



## **DETAILED GUIDE TO OUR SUPER FOODS**

### **"REAL" RAW AGAVE NECTAR**

The only Agave Nectar that **RAWK STAR CAFÉ** uses and is proud to carry is produced in the town of Tequila, Mexico and is made under the same natural conditions as it has been done for centuries. **It is truly the purest agave nectar on the market.** It is a naturally low glycemic sweetener with exquisite flavors and texture (use 25% less of this raw agave nectar than you would other sweeteners). It is 100% SOLELY extracted from the Organic Blue Agave Tequilana Weber variety; which in our opinion is the ONLY type to extract agave nectar from. **This particular plant has the highest concentration of minerals as well as a high content of inulin** (a diverse mix of differently sized carbohydrate molecules, all of which are constructed from fructose, the simple sugar mainly found in fruits and vegetables). Inulins and oligosaccharides (a sub-type of inulins), cannot be digested in the upper part of the intestine; they have some unique properties that other carbohydrates do not have. **Inulins don't raise blood sugar or trigger insulin secretion like many of their fellow carbohydrates.** Because they are not digested in the upper part of the intestine, they also provide fewer calories. **Nutritionally, inulin is considered a form of soluble fiber that helps regulate the digestive process and increase the growth of certain beneficial intestinal bacteria, like the *Bifidobacteria* that we depend on for our health. Inulin also increases calcium absorption and possibly magnesium absorption.**

Agave Nectar production involves removing the leaves from the Agave plant then crushing and milling the plant core called the "pina". During this period we capture this precious fluid and put it through a proprietary natural process to deactivate specific enzymes in order to keep it from fermenting. The result is "Real" Raw Agave Nectar. Ultimate SuperFoods' "Real" Raw Agave Nectar is made with the highest quality 100% organic blue agave plants, aged and matured to its ideal, employing first rate organic farming and harvesting methods.

- **Methods include using an all natural processes to test for the ideal sugar profile before harvesting the Agave plants from the fields.**
- **The agave nectar is not cooked, retains its natural consistency based on high velocity centrifugal straining of juices, and thus keeps the product in a true raw food category.**
- **The process of manufacturing "Real" Raw Agave Nectar (patent pending) is unique and proprietary.**
- **"Real" Raw Agave Nectar is Certified Organic and also Kosher Certified.**
- **The community values behind Ultimate SuperFoods' "Real" Raw Agave Nectar are strong and their employees are treated like family. The values of caring for the land and the people are deeply rooted within the company ethos. They have been honored for generations, which is why they have 3rd generation employees doing what their grandfathers did on the same land.**
- **The taste of Ultimate SuperFoods' "Real" Raw Agave Nectar is second to none.**
- **The chemical compositions of "Real" Raw Agave Nectar are far superior in quality when compared to the competition, especially in light of the lack of legal norms and quality control standards in the agave industry.**
- **By eliminating chemical compounds that are difficult for the body to break down, "Real" Raw Agave Nectar becomes sweeter to the taste but also healthier.**
- **"Real" Raw Agave Nectar's "sugars" are NOT inverted with crystallized fructose. There is a Carbon 14 isotope (test) that can be applied to determine whether it is made from 100% Blue Agave and whether or not it contains the Agave carbohydrates: Inulin- Fructose and others that set it apart.**
- **"Real" Raw Agave Nectar is gently manufactured in a way to minimally take away from the natural benefits (no enzymes or acids are added and the temperature is maintained at a low rate).**
- **"Real" Raw Agave Nectar is free of pH bacteria treatment and is "moved" three times with specific timing in order to stimulate sugar production strategically and it avoids the need for additives.**

## BEE POLLEN ~ "NATURE'S PERFECT FOOD"

Using some of the highest ethical standards, **RAWK STAR CAFÉ** brings to you this ALL Natural Wildflower Bee Pollen produced in Oregon. The bees walk over a screen which causes some of the pollen to fall off their legs. Plenty of pollen gets through to support the hive. This pollen is sifted and dehydrated (air dried at a room temperature – below 100 degrees F. – to remove moisture which assures nutritional stability) and does not require refrigeration, keeps incredibly well up to 24 months.

Bee pollen is often referred to as nature's most perfect food because it contains nearly every element required for sustaining life – including high quality protein and amino acids, 16 vitamins, 5 carotenoids, 5 phytosterols, 4 bioflavonoids, 13 minerals, 12 amino acids, 3 EFA's, 8 enzymes & other beneficial components, bioflavonoids, phytosterols, Omega 3 fatty acids, carbohydrates, carotenoids, globulins, lecithin, quercetin, rutin, hormones and other biologically active compounds. The nutritive, detoxifying and healing properties of bee pollen have been appreciated for years. Bee pollen has helped allergies, fatigue, infertility, impotence, varicose veins, recovery from illness and surgery and prostate troubles.

