

# PaleoGreens™



## Great Tasting Greens Food Made With Organic Ingredients

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### Designs for Health PaleoGreens™

*Now available in mint flavor AND in capsule delivery*

PaleoGreens™ is the great tasting Designs for Health greens food made with over 70% organic ingredients. PaleoGreens™ is special not only because of its extraordinary formula, but also because we meticulously cultivate and protect all the precious constituents contained in it. We work closely with our certified organic growers to ensure the optimal preservation of enzymes and beneficial phytonutrients in PaleoGreens™ ingredients. These ingredients are harvested at their peak of potency and immediately concentrated and dried by utilizing proprietary cool-temperature processes that preserve their energetic and nutritional integrity. Studies have shown that these unique technologies offer unprecedented protection of the enzymes and other valuable phytonutrient constituents. Our PET packaging further protects PaleoGreens™ from damaging light, oxygen and moisture after bottling.

The vegetable, fruit, and berry ingredients are brightly colored and non-oxidized, as the powders are protected from heat, UV light and moisture from start to finish. PaleoGreens™ contains three times the amount of chlorophyll as compared to other formulations, and the chlorella is a specially cultivated easy to digest strain with a soft cell wall vs. hard cell strains requiring nutrient depleting “cracking” methods. Unlike other greens powders, we never add inexpensive fillers or bulking agents (such as lecithin, fiber, whole grasses, pectin, rice bran, or flax), which greatly dilute potency, can be a source of genetically modified material, and interfere with the bioavailability of the fragile phytonutrients. In every spoonful of PaleoGreens™, you receive densely packed nutrition that intensely nourishes and strengthens every system in your body, resulting in sustained energy, enhanced recovery, mental clarity and overall well-being. We are certain you will find PaleoGreens™ to be the highest quality and best tasting greens product you've ever experienced.

### Why are PaleoGreens™ unique and superior to other greens products?

- Over 70% organic ingredients
- Over 90% active ingredients compared to 40-60% filler in other formulations
- Paleo profile: no grains or legumes, low allergenic
- No alfalfa, a common ingredient in all other leading brands (which has been shown to aggravate autoimmune disease)
- Great taste, with no added sugars
- Predominantly freeze-dried vs. spray-dried ingredients (Resulting in an ultra-low maltodextrin carrier content)
- Barley and Wheat Grass are 100% Cold-Processed juice solids vs. powders, resulting in 3 times the amount of Chlorophyll of other greens formulation
- Certified Organic Spirulina which is unique to greens products
- Chlorella has a soft cell wall for better bioavailability
- Organic Stinging Nettles is flash frozen & freeze-dried
- Grape Seed and Skin is a water extract process - no chemicals or alcohol are used in the extraction process
- Kale, broccoli and cauliflower sprouts have been assessed to contain high levels of glucosinolates and sulforaphanes. Recent research shows these to be beneficial compounds in these sulfur containing foods.

### Supplement Facts

Serving Size 1 tablespoon (9 grams)  
Servings Per Container about 30

Amount Per Serving		% Daily Value
<b>Calories</b>	35	
Calories from Fat	0	
<b>Total Fat</b>	0 g	0%*
Trans Fat	0 g	0%*
<b>Cholesterol</b>	0 mg	0%*
<b>Sodium</b>	55 mg	2%*
<b>Total Carbohydrate</b>	6 g	2%*
Dietary Fiber	<1 g	4%*
Sugars	2 g	†
<b>Protein</b>	2 g	
Vitamin A (Beta-Carotene)	2500 IU	50%*
Vitamin C	78 mg	130%*
Calcium	21 mg	2%*
Iron	0.5 mg	3%*

