

# WHY ZIJA'S MORINGA IS THE WORLD'S BEST

## *Don't Be Fooled by Imitators and Attack Comparisons*

Zija International goes to great lengths to provide the highest quality Moringa in the world with all of the beneficial nutrients preserved and in its most bioavailable form. A great deal of scientific research and development has been performed to maximize the many benefits of Moringa in easy-to-use products. By doing so, those that consume Zija's Core Moringa SuperMix, SmartMix, or XM+ can expect the utmost benefits from 90+ verified nutrients that Moringa oleifera contains. Zija takes several steps to ensure the most nutrient-dense, high-quality Moringa is provided to its consumers.



**1) THE RIGHT BOTANICAL.** Moringa oleifera is one of thirteen species that belong to the Moringaceae family. Moringa oleifera is the most scientifically studied and most beneficial of these thirteen species. Zija ensures that its products contain Moringa oleifera—through genetic purity testing—so you get maximum nutritional value and benefits. Our advanced testing and research demonstrates that not all Moringa oleifera trees are genetically pure and some have been adulterated.



**2) PROPER SOURCING.** While Moringa can grow nearly anywhere in the world, its nutritional value is dependent on its growing conditions and environment. Assessments have demonstrated that the most nutritious Moringa grows in arid climates in India vs. other areas like the Philippines. Zija sources its Moringa from a collection of numerous co-op farmers in India, each of which follows specific steps to ensure that the most nutrient-dense Moringa is obtained. This includes carefully harvesting the botanical by hand.



**3) OPTIMUM MANUFACTURING CONDITIONS.** Manufacturing in a facility that monitors and controls for free radicals, temperature, and humidity preserves vital nutrients and ensures you have the most bioavailable and beneficial Moringa in Zija's Core Moringa products like SuperMix, SmartMix, or XM+.



**4) SHADE DRYING.** Most often, companies will use damaging infrared or sun drying techniques to dry their Moringa leaves. This is due to these methods being a quicker, more cost-effective process. This leads to greater profits for the company selling Moringa. However, Zija uses the longer and more perfected shade drying process that preserves the variety, quantity, and bioavailability of Moringa's many nutrients. In fact, shade drying can increase the content of some vital nutrients up to 40-fold.



**5) USAGE OF THE MOST NUTRIENT-RICH PARTS OF THE PLANT (LEAVES, SEEDS, FRUIT).** The Moringa oleifera Superfoods Comparison chart on the next page demonstrates that combining Moringa leaves, seeds, and fruit maximizes the nutrient variety and composition of SuperMix, SmartMix and XM+. Doing so gives you a more balanced and broad nutrient composition. The leaves contain the lion's share of the amino acids, vitamins, and fiber, while the seeds are rich in essential fatty acids, and the fruit adds to the mineral value of the plant.



**6) PROVIDED IN THE MOST NUTRITIOUS AND BIOAVAILABLE FORM.** Consuming Moringa as a nutritious drink that the body recognizes as a whole food maximizes nutrition and bioavailability so your cells and tissues are flooded with the 90+ nutrients found in Moringa. Getting your Moringa in drink form also activates digestive enzymes, and encourages absorption in the intestines. It would take a handful of Moringa-filled capsules to get the equivalent benefits found in one easy, on-the-go packet of SuperMix, SmartMix or XM+. Liquid supplements have the advantage of faster and easier absorption, greater digestibility (especially for elderly consumers), improved potency, and are easier to swallow for some people.

## ZIJA HAS THREE UNIQUE MORINGA POWDER PRODUCTS THAT ARE FORMULATED WITH SPECIFIC PROPRIETARY BLENDS FOR YOUR INDIVIDUAL NEEDS.

1



SuperMix delivers maximum nutrition and is Zija's most Moringa-enriched product available, delivering substantial nutrition and a way to help control food cravings and allow one to feel more sustained.

2



SmartMix, in addition to delivering the benefits from Moringa oleifera, SmartMix features ingredients to help support the body's natural flora (probiotics, or healthy bacteria). The prebiotics in SmartMix are crucial to a healthy digestive tract and body systems. Combining the power of Moringa with prebiotics results in enhanced system-wide health.

