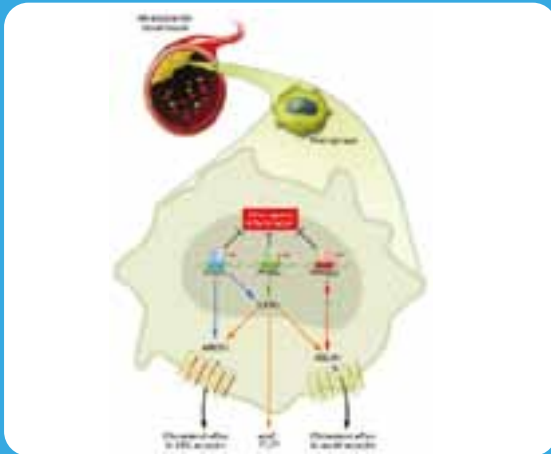


PPAR-alpha. PPAR-alpha (Peroxisome Proliferator-Activator Receptor Alpha) is documented to exist in muscle, the liver and adipose tissue (fat). Crest Green Food being a strong activator of this enzyme (PPAR-alpha) is also involved in the beta-oxidation of fatty acids while simultaneously decreasing lipogenesis, or in simple terms, the accretion of new fatty acids. In other words, PPAR-alpha activation is directly correlated with increasing fat burning in muscle tissue.

Crest Green Food and Cholesterol & Diabetics

Pilot clinical trials revealed a dramatic effects on Hyper-Cholesterol and Type II Diabetes Mellitus. By double the normal dosage, Crest Green Food can lower the LDL – Low density lipoprotein (bad) cholesterol while simultaneously increasing HDL - High density lipoprotein (good) cholesterol levels in humans. For Diabetes mellitus, it showed improvement of their control on blood glucose level within weeks.



PPAR signaling pathways influence macrophage gene expression and foam-cell formation. Ligand activation of PPARα and PPARγ, inhibits the development of atherosclerosis in LDLR -/- mice. PPARα and PPARγ increase LXRα expression in macrophages and promote expression of ABCA1, which mediates cholesterol efflux to apoA1. PPARγ may also inhibit cholesterol accumulation in macrophages through direct regulation of ABCG1, which has been implicated in cholesterol efflux to HDL. Activation of each of the PPARs with selective agonists also inhibits the expression of inflammatory markers in the artery wall. These findings reinforce potential use of PPAR agonists as antiatherosclerotic therapies.

Crest Green Food and Insulin Sensitivity

Due to Crest Green Food Tablets strong beta-oxidizing properties the substance can also affect leptin levels and is documented to restore insulin sensitivity in obese rodents. Insulin sensitivity is often impaired in those whose body fat levels

exceed 15% and above. In more simple terms, by providing the necessary substrate; Crest Green Food Algae is believed to act as a thermostat of sorts that can regulate leptin as well as insulin levels from within the body keeping both in optimal balance.

Crest Green Food and Ketosis

Crest Green Food Tablets is a welcomed addition for those who are on ketogenic diets as it is known to increase ketone production thereby sparing lean muscle tissue that is otherwise lost through amino acid conversion, usually sacrificed to fuel the body on low carb diets. Ketogenesis (or the formation of ketones) becomes a major fuel factor on low carb (Atkins) diets as the brain cannot be driven by fatty acids and thereby relies on glucose first and ketones second. So essentially, without-Crest Green Food in your diet, the body will tap into muscle tissue for its ketone needs since carbohydrates are obviously kept at bay (at least in those who are on ketogenic or low carbohydrate diets).

Stay Healthy with Crest Green Food

Crest Green Food is the only pure Organic food supplement in the world to support the human being as a perfect whole food to boost immunity, increase vitality and also proven for its overall anti-viral, anti-oxidant and rich nutrient properties. Crest Green Food shows great promise in the new era of biotechnology trend of medical treatment and with enhanced PPARs lipids, we see great health improvement for patients with chronic diseases.

CREST GREEN FOOD

— With Naturally Occurring —
PPARs

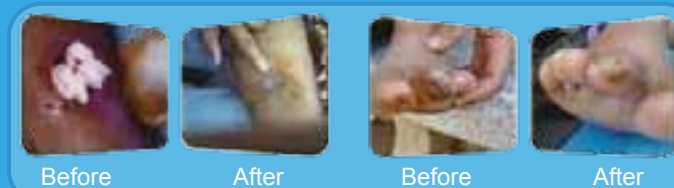


Testimonials

Skin Problem Testimonial



Diabetes Problem Testimonials



EAT WELL
Stay Healthy



Crest Green Food 3-in-1

Crest Green Food is formulated based on a superior strain of thermophilic chlorella called *Chlorella Sorokiniana*. Crest Green Food contains superior nutritional value and naturally occurring lipids for activating alpha, beta, and gamma PPARs.

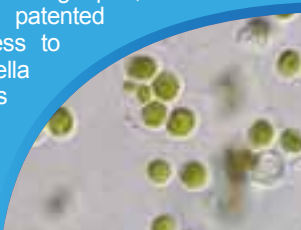
Crest Green Food is formulated from microalgae with exceptional source of Polyunsaturated Fatty Acid (PUFA). These microalgae are cultivated by the world largest microalgae manufacturer so that the PUFA produced is at an optimal rate and conditions. The microalgae include *Chlorella Sorokiniana*, *Spirulina*, and *Cryptocodium Cohnii*.

