's most popular spices, continues to grow in popularity. Ginger has antioxidant properties which support the numerous health benefits it has been associated with for centuries. Studies have shown that Ginger may help to relieve age related complaints. Preliminary studies suggest that dried Ginger extract may help to reduce minor inflammation, swelling and pain due to overuse and exercise by supporting calcium levels in the body. These studies also report that Ginger may be beneficial for a healthy skeletal system. The rhizomes have a concentration of essential oils which are responsible for the exotic aroma of Ginger. Gingerol is the major constituent of fresh Ginger and preliminary studies have shown that it has a beneficial effect on metabolism. The metabolites of Ginger accumulate in the gastrointestinal tract, therefore supporting the consistent use of Ginger as an aid for stomach ailments, nausea and a healthy digestive system.

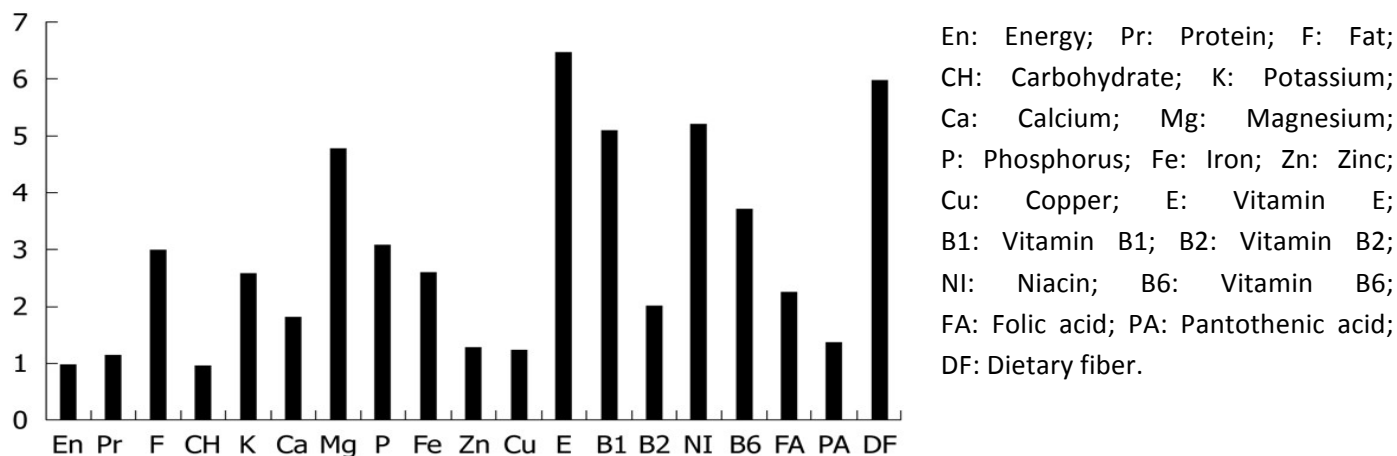
NP Nutra's Ginger P.E. 10:1 Organic is available for supplements.

Brown Rice Protein

Brown Rice continues to surge in popularity. It is regarded as a complete protein source and provides the body with nine essential amino acids that cannot be synthesized by the body.



As documented in the World Journal of Gastroenterology Research, brown rice is an excellent form of protein with high levels of nutritional elements. The following chart shows the nutritional elements of brown rice in comparison with white rice. The amount of elements in 100 g of edible food is expressed in comparison with those in white rice, whose value is 1. Brown rice is richer in almost all elements in comparison.



NP Nutra organic Brown Rice Protein Powder is available either on its own or as part of NutraProtein Power Blend™, a specially formulated nutritional mix of superior plant-based protein.

Organic Hemp

Organic Hemp continues its strong growth in popularity. Organic Hemp is rich in fiber and essential fatty acids that help maintain healthy hormone levels.



A Department of Human Nutritional Sciences Study at the University of Manitoba, Canada, evaluated the quality of protein from hemp seed products through the use of the protein digestibility-corrected amino acid score (PDCAAS) method. The results support protein claims for hemp seed products and provides evidence that hemp proteins have a PDCAAS equal to or greater than many grains, nuts, and some pulses. The study also revealed that hemp protein flour had the highest crude protein (CP) content at 41%.

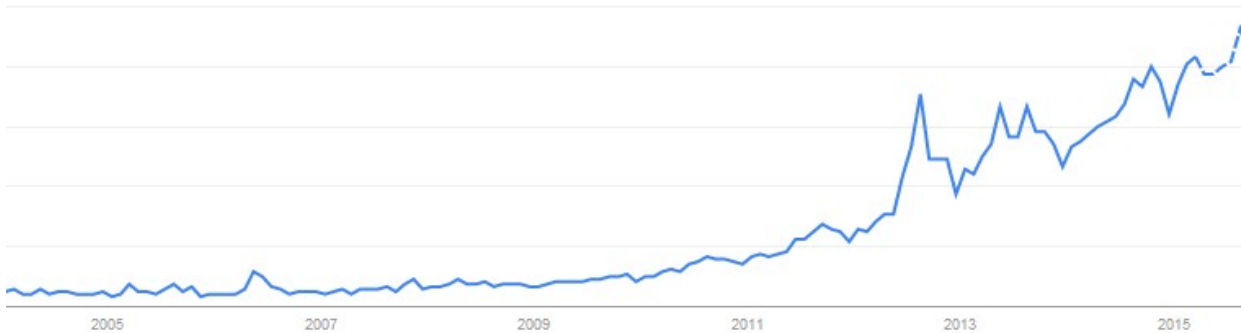
Hemp Seed CP: 23.97%

- ◆ Hemp Nuts CP: 35.86%
- ◆ Hemp Protein Flour CP: 40.68%
- ◆ Hemp Hulls CP: 12.65%



NP Nutra supplies Organic Hemp Powder and NutraProtein Power Blend™ which is a specially formulated nutritional mix of superior plant-based protein containing Organic Hemp.

Moringa



Moringa is both a powerful antioxidant and a protein-loaded plant source that may aid the immune system and support energy levels. Moringa oleifera contains essential amino acids, carotenoids in leaves, and components with Nutraceutical properties, supporting the idea of using this plant as a nutritional supplement or constituent in food preparation. Some nutritional evaluation has been carried out in leaves and stem. An important factor that accounts for the medicinal uses of Moringa oleifera is its very wide range of vital antioxidants, antibiotics and nutrients including vitamins and minerals. Almost all parts of Moringa can be used as a source for nutrition. An Egyptian Study revealed that the aqueous extract of Moringa leaves possesses potent hypoglycemic effects through the normalization of elevated hepatic pyruvate carboxylase enzyme and regeneration of damaged hepatocytes and pancreatic β cells via its antioxidant properties. The University of Sadat City, Egypt is planning on doing more research of Moringa as an anti-diabetic agent.



NP Nutra NutraProtein Power Blend™ is a specially formulated nutritional mix of superior plant-based protein, which includes Moringa.

NP Nutra offers organic Moringa Leaf Powder.

For more information on any of these popular European ingredients please contact us.



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Note: The charts in this paper have been provided by Google Trends which is a public web facility of Google Inc.

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