



NEW EARTH



TO LIVE FULLY MEANS TO BE HEALTHY FIRST —  
HEALTHY IN BODY, MIND, AND SPIRIT.

The New Earth experience is anchored in exceptional products that help each person to live in the vibrant fullness of whole health.



## THE ALGAE STORY

BILLIONS OF YEARS AGO, THE EARTH WAS COVERED IN WATER AND WRAPPED IN A THICK SHROUD OF TOXIC METHANE AND AMMONIA GAS.

Then a miracle happened: a tiny phytoplankton called *BLUEGREEN ALGAE* appeared. Absorbing and metabolizing sunlight through the process of photosynthesis, this one-celled marvel synthesized proteins, vitamins, and other vital nutrients and exhaled pure oxygen, creating a rich, pure atmosphere that made possible the rest of life as we know it.

Creating a *NEW EARTH*.

The entire biodiversity of our planet today, from the tiniest ocean krill to great whales, from the rainforests to human beings, owes its existence to this ancient, epic transformation.



A detailed microscopic view of green algae filaments, showing individual cells with visible chloroplasts and cell walls. The filaments are arranged in a somewhat parallel but slightly overlapping manner, creating a textured, green appearance.


## THE ALGAE STORY

TODAY ALGAE CONTINUE TO PLAY A UNIQUE AND PIVOTAL ROLE IN LIFE ON EARTH.

From the smallest microalgae to giant seaweeds, they are responsible for 70 percent of our earth's oxygen.

Rich in a spectrum of minerals, proteins, essential Omega-3 and Omega-6 fatty acids, chlorophyll, and other phytonutrients, algae are the foundation of our food chain. Wild Bluegreen™ Algae, chlorella, and other freshwater microalgae, along with kelp, fucoïdan, *Dunaliella salina*, *Ecklonia cava*, dulse, bladderwrack, and other ocean algae provide an unparalleled source of natural nutrition.

And you'll find them **ALL IN NEW EARTH PRODUCTS.**



## THE FUNGI STORY

WHEN VOLCANOES AND TECTONIC CATAclysms CREATED THE EARLIEST CONTINENTS, FUNGI WERE THE FIRST LIVING ORGANISM TO VENTURE ONTO LAND. Spreading out in complex networks of hairlike filaments, called *mycelia*, fungi broke apart the barren substrate and unleashed minerals from the rock matrix, creating fertile soil.

Once again: **CREATING A NEW EARTH.**

While algae are nature's great nourishers, fungi are nature's great recyclers and synthesizers, with a unique capacity to break matter down into its prime elements and manufacture sophisticated new biochemical components. The two have worked together symbiotically since life on Earth began. They are nature's two great alchemists, the prime movers of the ecosystem.

**EARTH'S FIRST FOODS.**



# THE FUNGI STORY

## WHEN A TREE DIES IN THE FOREST, WHO HEARS IT?

**FUNGI DO, INSTANTLY—AND FROM MILES AWAY.** Sometimes called “the Earth’s natural Internet,” mycelia are living, intelligent networks that shuttle information, water, and vital nutrients from soil to plant and back, maintaining the entire life cycle. Also called “the forest’s immune system,” mycelia protect and nourish all plant life.

Mushrooms are the mycelium’s remarkably versatile fruit. Rich in antioxidants, beta glucans, enzymes, polyphenols, proteins, and triterpenes, mushrooms are among nature’s most nutrient-dense foods. Many of our most important pharmaceuticals are derived from the powerful compounds found in fungi, which scientists now consider the frontier of new medical research.

Mushrooms such as cordyceps, reishi (or ganoderma), maitake, shiitake, agarikon, Lion’s Mane and Turkey Tail are now thought to be among the most powerful and beneficial foods on earth.

**AND THEY’RE ALL IN NEW EARTH PRODUCTS.**



THE NEXT CHAPTER IN THE NEW EARTH STORY OCCURRED NEARLY 8,000 YEARS AGO, WHEN AN ENORMOUS VOLCANO ERUPTED AMID THE OLD-GROWTH FORESTS OF SOUTHERN OREGON. Hurling tons of gasses and hot magma ten miles into the air, the explosion scattered a thick blanket of mineral-rich ash hundreds of feet deep and for thousands of miles around. Today this volcanic-soil environment hosts the largest continuous mycelial network on the planet and some of the most broadly documented species of medicinal mushrooms in the world.

