



CLAIMS BASED ON THE NUTRIENT COMPOSITION

1. Sport/Exercise/Physical Activity
2. Elderly and Aging Population
3. Children & Adolescents
4. "On-the-Go" Meals
5. Women's Health
6. Weight Loss/Wellness
7. Bowel Movement & Colonic Health
8. Vegetarian/Deficiency diets/Famine
9. Specialty Diets

Sport/Exercise/Physical Activity

Physical performance could be improved mainly because of the following components of Salba™: w-3 polyunsaturated, iron, essential amino acids, calcium and phosphorus. In addition, due to the observed reductions in inflammatory markers in clinical trials, Salba™ is ideally suited to aid in sports, increase physical performance, and accelerate physical recovery.

Reason: *No single food exists to suit the body's special demands during increased physical activity.*

Elderly and Aging Population

The aging process could be ameliorated with Salba™'s high protein and essential amino acid, w-3 polyunsaturates, antioxidant vitamins and minerals, magnesium, calcium, phosphorus, iron, potassium, dietary fiber.

Reason: *Special needs and demand for healthy and convenient foods by the exponentially increasing aged population and "baby boomers".*

Children & Adolescents

Major recent nutritional survey in North America demonstrate a severe deficiencies of major nutrient in diet of adolescent. Nutrient dense food, w-3 polyunsaturated, folate, iron, calcium, phosphorous.

Reason: *Some of the major food deficiencies found in youths are due to special physiological requirements during development, irregular feeding and specific lifestyle.*

"On-the-Go" Meals

As multi-tasking has become a way of life in western society, fewer adults put time aside for meals throughout

the day. This phenomenon has created a huge market opportunity for tasty nutrient-packed foods that deliver the satiety of a mini-meal while delivering equal or better nutrition. Salba™, with its ideal nutrient density, is an optimum key ingredient for nutritious "On the Go" foods.

Reason: *Some of the major food and pharmaceutical industry is trying to enter this huge, but underrepresented market.*

Women's Health

Modest daily consumption of Salba™ provides crucially important nutrients related to women's health, and their special needs, including calcium, phosphorus, iron, w-3 polyunsaturated, folate, magnesium and antioxidants.

Reason: *Very specific nutrient requirements that could barely be achieved from regular food sources and modern diets.*

Weight Loss/Wellness

Due to Salba™'s abundant source of essential nutrients, it can easily be applied in weight loss programs, and can be used in formulating meal replacements. It is useful to notice that consumption of 100g of Salba™ results in about 8 times fewer calories from the combined best sources of the same nutrient. In addition, an exceptionally high level of Tryptophan (an amino acid that suppresses appetite) may affect satiety. Also, due to Salba™'s high fiber content, constipation related to weight loss diets could be alleviated.

Reason: *Increase in obesity of 50% over 8 years in US has created a major health concern, with a current lack of effective weight loss treatments.*



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Bowel Movement & Colonic Health

Due to high its concentration of dietary fiber, w-3 polyunsaturated, magnesium, antioxidant vitamins and minerals, and immunity-boosting nutrients, Salba™ could be positioned as a good regulator of constipation, colonic health and gastrointestinal abnormalities.

Reason: Approximately 50% of adult women, and over 30% of men suffer from constipation. Many others experience many other gastrointestinal conditions

Vegetarian/Deficiency Diets/Famine

Salba™ could be used as a supplement or as the key ingredient in many nutrient deficient diets. Salba™ could also be added to snacks, fast foods and those consuming monotonous diets to compensate for nutritional deficiencies. Due to the exceptional high profile of essential amino acid and essential fatty acid, along with all other nutrients, Salba™ could be considered the world's most nutritious food crop, and thus can be used as a global remedy for world hunger.

Reason: Restrictions in quality or quantity of food leads to many health problems and ill conditions. Increasing number of the world's inhabitants, in developing and developed countries are exposed to these conditions.

Specialty Diets

Salba™ could be used in specialty formulas such as Eternal and Par-eternal nutrition, specialty hospital diets (including patient recovery, starvation, celiac disease, kidney, diabetes, etc.), airline/cruise dining, space programs, AIDS patients, etc.

Reason: Highly deficient areas and availability of adequate food.