

Market Trends Series – Part 1

This Whitepaper is the first in a unique series that identifies strong market trends in the Nutraceutical and Food sectors. Relevant market analysis will corroborate the trends and ideal ingredient solutions have been recommended that represent important business opportunities. All Trend Charts were recognized using Google Trends and are current. 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:

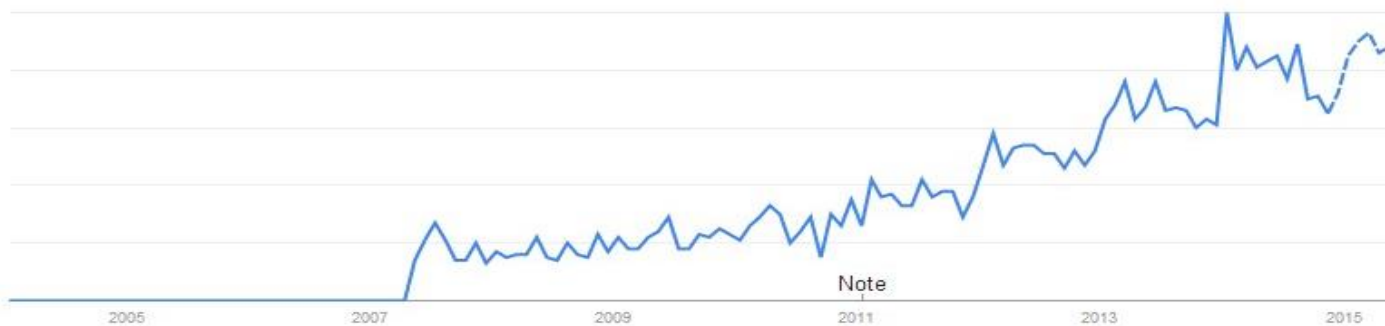
- ◆ Coconut Powder
- ◆ Papaya Juice
- ◆ Protein Powder
- ◆ Superfoods
- ◆ Wheatgrass Powder
- ◆ Spirulina
- ◆ Goji



Coconut Powder is a relative newcomer that is growing rapidly in demand. The forecasted demand into 2015 indicates continued growth. In the past five years, the industry has exploded into one of the fastest

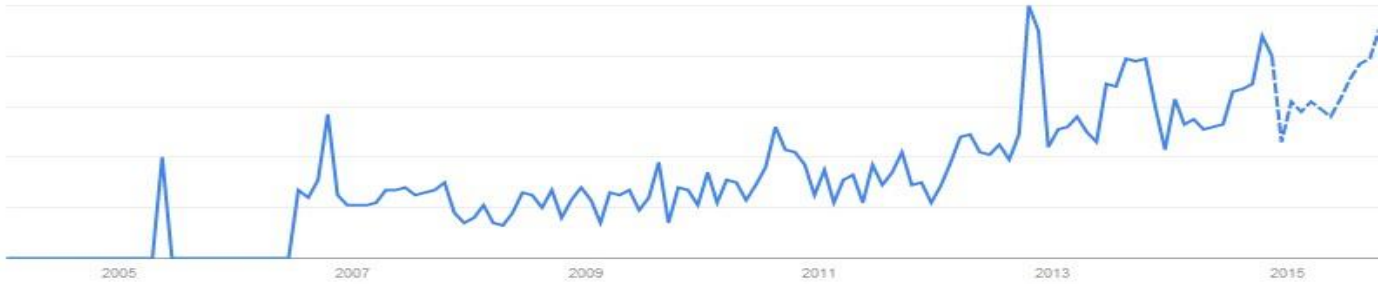
growing beverage categories in the US. The Coconut Milk market will not be slowing down anytime soon and annual billion dollar predictions are now being floated. Coconuts are one of the richest nutrient foods on the planet. They are a good source of iron, phosphorus, zinc and many other minerals and vitamins. Coconuts are also a good source of protein and fiber while containing few naturally occurring sugars. According to recent scientific consensus, the saturated fats contained in coconuts are metabolized as soon as they are consumed and are not converted into cholesterol or body fat. **CocOrganic™** is an Organic Coconut Freeze-Dried Powder that supports this strong growth in demand.