This explosion was so vast that it disintegrated the upper half of the mountain, creating the deepest lake in North America, known today as Crater Lake. Over the years a network of mineral-rich rivers, streams, and underground springs flowed southward, creating a unique ecosystem called the Klamath Basin.

More than thirty years ago a team of scientists and educators, who were conducting a search for the most nutrient-rich foods on earth, heard about a distinct strain of edible, abundant bluegreen algae growing wild in Upper Klamath Lake. They began to study it and soon realized they had discovered a nutritional bounty unlike any other food on earth.

THIS WAS THE BEGINNING OF NEW EARTH.

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# AN EXTRAORDINARY SUPERFOOD

## NEW EARTH'S WILD BLUEGREEN™ ALGAE CONTAINS:

- All 20 amino acids, providing a complete source of protein in an amino acid profile nearly identical to human breast milk;
- Essential fatty acids, including Omega-3 and Omega-6 in an ideal balance;
- Dozens of vitamins (including B12), minerals, and trace elements;
- The mental energy activator phenylethylamine (PEA);
- Powerful antioxidants, such as chlorophyll, superoxide dismutase, glutathione, and phycocyanin;
- An ideal balance of proteins, carbohydrates, fats, complex sugars, and fiber.

But even this list of nutrients doesn't tell the whole story. This Wild Bluegreen Algae is adaptogenic, meaning that it tends to support the body's ability to resist stress and normalize itself. To bring things into balance, regardless of where you're starting from.\*

Open a capsule of our Wild Bluegreen, dissolve the powder into a glass of water, and let it stand for an hour. You'll see its active pigments separate out into layers of red, blue, and green—a natural rainbow of phytonutrients that echoes that ancient global transformation so many eons ago.







THE HIGHEST PURITY STANDARDS

## IN THE INDUSTRY

PLENTY OF COMPANIES TOSS AROUND THE PHRASE "STATE OF THE ART." AT NEW EARTH, IT'S SIMPLY A STATEMENT OF WHAT WE DO. MORE THAN THREE DECADES OF CONTINUOUS DEVELOPMENT HAVE GONE INTO OUR PRODUCTION COMPLEX.

Our Wild Bluegreen Algae is a fragile ingredient, and it takes sophisticated technological know-how to harvest, cool, process, and gently dry this organic treasure, without harmful heating or solvent extraction, in a way that preserves its delicate balance of nutrients and enzymatic activity. Our process goes from harvest out on the lake's surface, to cooling, to multiple cleanings, to water removal, to freezing and storage, all in less than five hours.

A SUSTAINABLE, ECOLOGICALLY SENSITIVE HARVEST TECHNIQUE WITH MINIMAL ENVIRONMENTAL IMPACT—AND THE HIGHEST PURITY STANDARDS IN THE NATURAL FOODS INDUSTRY.

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## NEW EARTH'S PRODUCTS ARE CERTIFIED KOSHER, CERTIFIED HALAL AND USDA-CERTIFIED ORGANIC, NATURALLY.

But it doesn't stop there. Most of our products are manufactured on-site, in our own NSF Good Manufacturing Practice registered and GMP for Sports™ registered facilities.

The gold standard of dietary supplements, GMP means that every one of our products contains exactly what it says on the label, and that every ingredient is thoroughly tested for possible pollutants or contaminants and verified 100 percent pure.

Of the thousands of network marketing and direct selling companies in business, only a handful can claim they manufacture their products in-house, under the eye of their own quality control departments. And the number of those who are GMP-registered? Even fewer.

Our Research & Development team actively engages with scientists around the world in new research on the efficacy and physiological impact of algae and fungi, and we constantly evaluate new science as it emerges. We also conduct hundreds of environmental studies and tests each year around the Klamath Basin area to ensure that our products arrive at your doorstep in pristine condition.

AT NEW EARTH, IT'S NOT ENOUGH TO JUST MAKE GOOD PRODUCTS.  
WE'RE HERE TO MAKE PRODUCTS THAT CHANGE PEOPLE'S LIVES.







TO LIVE FULLY MEANS  
TO BE HEALTHY

Feed your body and mind the best pure, natural, and wild elements the planet has to offer. Science is proving what people have known for millennia – algae and fungi are teeming with compounds that can sustain your health and give you control of your life. Combined with digestive enzymes and probiotics for supporting a healthy internal ecosystem –WILD ESSENTIALS™ is the most effective whole food combination on the planet.