Ingredients

Chlorella Sorokiniana, *Spirulina* and *Cryptocodium Cohnii*. Crest Green Food 3-in-1 Microalgae has naturally occurring lipids for activating alpha, beta, and gamma PPARs (Peroxisome Proliferator-Activated Receptors), DHA (Docosahexaenoic Acid), Phycocyanin, PUFAs (Polyunsaturated Fatty Acids), CGF (*Chlorella* Growth Factor), SGF (*Spirulina* Growth Factor) and Chlorophyll.

Chlorella Sorokiniana

Chlorella Sorokiniana is a eukaryotic algae with a fast growth rate (4-16 times within 24 hours) and high PUFA content. It has 100% naturally occurring lipids for activating alpha, beta and gamma PPARs. Using a patented low-pressure flash expansion process to break the cell walls of the *Chlorella Sorokiniana*, the absorption rate is increased to more than 80% while maintaining 100% nutrients.



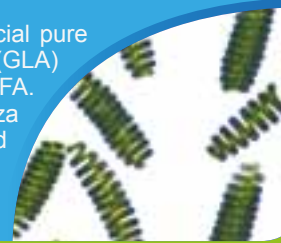
Cryptocodium Cohnii

Cryptocodium Cohnii is a red algae which is an important source of DHA and other omega 3 and 6 polyunsaturated fatty acids that are good for eye, brain and nervous system well-being.



Spirulina

FEM-101 Organic *Spirulina* is a special pure strain and is rich in γ -linolenic acid (GLA) and thus is a good source of PUFA. Proven to be anti-viral against Influenza A & B, Enteroviruses (EV71) and Coxsackieviruses (A16). It is based on a special formula patented in USA.

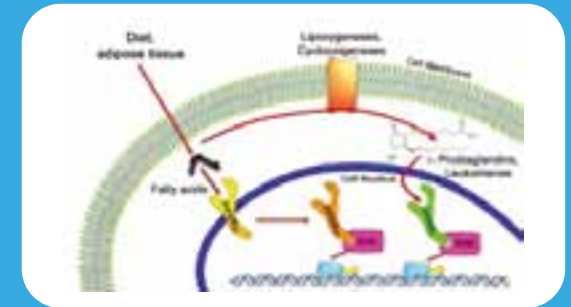


Functions

- A pure & perfect dietary whole food supplement that provides a well-balanced nutrition, high protein, amino acids, chlorophyll, phycocyanin, vitamins and minerals.
- Provides essential nutrients to assist growing children and in weight loss regime.
- Excellent addition not only to increase excess fat burning, but also for its overall anti-oxidant and a well-balanced nutrient property.
- A perfect solution to aid in detoxification and promotes regular bowel movements.
- Purify blood and increase blood circulation. Aid in cardiovascular and promote healthy blood pressure;
- Regulate insulin level; reduce high cholesterol & glucose effectively.
- Enhanced PPARs lipids also help in rheumatoid arthritis, psoriasis, contact dermatitis, heart disease and atherosclerosis, several types of human cancers.
- Boost immune system, increase vitality and reduce fatigue; preventing common cold, seasonal influenza flu and fight against Hand-Foot-Mouth-Disease.
- Improve innate healing ability such as stomach ulcer, liver failure, stem cell activity.
- Reduce eye fatigue/strain, and dryness. Prevent cataract. Good for night vision and prolonged PC/laptop users.
- Build healthy brain and improve nervous system.
- Improve overall health condition generally.

What is PPARs?

Peroxisome proliferator-activated receptors (PPARs) are nuclear receptors (NRs) that control many cellular and metabolic processes. These proteins are ligand-activated transcription factors and three isotypes called PPAR α (alpha), PPAR β/δ (beta/delta) and PPAR γ (gamma) have been identified in lower vertebrates and mammals. All three PPARs affect **energy homeostasis and inflammatory responses**. The understanding of the biology and identifying small molecule modulators of the PPARs is an active area of research and may impact chronic diseases such as diabetes, obesity, heart disease, atherosclerosis and several types of human cancers.



Shown above, PPARs are a group of nuclear receptor proteins that function as transcription factors regulating the expression of genes. PPARs play essential roles in the regulation of cellular differentiation, development, and metabolism (carbohydrate, lipid, and protein) of higher organisms.

Crest Green Food contains naturally occurring ligands which are PPARs activators. It works by unlocking the body's mechanism in controlling lipid, glucose, cell division, and inflammation homeostasis. In scientific terms, Peroxisome Proliferator-Activated Receptors (PPARs) and Poly Unsaturated Fatty Acids (PUFAs) are the two key groups of molecules that regulate these health conditions. PPARs are a group of ligand-activated receptors and are involved in mediating lipid metabolism and glucose homeostasis. Upon activation by PUFA ligands, PPARs regulate the expression of target genes involved in a variety of important physiological pathways such as lipid metabolism, insulin sensitivity, cell differentiation, inflammation, proliferation and apoptosis. In short, PUFAs are the "KEYS" and PPARs are the "DOORS". With the doors open, the body is free to produce the essential enzymes and proteins to help regain Normal homeostasis.

Crest Green Food besides being a strong antioxidant, it has shown great promise as a lipid oxidizer as well as to support anti-inflammatory action. Its main mechanism for fatty acid oxidation (fat burning) is triggered by the enzyme known as