Coconut Powder Trend Chart



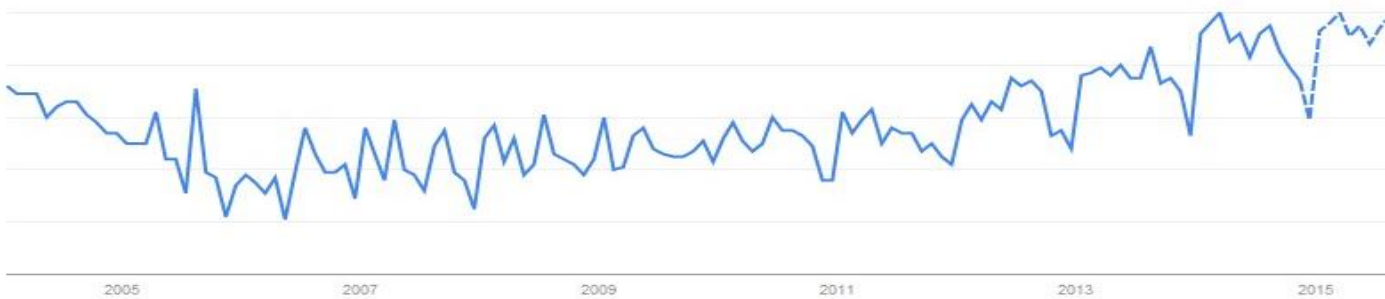
Papaya Juice demand increased in 2012 and the forecast for 2015 continues that growth trend. World trade in tropical fruit juices, concentrates, and pulp has expanded rapidly and should continue its upward trend over the next several years. Papaya is known for the enzyme papain which assists in the digestion of proteins as well as other enzymes that are good for helping the body digest and utilize important nutrients. Papaya is also rich in beta-carotene (vitamin A) and flavonoids, as well as folate, potassium, iron, calcium, B vitamins, and the antioxidant vitamins C and E. It is also a good source of dietary fiber. **PapayaFlow™** is a completely water soluble papaya juice powder that's naturally rich in enzymes and lycopenes.

Papaya Juice Trend Chart



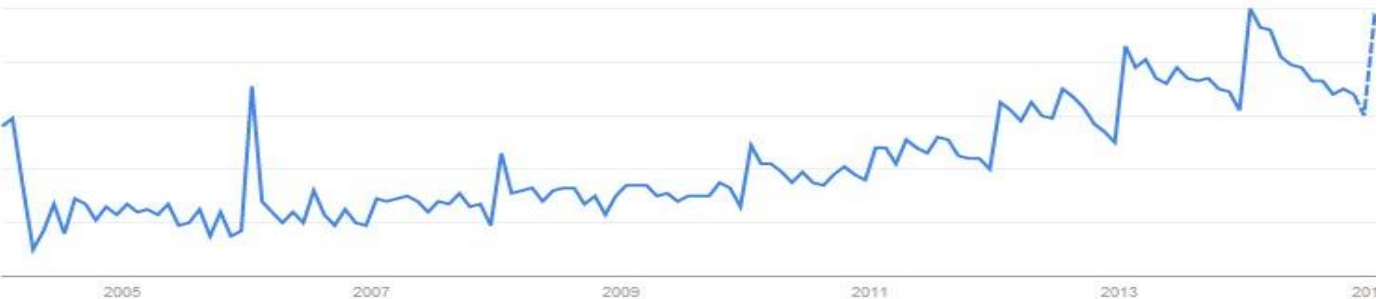
Protein Powder growth pattern extends back to 2006 and it's increasing. Market demand is typically for protein powders that are soluble and highly absorbable so they can simply be added to water to make delicious energy drinks or mixed with fruit to make protein-fortified smoothies. Additionally consumers like to add protein blends when baking cakes, cookies, bars or pies. Ultimately consumers are looking to supply their body with an energy and stamina boost that it needs to go through the rigors and stress of a busy day or a physical workout. **NutraProtein Power Blend™** is an excellent solution—a specially formulated nutritional mix of superior plant based protein, essential amino acids and many other vital nutrients.

Protein Powder Trend Chart



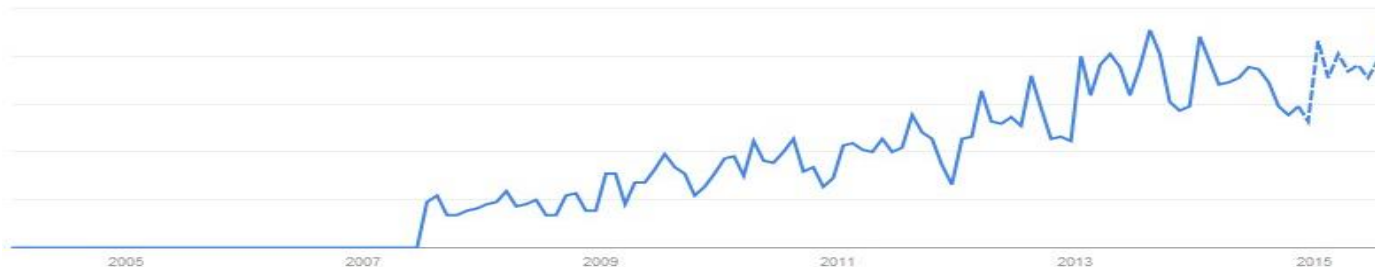
Superfoods are experiencing an accelerating demand which shows no sign of abating. According to Global Industry Analysts, the global market for Superfoods is expected to reach \$130 billion next year, fuelled by the swelling number of health-conscious consumers with high disposable incomes. Their demand is for delicious phytonutrient-rich Superfood blends including Acai, Maqui, Jabuticaba and berries. Bursting with a potent variety of vitamins, minerals, carotenes, protein and omega 3 fatty acids, **BettaBerries™** Blend is a super concentrated whole food source of polyphenols, anthocyanins, xanthenes, resveratrol and carotenes and offers whole body antioxidant support. **AcaiVida™**, **JabuVital™**, **MangosteenRoyale™**, **MaquiForza™**, **XandraPure™** and **Green Balance Alkalizing Blend™** also fill this demand.