[WWW.NEWEARTH.COM/WILD-ESSENTIALS](http://WWW.NEWEARTH.COM/WILD-ESSENTIALS)

wild  
**ESSENTIALS**  
A FORCE OF NATURE™

“ My family and I have been using **Wild Essentials** products for the past twenty-four years to stay healthy and strong. It's our first line of defense! ”

— JEAN S., SPRINGFIELD, VT



edge

PEAK PERFORMANCE

“ I noticed the difference in days, and after a few weeks it blew my mind. Edge has added an element of explosiveness to my workouts. And I’m amazed at how fast and smooth my recovery is after every session! ”

— MIKE R., ROGERS, MN

WHETHER YOU SCALE MOUNTAINS, HIT THE GYM HARD, OR SIMPLY LEAD A JAM-PACKED HIGH-STAKES LIFESTYLE, OUR ACTIVE LIFESTYLE PRODUCTS WILL GIVE YOU THE EDGE YOU NEED. Crafted from Wild Bluegreen Algae and mushrooms in synergy with bee pollen, ginkgo, ginseng, turmeric, and other whole natural superfoods, **Edge** supports your performance and recovery.\* The product names alone tell you the whole story: Drive, Focus, Rebound, Flex, Build. Get your edge from whole superfoods!

[WWW.NEWEARTH.COM/EDGE](http://WWW.NEWEARTH.COM/EDGE)





# THRIVE

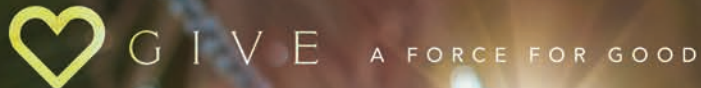
TARGETED NUTRITION


THRIVE'S TARGETED NUTRITION IS BASED ON POWERFUL BOTANICALS AND MUSHROOMS FROM THE EARTH, ALGAE FROM THE SEA, and, like every New Earth product, our freshwater Wild Bluegreen Algae. Each formula is scientifically designed to address specific systems and functions, including cardio support, anti-inflammatory support, nervous system support, immune system support, and stem cell nutrition.

[WWW.NEWEARTH.COM/THRIVE](http://WWW.NEWEARTH.COM/THRIVE)

“ High-quality all-natural products really matter to me, and I noticed my energy shifted right away with Thrive. I felt better and could think more clearly—and a long-term circulatory condition resolved. I am really impressed by these products! ”

— JOHN S., INCLINE VILLAGE, NV



 GIVE A FORCE FOR GOOD

IN OUR THREE COMPANY PILLARS—LIVE • GIVE • GROW—IT'S NO ACCIDENT THAT "GIVE" IS THE CENTERPIECE. In fact, giving is such a core part of who we are that we've integrated it into the way we do business. New Earth's vision is "to bring the natural power of Earth's first foods to every body and soul on the planet." By crafting whole wild superfood products designed specifically for use by people in extreme need, our **Give** line provides our Associates a way to tangibly touch the lives of people they would otherwise be unable to reach.

FOR MANY OF OUR ASSOCIATES, THE GIVE LINE IS THE CORE OF THEIR BUSINESS.

[WWW.NEWEARTH.COM/GIVE](http://WWW.NEWEARTH.COM/GIVE)

“ I love the impact New Earth products have on my family's health—but honestly, I see that as a fringe benefit. Having **Give** as a massively duplicatable way to make a tangible difference in the lives of less fortunate people around the world? *That's* why I'm here! ”

— KRISTIN H., HOUSTON, TX





AT NEW EARTH, GIVING IS AT THE HEART OF EVERYTHING WE DO.

Over the years our many GIVE philanthropic projects have been initiated both by the corporate team and by individual Associates, allowing us to give to those in need, to create a legacy of servant leadership, and to nourish and empower those we serve.



A LEGACY OF  
**GIVING**

IN 1992, ONE OF OUR COMPANY'S FOUNDERS HAD A GENEROUS IDEA: TO SHARE A PORTION OF THE ALGAE HARVESTED EACH YEAR WITH PEOPLE AND ANIMALS IN NEED THROUGHOUT THE WORLD. TODAY THIS IDEA HAS GROWN TO BECOME ONE OF THE PILLARS OF OUR COMPANY.

Over the years our GIVE projects—initiated both by our company and our independent Associates—have helped impoverished and undernourished children, adults, and animals around the world, including Belarus, the Dominican Republic, Ghana, Guatemala, Haiti, India, Kenya, the Philippines, and Tibet, as well as throughout North and Central America.