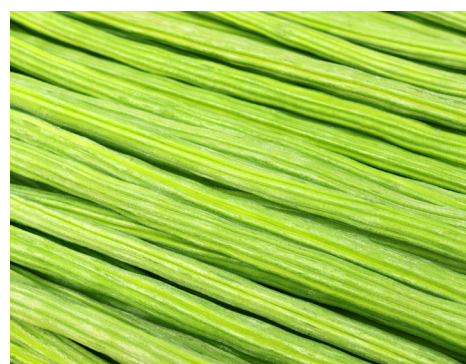
3



XM+ Energy Mix combines the abundant nutrition of Moringa oleifera with natural energy and performance ingredients to elevate your mood, boost your energy level and suppress your appetite. It is perfect for those looking for the benefits of Moringa but who also desire a natural pick-me-up.



| MORINGA OLEIFERA SUPERFOODS COMPARISON                                                                                                                                                                                                                                                               |                                     |                                     |                                   |                                        |                                  |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------|-------------------------------------|-----------------------------------|----------------------------------------|----------------------------------|
|                                                                                                                                                                                                                                                                                                      | Moringa <sup>a</sup> (Fresh Leaves) | Moringa <sup>a</sup> (Dried Leaves) | Moringa <sup>ab</sup> (Raw Seeds) | Moringa <sup>a</sup> (Raw Seed Powder) | Fruit <sup>a</sup> (Dried Fruit) |
| PROTEIN                                                                                                                                                                                                                                                                                              | 6.7 g                               | 6.8 g                               | 35.97 mg                          | 18.86 mg                               | <b>54.30 g</b>                   |
| FAT                                                                                                                                                                                                                                                                                                  | 1.7 g                               | 0.5 g                               | 38.67 mg                          | 13.35 mg                               | <b>10.2 g</b>                    |
| CARBOHYDRATES                                                                                                                                                                                                                                                                                        | 12.5 g                              | 41.2 mg                             | 8.67 g                            | 53.36 mg                               | 20.92 g                          |
| FIBER                                                                                                                                                                                                                                                                                                | 0.9 g                               | 19.2 g                              | --                                | 5.03 mg                                | <b>28.03 g</b>                   |
| VITAMINS                                                                                                                                                                                                                                                                                             |                                     |                                     |                                   |                                        |                                  |
| CAROTENE (VITAMIN A)                                                                                                                                                                                                                                                                                 | 6.78 mg                             | <b>18.9 mg</b>                      | --                                | --                                     | --                               |
| THIAMIN (B1)                                                                                                                                                                                                                                                                                         | 0.06 mg                             | <b>2.64 mg</b>                      | 0.05 mg                           | --                                     | --                               |
| RIBOFLAVIN (B2)                                                                                                                                                                                                                                                                                      | 0.05 mg                             | <b>20.5 mg</b>                      | 0.06 mg                           | --                                     | --                               |
| NIACIN (B3)                                                                                                                                                                                                                                                                                          | .8 mg                               | <b>8.2 mg</b>                       | 0.20 mg                           | --                                     | --                               |
| VITAMIN C                                                                                                                                                                                                                                                                                            | <b>220 mg</b>                       | 19.3 mg                             | 4.5 mg                            | --                                     | --                               |
| MINERALS                                                                                                                                                                                                                                                                                             |                                     |                                     |                                   |                                        |                                  |
| CALCIUM                                                                                                                                                                                                                                                                                              | 440 mg                              | <b>1530 mg</b>                      | 751.67 mg                         | 128.33 mg                              | 375.95 mg                        |
| COPPER                                                                                                                                                                                                                                                                                               | 0.07 mg                             | 0.6 mg                              | <b>54.2 mg</b>                    | 0.63 mg                                | --                               |
| IRON                                                                                                                                                                                                                                                                                                 | 0.90 mg                             | <b>126.2 mg</b>                     | 5.2–12.77 mg                      | 7.33 mg                                | 19.44 mg                         |
| MAGNESIUM                                                                                                                                                                                                                                                                                            | 42 mg                               | 255 mg                              | <b>45.0–261 mg</b>                | 26.33 mg                               | 14.85 mg                         |
| MANGANESE                                                                                                                                                                                                                                                                                            | --                                  | 36.5 mg                             | <b>95.4 mg</b>                    | --                                     | --                               |
| PHOSPHORUS                                                                                                                                                                                                                                                                                           | 70 mg                               | 158 mg                              | <b>525–635 mg</b>                 | 103.33 mg                              | --                               |
| POTASSIUM                                                                                                                                                                                                                                                                                            | 260 mg                              | 170 mg                              | 48.2–75.0 mg                      | 52.33 mg                               | <b>902.67 mg</b>                 |
| SELENIUM                                                                                                                                                                                                                                                                                             | 16.5 mg                             | 11.8 mg                             | --                                | --                                     | --                               |
| SODIUM                                                                                                                                                                                                                                                                                               | --                                  | --                                  | 25.01 mg                          | <b>295.1 mg</b>                        | 19.54 mg                         |
| ZINC                                                                                                                                                                                                                                                                                                 | 0.16 mg                             | 3.3 mg                              | 0.05–1.54 mg                      | --                                     | <b>15.89 mg</b>                  |
| ESSENTIAL AMINO ACIDS                                                                                                                                                                                                                                                                                |                                     |                                     |                                   |                                        |                                  |
| HISTIDINE                                                                                                                                                                                                                                                                                            | <b>149.8 mg</b>                     | <b>615 mg</b>                       | --                                | <b>1.93 mg</b>                         | --                               |
| ISOLEUCINE                                                                                                                                                                                                                                                                                           | <b>299.6 mg</b>                     | <b>1,500 mg</b>                     | --                                | <b>4.23 mg</b>                         | --                               |
| LEUCINE                                                                                                                                                                                                                                                                                              | <b>492.2 mg</b>                     | <b>1,995 mg</b>                     | --                                | <b>3.83 mg</b>                         | --                               |
| LYSINE                                                                                                                                                                                                                                                                                               | <b>342.4 mg</b>                     | <b>1,300 mg</b>                     | --                                | <b>0.31 mg</b>                         | --                               |
| METHIONINE + CYSTEINE                                                                                                                                                                                                                                                                                | <b>117.7 mg</b>                     | <b>470.23 mg</b>                    | --                                | <b>1.99 mg</b>                         | --                               |
| PHENYLALANINE + TYROSINE                                                                                                                                                                                                                                                                             | <b>310.3 mg</b>                     | <b>1,390 mg</b>                     | --                                | <b>5.8 mg</b>                          | --                               |
| THREONINE                                                                                                                                                                                                                                                                                            | <b>117.7 mg</b>                     | <b>1,255 mg</b>                     | --                                | <b>3.02 mg</b>                         | --                               |
| TRYPTOPHAN                                                                                                                                                                                                                                                                                           | <b>107.0 mg</b>                     | --                                  | --                                | --                                     | --                               |
| VALINE                                                                                                                                                                                                                                                                                               | <b>374.5 mg</b>                     | --                                  | --                                | <b>1.08 mg</b>                         | --                               |
| -- Not listed in study or not detectable.<br>Zija's SuperMix, SmartMix, and XM+ combines the Moringa leaf powder, seed cake, and fruit powder. Nutrients are per 100 grams of superfood. Nutrients in bold indicated that botanical has the highest value of that nutrient among plant parts tested. |                                     |                                     |                                   |                                        |                                  |



