

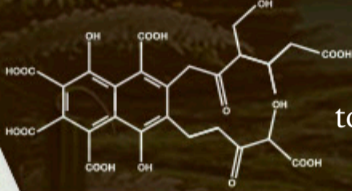
# DIGGING DEEPER

*on frequently asked questions*

## WHAT IS FULVIC?

Fulvic is an active component of humus; the sweet-smelling organic goodness that creates healthy soil. Fulvic nourishes plant life by dissolving inorganic minerals (like iron) into super-charged molecules and transporting these to plant cells, allowing plants to extract the maximum nourishment from the soil around them.

## HOW DOES IT WORK?



The structure of Fulvic means it can easily penetrate living cells to deliver an 'electrolyte charge'; supplying essential minerals, removing toxins and helping to normalise cell function.

## WHY DOES THE WORLD NEED IT?

Agricultural intensification has stripped much of the goodness and nutrients from the Earth's surface, resulting in a 70% reduction in fulvic levels. This means much of the food grown today only contains between 20-30% of the nutrition found in food eaten by our grandparents when they were children.

## HOW CAN IT HELP US?

Fulvic helps humans absorb nutrients the same way it helps plants; delivering the essential minerals that we need, whilst helping cells to eliminate toxins from our bodies. Humans have been taking Fulvic as a health supplement for hundreds of years across many cultures including Indian Ayurveda and Traditional Chinese medicine. The Chinese call Fulvic the Golden Medicine!

## WHY DO I NEED IT?

Numerous studies have so far reported that Fulvic works to support the immune system and oxygenation of blood, supports healthy brain function, provides natural anti-wrinkle action by helping to prevent the loss of collagen, serves as a powerful antioxidant – and so much more.

## WHAT MAKES NZ FULVIC SPECIAL?

New Zealand, a landscape once blanketed in lush, fertile forest, has uncovered a new fulvic seam. Located in the country's South Island, this fulvic has remained untouched for millions of years, making it one of the purest the world has seen.