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A LEGACY OF  
**GIVING**

IN ONE OF THE EARLIEST NEW EARTH "GIVE" PROJECTS, a team of scientists studying a group of children in Nicaragua found that those children who were eating our Wild Bluegreen Algae over a six-month period experienced a significant improvement in their hair, skin, eyes, gums, and overall nutritional status, a marked improvement in overall behavior, and a four-fold jump in academic performance.

Through New Earth's GIVE initiatives, our Associates can purchase commissionable products to be donated and shipped on their behalf to their choice of active projects.

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## OUR GIVE PROJECTS

NEW EARTH'S "GIVE" INITIATIVES ARE MORE THAN PROJECTS TO END HUNGER AND MALNUTRITION. AS MUCH AS WE SEEK TO FEED THE HUNGRY, WE ARE EVEN MORE PASSIONATE ABOUT EMPOWERING THOSE IN NEED—HELPING PEOPLE TO FISH, RATHER THAN SIMPLY GIVING THEM A FISH. Our projects are driven by the goal of having a positive, sustainable impact on people's lives through initiatives for personal and local economic growth, and nourishing them on every level. Here are a few of the GIVE initiatives New Earth staff and Associates have been supporting, through both nutritional and financial contribution.

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### FEEDING AMERICA

As a corporate donor, New Earth collaborates with Feeding America in its mission to feed the nation's millions of hungry children. New Earth Associates partner directly by purchasing our GIVE products, which are delivered through a network of food banks directly to hungry Americans nationwide.

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### ONLY A CHILD (GUATEMALA)

A shelter and carpentry shop for disenfranchised youth in Guatemala City, Only a Child also provides a surrogate family where the kids are cared for and respected, taught accountability and responsibility, and grow into confident and capable adults.



## DR. THERESA KOHEN FOUNDATION (PHILIPPINES)

Founded on the historical location of a leper colony on Culion Island, Palawan, the Foundation serves the Culion children through education and empowerment and advocates for the less fortunate members of the community.

## MARTA'S HOUSE (KLAMATH CRISIS CENTER)

The Klamath Crisis Center supports survivors of sexual assault and works to mitigate the causes of oppression and domestic violence. In 1998 one of New Earth's founders donated a beautiful home to be transformed into a women's and children's shelter, and the company continues to support the project.

## BHATKAL WOMEN'S CENTER (INDIA)

Founded by the owners of New Earth in 2010, the Bhatkal Women's Center was built to provide the more than 40,000 women of this village community with a safe environment where they can come to learn, teach, and express ideas to become more empowered.

## THE WILD ANIMAL SANCTUARY

The Wild Animal Sanctuary rescues and cares for captive large carnivores who have been abused, abandoned, or exploited, and provides education about causes of and solutions to the captive wildlife crisis.

## ALL CREATURES SANCTUARY

The All Creatures Sanctuary houses and takes care of creatures in crisis, including wildlife, exotic, and farm animals that have suffered permanent impairment.





TO US, THE IDEAL BUSINESS OFFERS THE OPPORTUNITY NOT ONLY TO FLOURISH FINANCIALLY BUT ALSO TO GROW AS A WHOLE PERSON.

At New Earth our mission is to create a network of passionate entrepreneurs who live in the fullness of whole health, give to empower others, and grow rich and meaningful lives. To learn, to lead, and to leave a legacy.



NEW ENTREPRENEURS  
IN A NEW ECONOMY

IT'S A NEW WORLD. These days the average person changes jobs at least every five years. The rules that applied only a generation ago don't apply to us today.

IT'S A NEW WORLD — AND WE'RE THE NEW ENTREPRENEURS.

We believe in living and working in a way that provides for us and that expresses our strongest values. Values like being able to have quality time with our kids. Paying for a college education without stressing. Working from home. Building our health and our wealth, so we can live debt-free, retire well, and never have to worry about our future.

AND WE ARE PASSIONATE ABOUT HELPING PEOPLE CREATE SIGNIFICANT, SUSTAINABLE INCOMES SO THEY CAN DO EXACTLY THAT.

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## NEW MARKETS, NEW OPPORTUNITIES

IN THE LAST FEW DECADES THERE HAS BEEN AN EXPLOSION OF INTEREST IN HEALTHFUL EATING AND ORGANIC WHOLE FOODS. Today the demand for edible algae and fungi is growing like ... well, like mushrooms.