Superfoods Trend Chart



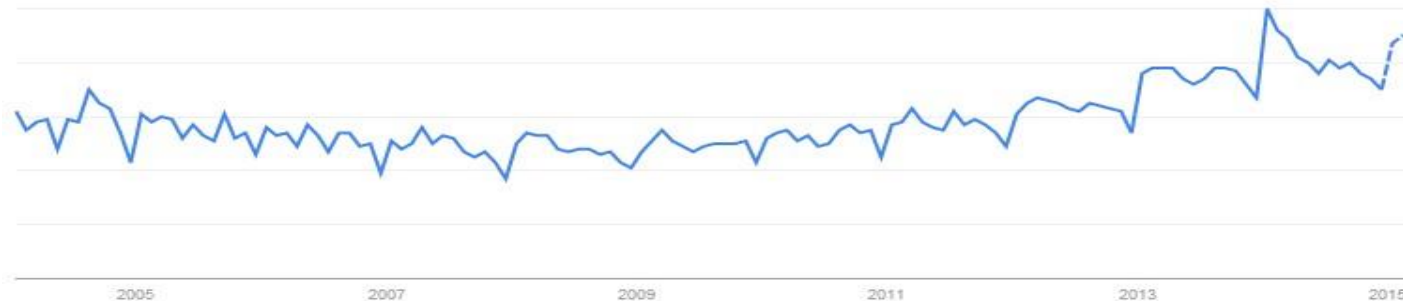
Wheatgrass Powder has experienced a strong and steady growth trend for many years. Wheatgrass is a rich source of beta carotene, vitamins B 1, 2, 3, 5, 6, vitamins C, E and K, choline, calcium, folic acid, copper, iodine, magnesium, phosphorus, potassium, zinc and amino acids. Wheatgrass is also one of the richest sources of chlorophyll found in nature, contains significant amounts of protein, and may be beneficial in maintaining healthy blood counts. **NutraGrass™** is an organically grown, concentrated, green, wheatgrass powder with up to 70% Chlorophyll. It's the perfect fit for the continued demand.

Wheatgrass Powder Trend Chart



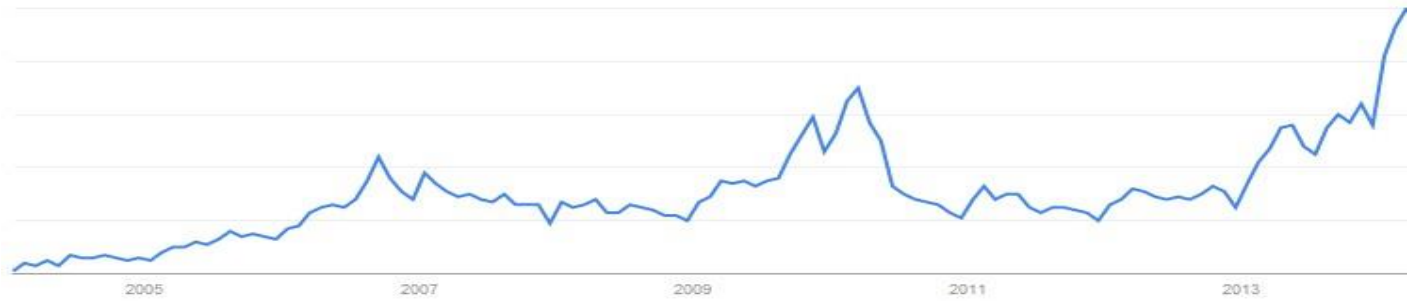
Spirulina trend growth has steadily increased since 2011 and the forecast indicates similar patterns of growth. This is likely due to an upsurge in demand for natural, green products but recognition must also go to the nutrition density of this blue-green algae. Spirulina has high level of protein (by weight) and high amounts of iron, manganese and vitamins A and K. The number of human clinical trials on Spirulina is growing. A positive safety review of Spirulina dietary supplements was conducted by the U.S. Pharmacopoeia in August 2011.

Spirulina Trend Chart



Goji experienced rapid growth starting in 2013 due to its health benefits becoming more widely known. Goji has nineteen amino acids and contains all nine essential amino acids: Histidine, Isoleucine, Leucine, Lysine, Methionine, Phenylalanine, Threonine, Tryptophan and Valine. These are essential to proper body functions. Goji has higher levels of vitamin C than oranges, more protein than whole wheat and contains 21 trace minerals, including germanium, a trace mineral rarely found in foods. Goji contains Beta-Sitosterol, an anti-inflammatory agent, and has a complete spectrum of antioxidant carotenoids, including beta-carotene (a better source than even carrots) and zeaxanthin which protects the eyes. Goji berries are among the richest source of carotenoids of all known foods. Goji also contains complex B-vitamins. **Goji** is available in extract, concentrate, capsule and powder form.

Goji Trend Chart



Stay tuned for more important market trends in the series over the next few months.



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