- <sup>i</sup> Thuber MD, Fahey JW. Adoption of Moringa oleifera to combat under-nutrition viewed through the lens of the “Diffusion of Innovations” theory. *Ecol Food Nutr*. 2009 May;48(3):212-25.
- <sup>ii</sup> Mensah JK, Ikhajiagbe B, Edema NE, et al. Phytochemical, nutritional and antibacterial properties of dried leaf powder of Moringa oleifera (Lam) from Edo Central Province, Nigeria. *J Nat Prod Res*. 2012;2(1):107-12.
- <sup>iii</sup> Olagbemide PT, Alikwe PCN. Proximate analysis and chemical composition of raw and defatted Moringa oleifera kernel. *Adv Life Sci Tech*. 2014;24:92-99.
- <sup>iv</sup> Compaore WR, Nikiema PA, Bassole HIN, et al. Chemical composition and antioxidative properties of seeds of Morinaga oleifera and pulps of Parkia biglobosa and Adansonia digitata commonly used in food fortification in Burkina Faso. *Curr Res J Biol Sci*. 2011 Jan;3(1):64-72.
- <sup>v</sup> Ijarotimi OS, Adeoti OA, Ariyo O. Comparative study on nutrient composition, phytochemical, and functional characteristics or raw, germinated, and fermented Moringa oleifera seed flour. *Food Sci Nutr*. 2013 Nov;1(6):452-63.
- <sup>vi</sup> Verma KS, Nigam R. Nutritional Assessment of Different parts of Moringa oleifera Lamm collected from Central India. *J Nat Prod Plant Resour*. 2014;4(1):81-6.