*ORGANIC FOODS IS A \$60 BILLION GLOBAL MARKET.*

*DIETARY SUPPLEMENTS ARE A NEARLY \$100 BILLION INDUSTRY WORLDWIDE, AND GROWING AT DOUBLE-DIGIT RATES.*

*PEOPLE ARE CONSUMING MORE THAN \$2 BILLION IN ALGAE EVERY YEAR.*

*THE U.S. MARKET FOR MUSHROOM-BASED SUPPLEMENTS IS MORE THAN DOUBLING EVERY THREE YEARS.*

And these trends show no sign of slowing. People are discovering the power of whole wild superfoods. And here's one more growth trend to think about: Before the recent worldwide economic crisis hit, network marketing was a \$117 billion industry worldwide. Yet within just a few years, rather than shrinking that number shot up to \$153 billion—and counting.

**TO PUT IT SIMPLY: PEOPLE WANT WHAT WE'VE GOT.**



A BALANCED PLAN FOR  
**SUSTAINABLE GROWTH**

OUR BUSINESS PLAN HAS BEEN CRAFTED BY THE BEST EXPERTS IN THE FIELD TO PROVIDE THE STRONGEST AND MOST SUSTAINABLE OPPORTUNITY AVAILABLE ANYWHERE. Whether you were drawn here by the power of the products or the promise of the business, whether you are a newcomer to network marketing, a part-timer, or a career networker, the New Earth plan was built with *you* in mind.

If you've been looking for a way to create a solid, reliable income stream that you can grow as large as you want, at your own pace, and pass on to your kids years from now, we have just two words for you....

**WELCOME HOME.**

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A BALANCED PLAN FOR  
**SUSTAINABLE GROWTH**

HERE ARE THE CORE ELEMENTS OF THE NEW EARTH PLAN IN BRIEF.

(For full details refer to New Earth Policies & Procedures on our website.)

### FIRST ORDER BONUS

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Every time you sponsor someone new onto your team, you earn 25 percent on their first order. Every time *they* sponsor someone new, you earn another 15 percent on *that* first order. And to put that cash in your hand fast, the First Order Bonus is paid weekly.

### CUSTOMERLINK

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Earn 20–25 percent on people you link to New Earth through your Associate website as retail or preferred customers. And as your organization grows, earn commissions on five additional levels of preferred customers.

### GET 3 BONUS PROGRAM

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This is the power-start of the New Earth program. Bring your first three Associates onto your team on autoship and get a \$50 bonus that repeats every month. Help them each get *their* three, and now you get \$300 monthly. Help those nine each get their three, and your Get 3 Bonus goes to \$1,200—and that continues every single month, forever, as long as that Get 3 structure is in place. (For full details visit [www.NewEarth.com](http://www.NewEarth.com))



## RANKS

### NINE-TIERED UNILEVEL CAREER PLAN

The heart of the New Earth plan, our nine-tiered, dynamically compressed unilevel is what builds long-term, genuine residual income—income that can last a lifetime.

LEVELS

	BRONZE		SILVER			GOLD			PLATINUM		
	BRONZE	1	2	5	10	20	50	100	200	500	M1
1	2	2	2	2	2	2	2	2	2	2	2
2		3	3	3	3	3	3	3	3	3	3
3			6	6	6	6	6	6	6	6	6
4				5	5	5	5	5	5	5	5
5					5	5	5	5	5	5	5
6						5	5	5	5	5	5
7							5	5	5	5	5
8								5	5	5	5
9									3	3	4

### LEADERSHIP BONUS POOLS

At the Gold and Platinum levels, New Earth leaders share in quarterly Leadership Bonus Pools comprised of 4% of all product sales worldwide.

### LEADER REWARD TRIPS

New Earth also offers inspiring incentive trips to beautiful environments and extraordinary ecosystems around the globe. We look forward to celebrating you and your team's success with you in some of the world's most exotic locations!

## WE'VE GOT YOUR BACK

WE UNDERSTAND THAT THIS BUSINESS IS A PARTNERSHIP, AND THAT IN PARTNERING WITH US, YOU'RE PLACING YOUR TRUST IN US. WE DON'T TAKE THAT TRUST LIGHTLY. We know that you are looking to grow not simply an income, but a sustainable, long-term income stream—one that you can pass on to your children. To your children's children.

## WE FEEL THE SAME WAY.

At New Earth, we've got your back. We've paid out commissions and bonuses to our independent Associates, accurate and on time every time, without missing a beat for more than thirty years, totaling more than half a billion dollars. And we'll be paying out billions more.