Fruit and Fiber Proprietary Blend	3.7 g	†
Organic Apple		
Red Berry Blend (whole fruits of):		
Raspberry		
Blackberry		
Blueberry		
Camu Camu Berry ( <i>Mycraria dubia</i> )		
Greens Proprietary Blend	3.0 g	†
Organic Spirulina		
Organic Barley Grass Juice		
Organic Wheat Grass Juice		
Chlorella		
Organic Stinging Nettle (leaves) ( <i>Urtica dioica</i> )		
Vegetable Proprietary Blend	1.5 g	†
Organic Carrot Juice		
Organic Beet Juice		
Organic Tomato Juice		
Organic Kale Powder		
Organic Parsley Powder		
Organic Collard Powder		
Organic Spinach Juice		
Organic Broccoli Sprouts		
Organic Cauliflower Sprouts		
Organic Kale Sprouts		
Grape Seed and Skin (water extract)	206 mg	†
Enzyme/Prebiotic Proprietary Blend	118 mg	†
Organic Burdock Root ( <i>Arcium lappa</i> )		
Enzyme Blend:		
Amylase		
Cellulase		
Lipase		
Protease		

\*Percent Daily Values are based on a 2,000 calorie diet.  
†Daily Value not established.

Other Ingredients: Lemon-lime flavor, stevia.

## Not Enough Greens

Extracts of greens, fruits and vegetables are possibly the most important and most needed supplement for today's lifestyles. An estimated 77% of Americans are not getting the recommended 2-4 servings of fruits, and 59% are not getting the recommended 3-5 servings of vegetables. On top of this, white potatoes account for about 50% of the total vegetables consumed, mainly in the form of french fries. So, the percentage of people consuming adequate levels of phytonutrient rich vegetables might be less than 20%.<sup>1</sup> Up to a third of the children under 2 consumed no fruits or vegetables, according to the survey. And for those who did have a vegetable, french fries were the most common selection for children 15 months and older.<sup>2</sup>

## Why do we need fruits and vegetables in the first place?

Man evolved adapting to a hunter gatherer diet rich in phytonutrients over millions of years. Only in the last 10000-50000 years have we begun to substitute fruits, vegetables and grass-fed meats with starches coming from grains and tubers, and meats from corn-fed animals and their dairy products.

This diet shift is responsible for a much lower intake of phytonutrients and important minerals like magnesium, potassium, zinc, and selenium. Our physiology is simply not functioning properly due to the deficiencies and imbalances created by modern diets and we are paying the price with increased rates of cancer, cardiovascular disease (stroke, hypertension), osteoporosis, immune system deregulation, and various degenerative disease manifestations like neurological/eye disorders, and kidney impairment.<sup>3</sup>

One very important aspect of physiological homeostasis is the acid-base balance.<sup>4</sup> Modern diets are characterized by a severe acid load due to the predominance of meat and grain consumption.<sup>5,6</sup> We have adapted to eating meat<sup>7</sup> but it was always balanced by alkalizing fruits and vegetables. The reduction of animal flesh consumption is often advocated as a solution to reducing acidity, but most people are unaware that grain products are acid forming as well.

The food pyramid can be blamed for many of these attitudes, but thankfully there now is a growing awareness of the detrimental effects of grains and starches. The elegant, evolution based solution is to replace grains and starches with as many vegetables as possible, and with adequate amounts of fruits. Also, an adequate amount of protein should be provided from primarily grass-fed animals which store these same phytonutrients in their body fat and milk.

A very simple method of assessing the daily acid load is the first morning urine pH. If it's lower than 6.8, the patient should become aware that they either need more alkalizing nutrients like fruits and vegetables, greens powders and calcium and magnesium and/or they should reduce the grain consumption, NaCl salt and carbonated beverages. The official recommendations put emphasis on increasing calcium intake, but if the typical diets were more alkaline to begin with, we would need less supplementation from calcium.<sup>8</sup> Practitioners should have their patients check their urine pH often. This would be a great motivator for patients to eat right and take their supplements.

Why did we choose the ingredients to be "Paleo"? Because we are trying to stay true to the philosophy that our physiology does best with foods and extracts that we were exposed to for millions of years. Unlike other greens powders, we did not include any grain derived components (like oat or pea fibers/particles). This is not just for the sake of a philosophy but because there is ample scientific evidence pointing to the detrimental effects of grains' and legumes' allergenic components on the immune system. Lastly, we should note that the inclusion of alfalfa grass is very common in many of the other greens powders. Most contain alfalfa extract from seeds or sprouts/grass in spite of the fact that there is clear research showing that it may have adverse health effects. Alfalfa contains a toxic element, the non-protein amino acid L-canavanine, an antagonist to L-arginine.<sup>9</sup>

## References:

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