



WHY THE CHLORELLA WE SELL IS THE HIGHEST QUALITY ON THE MARKET

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“Chlorella’s cell wall is comprised of 3 layers. The middle layer contains the thickest cellulose microfiber. The outer layer is extremely resistant to tearing or breakage. The characteristics of this fiber are unique to Chlorella and why it is so important that we consistently have Chlorella in our diet because it is not found in any other food source. Even dead Chlorella has the ability to soak up toxins after it has bonded with them. ”

This fiber that surrounds the cells must be cracked or broken so that the nutrients inside can be completely absorbed by the body. If the Chlorella cell is not opened, then only a small amount of nutrients would be available to the body. All Chlorella that is imported into the United States must be cracked or open cell according to FDA regulations.

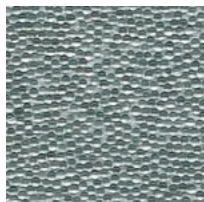
Much has been said about how the cell wall of *Chlorella pyrenoidosa* is cracked or opened. *Chlorella*'s outer cell wall is composed of thick layers of dietary fiber that is excellent for digestion and binds with heavy metals and other synthetic toxins and removes them from the body but this tough outer wall needs to be cracked in order for all of the other nutrients to be available to the body.

TECHNOLOGIES FOR CRACKING THE CHLORELLA CELL WALL

Problems with the OLD Method to Crack the Cell Wall (currently still used by most other chlorella companies but NOT by us!)



The Dyno®-Mill technique is the technique still being used by most chlorella companies (but NOT ours). This technique to open *Chlorella*'s cell wall was first developed in Japan in the mid-1970's. This technology was originally developed for use in the meat industry and was subsequently used in other food industries including *Chlorella* production. The use of Dyno®-Mill techniques in *Chlorella* production was a breakthrough technology in its time since no other technology had been developed that effectively broke open *Chlorella*'s thick cell wall. But that was forty years ago



The Dyno®-Mill process uses thousands of very small glass beads (2 mm in diameter) such as those pictured here that are placed in a drum with the *Chlorella* and spun together for several minutes. It is an effective way to open the *Chlorella* cell wall. However, the *Chlorella* cells are exposed to potential lead and other contamination from the glass beads that are used in the process, especially if some of the glass beads are cracked or broken. This milling process, which can be compared to milling wheat into flour, pulverizes the *Chlorella* cell rather than just gently cracking it open. When the *Chlorella* cell is pulverized it immediately becomes susceptible to oxidation, which leads to degradation of its nutrients. The

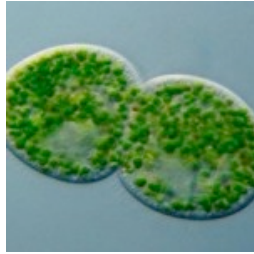
Dyno®-Mill process also destroys the cell's membrane, chloroplast, mitochondria and nucleus. The main problem with this archaic method of opening Chlorella's cell wall is that the scrambling of its nutrients significantly decrease its self-life, which is critical with regard to the marketing, nutritional integrity and consumption of Chlorella. Many leading chlorella companies still use this 40 year old technique for cracking the chlorella cell wall however not our company for we use a much more advanced process that preserves more nutrients and protects you from contamination.

The Naughty Nutritionist uses a Superior Method of Opening Chlorella Cell wall so that YOU and your body can absorb more nutrients and be protected from any contaminants.

Far more effective methods of opening Chlorella's cell wall have been developed since the 1970's and the Dyno®-Mill cracking technology. At the Naughty Nutritionist, the chlorella that is in our Naughty Bits has been cracked using a much more advanced, state-of-the-art technology. Our technology to crack open the chlorella cell wall is called the Pressure-Release® method and is an entirely new approach to opening Chlorella's cell wall. The way this works is that as the Chlorella cells pass through a specially designed Pressure-Release® chamber they rupture, or crack open, due to the sudden and extreme changes in pressure. A few of the many advantages to our technique over the old process include:

1. First, and most importantly, nothing comes in contact with the chlorella cells, therefore OUR process is 100% natural and organic and makes sure that all the nutrients from the chlorella cells can now be available to you for digestion by your body.
2. Second, OUR process ensures that the Chlorella cells are not exposed to any heavy metals from glass or other impurities that may be present within the glass. And since they have not been pulverized, their unique nutrients remain in tact.
3. Third, OUR process ensures that oxidation and nutrient degradation are significantly reduced which not only gives you and your body access to more nutrients but it also significantly extends our chlorella's shelf life and nutritional integrity.

At the Naughty Nutritionist, we are committed to ensuring that you and your body gain all of the benefits from chlorella and by using a superior technology to open the chlorella outer wall and ensuring a growth culture that is pristine, we are able to assure you the highest quality product with the highest level of digestibility. When you take our chlorella, your body will thank you...and so will we!!



To learn more about the extraordinary health benefits of chlorella and to make a purchase, please visit our website. Or register with us or email us to request any of our free reports that provide further detail. Thanks and be well!

♥ Would you like to learn more or are you worried about how this might be affecting your health or the health of your family. Would like to feel better AND feel more confident about the food you are eating? If so, **please register with us so we can let you know when our site goes live. Register with us here!** www.naughtynutritionist.net

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