At New Earth, one of our core values is "excellence in everything we do." But honestly, our dedication to excellence and continuous improvement is more than a commitment. It's an obsession.

That's why we set the bar for quality standards in our field, and are still doing it thirty years later. That's why we've never missed a commission check.

AND WHY WE ARE CONSTANTLY LOOKING FOR  
WAYS TO GET EVEN BETTER AT WHAT WE DO.

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JERRY ANDERSON  
PRESIDENT

BILAL RUKNUDDEEN  
CEO

NEW EARTH CEO

## BILAL RUKNUDDEEN

WITH A CAREER IN INTERNATIONAL BUSINESS THAT STARTED AT 14 YEARS OF AGE, BILAL HAS ALWAYS BEEN AN ENTREPRENEUR.

Growing up in a family of successful entrepreneurs with worldwide experience helped. So did studies in international relations at the University of Southern California, his work as research analyst at Merrill Lynch in Los Angeles and New York (he was one of the company's youngest interns), serving as financial director for one of his family's companies (where he took it from a few hundred thousand to \$6.7 million in less than four years), and running his own successful startup business in Dubai, growing it to more than \$3 million in annual revenue its first year.

BILAL IS PASSIONATE ABOUT HELPING STEWARD NEW EARTH TO NEW HEIGHTS AND GLOBAL GROWTH, AND ABOUT THE IMPACT OUR BUSINESS CAN POTENTIALLY HAVE ON MILLIONS OF PEOPLE.

“ Network marketing is the one opportunity where you can have the largest positive impact on the greatest number of people in the shortest amount of time. And giving people an opportunity to earn a solid, sustainable living on their own terms is not only good for them and their families, it serves our entire economy. ”

— BILAL RUKNUDDEEN







NEW EARTH PRESIDENT

## JERRY ANDERSON

JERRY ANDERSON ANCHORS OUR COMPANY IN A DEEPLY PERSONAL KNOWLEDGE OF THE PACIFIC NORTHWEST AND OUR CORE PRODUCT'S UNIQUE ECOSYSTEM. He has also been the driving force behind New Earth's epic strides in harvesting and processing technologies over the past fifteen years.

As a research and development scientist with degrees in chemistry and history, Jerry began working at New Earth in 1998 in our R&D department, then worked his way up through R&D Manager and Vice President of Operations to become the company's President in 2010.

A FITNESS AND WELLNESS ENTHUSIAST AND KLAMATH FALLS NATIVE, JERRY HAS ALWAYS HELD NEW EARTH AS A LABOR OF LOVE.

“ New Earth is more than a job for me. It's a calling. What I love about this company is that no matter how big we grow or how broad our reach, we always stay true to our core. When people spend their hard-earned dollars on a whole foods product, we owe it to them to ensure that we are giving them the best product nature and science have to offer. And that is exactly what we do. ”

— JERRY ANDERSON



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THAT'S OUR STORY.

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LIVE

  
GIVE

  
GROW

ALGAE AND FUNGI. EARTH'S FIRST FOODS.  
UNIQUE ECOSYSTEMS, GLOBAL TRANSFORMATION.

And a community of thoughtful, deeply caring people, a vibrant culture with a legacy of passion for the authentic, the original, the essential power of the wild earth.

We're ready to partner with you and help write YOUR STORY.

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 NEW EARTH

LIFE STARTS HERE. LIVING BEGINS NOW.





## OUR LOGO TELLS THE WHOLE NEW EARTH STORY IN MICROCOSM.

First and foremost, it evokes the earth itself and a respect for wholeness and the profound wisdom of natural ecosystems. It also depicts the earth's two primary elements, water and land, with the earth's oceans shown in the dark wave shapes on the left and its continents in the white curl on the right.

Our logo also symbolizes the interaction, collaboration, and partnership of opposites embracing one another, echoing the ancient yin/yang symbol. This reflects the integration of nature and science, which is central to our product philosophy; an approach to business that is both spiritually fulfilling and financially abundant; and the cocreative partnership we experience every day between our home office team and our field of independent Associates.

It represents an ideal of positive, collaborative exchange between nature and humanity, with its embracing plant-like shapes on the left and the archetypal embryonic form on the right.

Finally, in its cluster of algae fronds on the left and a single mushroom on the right, it illustrates the symbiotic relationship of algae and fungi, earth's first foods.

\* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

