



GREEN LIPPED MUSSEL EXTRACT Powder

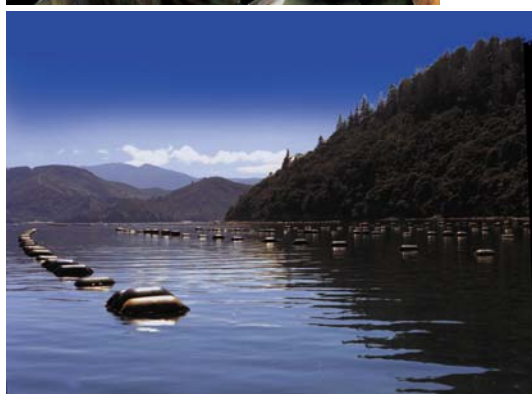


The latest addition to the premium quality Mountain Red® product range is Mountain Red® Greenlipped Mussel Extract.

Sustainably grown in the pristine waters of New Zealand, Mountain Red® Greenlipped Mussel Extract is a rich source of natural bioactive marine ingredients formulated to:

- Support healthy joints
- Provide advanced joint care mobility
- Sustain superior health and general wellbeing
- Supply a rich source of essential fatty acids, Omega 3, 6 and 9, shown to support healthy brain and cardiovascular function.
- Maintain healthy skin and hair condition

The New Zealand Greenlipped Mussel (*Perna canaliculus*) is grown exclusively in New Zealand's unspoiled coastal waters and is a highly valued food source. The whole mussel is prized by discerning food lovers around the world. New Zealand Green Lipped Mussel is so named due to the unique green colour of its shell. *(Image 1)* The Greenlipped Mussels farmed for Mountain Red® are grown on ropes suspended from platforms on the surface of the ocean.



(Image 2)

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All New Zealand shellfish producing waters are regularly monitored to ensure their growing environment meets the highest food safety standards of both the USFDA and New Zealand regulatory agencies. The Greenlipped mussel is naturally able to obtain fundamental nutrients from phytoplankton (a marine organism found in ocean waters) and a vast array of marine minerals contained in the untainted ocean water conditions.

Sustainable Harvesting

Once the Greenlipped mussels have reached maturity they are harvested and processed for Mountain Red®. All processing strictly adheres to government licensing conditions for approved aquaculture facilities, further ensuring the premium quality of this product.

The mussels are harvested when fully grown by lifting the growing lines and carefully removing the mussels from each individual line. Harvesting is synchronised with factory production to ensure mussels spend the minimum time out of the water. Once the mussels are harvested, they are transferred to the processing plant, the shell is removed, and the Extract is freeze dried using low temperatures and vacuum controls to remove the water. This process preserves the integrity of the bioactive molecules and ensures the stability and activity of the vast array of nutrients naturally contained within the Extract.

Quality Control

Each batch of Mountain Red® Greenlipped Mussel Extract must pass the strict quality assurance guidelines of the New Zealand Ministry of Fisheries. As part of Mountain Red's® quality assurance programme, each batch is independently analysed to ensure the absence of bacteria and heavy metals.

Mountain Red® Greenlipped Mussel Extract powder is then processed and encapsulated in a Ministry of Agriculture and Forestry certified facility using cGMP (Good Manufacturing Process). This ensures that the finished product is of the highest standard available.

Mountain Red® Greenlipped Mussel products contain only 100% natural superior quality New Zealand Greenlipped Mussel Extract. Each capsule contains 500mg of Greenlipped Mussel Extract in a vegetarian capsule ensuring suitability for Vegetarians.

Mountain Red® Green Lipped Mussel Extract capsules are free from:

corn, gluten, lactose, sugar, starch, wheat, yeast, artificial colour, flavour and preservative.

*These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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What does Green Lipped Mussel Extract powder contain?

Mountain Red® Greenlipped Mussel Extract contains:

- complex proteins
- polypeptides
- naturally chelated minerals
- long chain unsaturated fatty acids
- enzymes
- glycosaminoglycans (GAGs)
- vitamins
- nucleic acids
- Chondroitin sulphates
- glycoproteins and polysaccharides

The average analysis of dried whole Green Lipped Mussel yields:

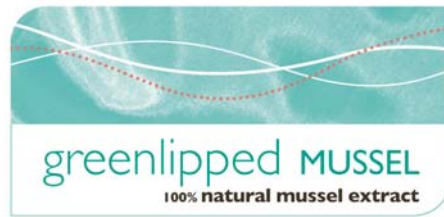
| | |
|--------------------------|-----------|
| Protein (as amino acids) | 60 – 62 % |
| Complex Carbohydrates | 12 – 13 % |
| Chondroitin Sulphates | 11 – 12 % |
| Lipids | 4 – 5 % |
| Minerals | 5 – 6 % |

Health Benefits

Mountain Red® Greenlipped Mussel Extract contains five kinds of Omega-3 all of which are beneficial for normal body function. It also contains a rich, complex blend of natural proteins, essential fatty acids (EFA's), minerals and mucopolysaccharides. These naturally occurring bioactive substances are increasingly being recognised in supporting joint mobility, cartilage maintenance, cardiovascular health, maintain good skin condition and for general health and well being.

