



Growing
NATURALS

Finally Natural Products For All People

DIGITAL PRESS KIT

FACT SHEET

COMPANY NAME: Growing Naturals, LLC

OWNERSHIP: Privately owned by Founder, David Janow and President Robert Bransky

DATE FOUNDED: 2009

HEADQUARTERS: 12112 Rancho Vistoso Boulevard, Suite A150-107, Oro Valley, Arizona 85755, 888.572.5827

OFFICERS: David Janow, CEO
Robert Bransky, President
Kay Abadee, VP, Marketing
Chris Schemza, VP, Creative Services

COMPANY DESCRIPTION: Makers of organic plant-based brands of protein powders, milk substitute powders and sports nutrition, and a line of pristinely green household cleaners, starting with laundry soap fashioned of saponins derived from organic soapberries harvested in the foothills of the Himalayan Mountains.

FACT SHEET

- Organic Whole Grain Brown Rice Protein Isolate Powder – Chocolate
- Organic Whole Grain Brown Rice Protein Isolate Powder – Vanilla Blast
- Organic Whole Grain Brown Rice Protein Isolate Powder – Original Flavor
- Yellow Pea Protein Gold Standard Raw Pea Powder – Vanilla Blast
- Yellow Pea Protein Gold Standard Raw Pea Powder – Original Flavor

PRODUCTS:

- Organic Rice Drink + Protein – Velvety Chocolate
- Organic Rice Drink + Protein – Creamy Vanilla
- Organic Rice Drink + Protein – Silky Smooth Original
- Simply SoapBerry – Original Free & Clear Laundry Detergent
- Simply SoapBerry – Baby Free & Clear Laundry Detergent
- Sports Nutrition launching 2013

INDUSTRY DIFFERENTIATION:

Maker of the only line of non-dairy whole grain rice milk powders on the market, purveyor of organic higher concentrated rice protein isolates with less fillers, and creator of natural household cleaners which are more natural than industry leaders yet powerful.

KEY DISTRIBUTION:

Whole Foods, Sprouts, Akins-Chamberlin's, Hi Health, Metropolitan Market, Central Market, Peach Tree

NON PROFIT PARTNERS:

Vitamin Angels and Baby Girl Project

DISTRIBUTION METHOD:

Direct to consumer

INTERNATIONAL DISTRIBUTION PARTNERS:

Nordic Food Partners (Europe) Ceres (Australia / New Zealand), Rhema (Canada)

PRESS RELEASE

FIRST DOUBLE BLIND STUDY PROVES GROWING NATURAL'S PLANT-BASED RICE PROTEIN HAS IDENTICAL BENEFITS TO ANIMAL-BASED WHEY PROTEIN

Study Presented to Top Tier Sports Nutrition Peers at International Sports Society of Sports Nutrition Conference June 14-15 in Colorado Springs, CO

(Culver City, CA, June 17, 2013) – The findings of a ground-breaking double blind study at the University of Tampa proved for the first time that plant-based rice protein has identical benefits to dairy-based whey protein. The study results, which used [Growing Naturals'](#) Organic Rice Protein made with [Axiom Food's](#) Oryzatein®, specifically followed a tightly controlled population of seasoned bodybuilders and how they built muscle and experienced the same rates of repair and soreness. The study was presented for the first time to the top tier of sports nutrition peers at the International Society of Sports Nutrition's 10th Annual Conference on June 14-15, 2013. The study was published by the [Nutrition Journal](#) (6/19/13).

The study was presented by its co-author, Dr. Ralf Jaeger, FISSN, CISSN, MBA at Antlers Hilton Colorado Springs hotel. The study researchers chose Oryzatein® for the study, which has recently become a monographed industry standard for its many qualities, noted of which is their unique hexane-free fractioning process used to isolate protein from whole grain brown rice.

“In the past, studies have shown that the combination of resistance exercise with consumption of animal-derived protein (such as whey, casein, eggs, meat) has had a different effect on muscle growth than when resistance exercise was paired with plant-based protein such soy,” said Dr. Jaeger. “The results of this study show, for the first time, this has changed. The objective of the study, titled, ‘Rice Protein Increases Lean Body Mass, Muscle Hypertrophy, Power and Strength Comparable to Whey Protein Following Resistance Exercise,’ was to determine if high doses of rice protein isolate could increase recovery and elicit adequate changes in body composition compared to whey protein isolate if given following periodized resistance-training. In summary, we found that rice protein isolate administration post resistance exercise decreases fat-mass and increases lean body mass, skeletal muscle hypertrophy, power and strength comparable to whey protein isolate.”

PRESS RELEASE

For the study, Jaeger and his co-author, Dr. Jacob Wilson (University of Tampa, Department of Health Sciences and Human Performance), used 24 healthy, college-aged, resistance-trained participants. Each had a minimum of one year of strength training experience. The participants were randomly and equally divided into two groups. Each group consumed 48g of rice or whey protein isolate immediately following training on training days only. Participants followed a specific training protocol three times a week for eight weeks under direct supervision. The supplements contained equal amounts of calories and protein. Before and after the first training session, participants gave ratings for perceived recovery, soreness and readiness to train. At baseline (week 0), midway (week 4), and end (week 8) participants were measured for muscle thickness, body composition, bench press and leg press strength. Changes were measured and recorded.

Results showed there were no significant differences in the ratings between the groups supplemented with rice versus whey for recovery. In other words, each supplement produced a similar effect. Moreover, both groups experienced significant changes in body composition, strength and power from week 0 to week 8. Specifically, muscle mass, strength, and power increased while body fat decreased. The changes observed were similar for both groups. The creator of Oryzatein® and world leading expert on the subject of rice protein fractioning, Mr. David Janow will also appear at the conference with Dr. Jaeger.

David Janow, JD/MBA, CEO, Growing Naturals, creator, Oryzatein®, soon to be the monographed industry standard for chemical free whole grain brown rice protein, said. “Whey protein has been the gold standard of the fitness industry, but as of today, that may be changing. Intolerance to lactose affects nearly 70% of the world’s population. Hormones used in cow farming are passed on in larger concentrations through dairy products than through cow meat. We’ve heard how hormones in cow milk are affecting early puberty. Soy protein is losing popularity after learning about phytoestrogens. Allergen-free plant-based protein is now being proven to rival whey protein.”

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