The major fatty acids of New Zealand Green lipped Mussel are docosahexaenoic acid (DHA: 22:6 n-3) (19%), eicosapentaenoic acid (EPA; 20:5 n-3) and palmitic acid (16:0), both 15%. Cholesterol is the most prominent sterol (31% of total sterols). Other major sterols include desmosterol / brassicasterol, 24-methylenecholesterol, trans-22-dehydrocholesterol, 24-nordehydrocholesterol and ocellasterol.

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Precautions

Individuals with a known shellfish allergy should consult their healthcare professional prior to use of this product.

Questions & Answers

What is Greenlipped Mussel?

The New Zealand Greenlipped Mussel (*Perna canaliculus*) is found exclusively in New Zealand's unspoiled pristine coastal waters and is a highly valued food source. The whole mussel is prized by discerning food lovers around the world.

New Zealand Greenlipped Mussel is so named due to the unique green colour of the shell.

I have a seafood allergy, what should I do?

Prior to use of this product we suggest that you talk with your healthcare professional to ascertain the suitability of this product for you.

What does the product do?

Being a rich source of natural bioactive marine ingredients, Mountain Red® Greenlipped Mussel Extract is formulated to:

- Support healthy joints
- Provide advanced joint care mobility
- Sustain superior health and general wellbeing
- Supply a rich source of essential fatty acids, Omega 3, 6 and 9, shown to support healthy brain and cardiovascular function.
- Maintain healthy skin and hair condition

Is the product natural?

Mountain Red® Greenlipped Mussel products contain only 100% natural superior quality New Zealand Greenlipped Mussel Extract. Each capsule contains 500mg of Greenlipped Mussel Extract in a vegetarian capsule.

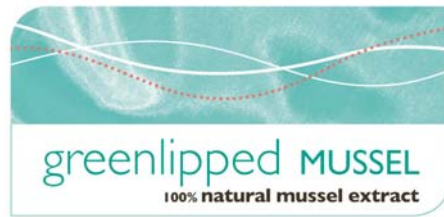
Mountain Red® Green Lipped Mussel Extracts capsules are free from:

- corn,
- gluten,
- lactose,
- sugar,
- starch,
- wheat,
- yeast,

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- artificial colour, flavour or preservative.

Can the product be used in children?

Yes the product can be consumed by young and old. This product is suitable for any age.

Is the product sustainable?

In recognizing its relationship with the environment the New Zealand Mussel industry is working to ensure that all of its activities are environmentally responsible and sustainable, from seed mussel (spat) through to harvesting and processing of the finished product. The Environmental Code of Practice contained within the industry's Environmental Management System formalizes the industry's commitment to the environment and ensures best industry practices are used throughout.

All of the formal environmental studies carried out to date give the New Zealand Mussel farming industry a clean bill of health. Since the inception of New Zealand mussel farming in the late 1960's there has been minimal ecological imbalance observed upon or near established marine farm sites. The fact that most New Zealand Mussel farms are sited in areas where mussels occur naturally has some bearing on this outcome.

Perhaps the biggest plus for New Zealand Mussel farming in the environmental sense is the fact that no harmful additives are used. The only artificial or manmade components are the inert floats, ropes and anchors which provide a support for the mussels while they grow. There is no use whatsoever of fertilizers, herbicides, pesticides or artificial feeds. In respect to the environment New Zealand Greenshell™ Mussel farming is cleaner and greener than organic gardening.

In all of its land based operations the New Zealand Mussel industry is no less conscious of its obligations to minimize and eliminate pollution factors. The industry currently funds and promotes research to provide environmentally sustainable waste management practices. The New Zealand Mussel industry Environmental Policy stresses the "five-R" principles of waste management - reduction; reuse; recycling; recovery; and residual management to every part of the industry from the growing waters through to the end consumer.

New Zealand Mussels are cultured on suspended longlines and are not dredged. The New Zealand Mussel is an ecologically sustainable product.

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