***Justin O. Schmidt completed an extensive study at the USDA-Agricultural Research Center which showed the impressive nutrition that bee pollen can contain. The study found that the pollen had more protein than beef, per serving. The pollen also had more potassium, calcium, iron Vitamin A, niacin, thiamin, and riboflavin than beef, chicken, beans, cabbage, bread or apples. Mr. Schmidt states "the overall conclusion is that pollen is a food source par excellence that is probably not exceeded by any other food." He concluded bee pollen is "an excellent food supplement which can enhance the health and well-being of individuals, especially those who otherwise might have an unbalanced diet."***

### Benefits:

- High antioxidant levels that help increase longevity by neutralizing free radicals
- Contains fitoesters and polyunsaturated fatty acids that stimulate the metabolism of cholesterol which reduces the level of LDL cholesterol and benefits those who do not have a balanced diet
- Potent aphrodisiac and fertility improving properties
- Increases strength, endurance, energy and speed. Also provides a quicker recovery from exercises; returns heart rate to normal; and improves endurance for repeat exertion
- Reduces the production of histamine, thus neutralizing many allergies
- Extraordinary presence of B vitamins
- Helps relieve type 2 diabetes symptoms by restoring mineral and metabolic deficiencies
- Great source of vitamins, including nearly all B vitamins (except B12) as well as C, D, and E
- One of the richest sources of bio-available protein in nature.
- Assist in helping the following conditions: anemia, constipation, colitis, sinusitis, asthma, and bronchitis

***Note: Bee products can cause allergic reactions. If you are prone to allergies, start out with as few granules to see how your body reacts, and then work your way up slowly to 1-2 tbsp.***

**RAWK STAR CAFÉ** is also proud to bring you local- raw-unfiltered honey in two varieties ~ Tupelo and Orange Blossom!

### Did you know...?

- Quality Tupelo honey will not granulate – making it a choice honey for many food and beverage applications.
- Many diabetics have been permitted by their physicians to eat Tupelo honey (average analysis: fructose 44.03% glucose 29.97%).
- Eating raw, local honey on a daily basis throughout the year can act as an immune system booster eliminating or reducing the need for allergy shots.

## BLACK SESAME SEEDS

Sesame seeds, but more specifically BLACK sesame seeds are the one of the most underrated and poorly understood foods. These seeds are small yet pack a powerful punch full of beneficial nutrients. Most notably, sesame seeds are very high in copper, magnesium, and calcium (#1 food source). Just a ¼ C of sesame seeds supplies 74% of the daily value (DV) for copper, 31.6% of the DV for magnesium, and 35.1% of the DV for calcium. This rich assortment of minerals translates into many health benefits.

Copper is known for its use in reducing some of the pain and swelling of rheumatoid arthritis. Copper's effectiveness is due to the fact that this trace mineral is important in a number of anti-inflammatory and antioxidant enzyme systems. In addition, copper plays an important role in the activity of lysyl oxidase, an enzyme needed for the cross-linking of collagen and elastin—the ground substances that provide structure, strength and elasticity in blood vessels, bones and joints.

The magnesium inherent in sesame seeds is well known to support vascular and respiratory health. Some of its role include: preventing the airway spasm in asthma, lowering high blood pressure, preventing the trigeminal blood vessel spasm that triggers migraine attacks, and restoring normal sleep patterns in women who are experiencing unpleasant symptoms associated with menopause.

Everyone knows of calcium's importance to the body, but here are some more important benefits that can you acquire by consuming sesame seeds – the #1 source of calcium: protecting colon cells from cancer-causing chemicals, helping prevent the bone loss that can occur as a result of menopause or certain conditions such as rheumatoid arthritis, helping prevent migraine headaches in those who suffer from them, reducing PMS symptoms during the luteal phase (the second half) of the menstrual cycle, and providing the necessary components for muscular contraction.

## BRAZIL NUTS ~ SAVE THE RAINFOREST WHILE YOU SNACK!

These are the best raw, organic Brazil nuts we've tasted...you can just taste the difference in quality and freshness! **RAWK STAR CAFÉ** supplies its customers with premium quality raw organic Brazil nuts, harvested by families in Peru and Bolivia who greatly value and rely on healthy rainforests for their livelihood. Purchasing our raw Brazil nuts directly supports the indigenous Amazonian communities that harvest them. Over the years, the natives have perfected the harvesting of this nut from the unique ecosystem where these heirloom trees grow. Brazil nut trees are extremely rare - the pollination of these trees is so specialized that they've never been successfully grown in plantations. As a consequence, if this precious rainforest land is destroyed, Brazil nuts cannot be grown anywhere else in the world. Fortunately, the existence of a highly renewable natural resource - like these Brazil nuts - is enough to justify the ongoing existence of such large forested areas.

Nutritionally, Brazil nuts are a good source of magnesium, thiamine and zinc (essential to digestion and metabolism); and are perhaps the richest dietary source of selenium (just 3-5 per day gives you your daily dose), containing as much as 1180% of the USRDA (U.S. Recommended Dietary Allowances)...Recent research suggests that proper selenium intake is correlated with a reduced risk of both breast cancer as well as prostate cancer and heart disease.

Brazil nuts high selenium content makes their protein content "complete". This means that, unlike the proteins in most plant products, Brazil nuts' proteins contain all the necessary amino acids to foster optimal growth in humans (in the same way as proteins from animal products do).

Our Brazil nuts are truly raw unlike any other Brazil nuts available on the market. The inside of these nuts never exceeds 120 degrees, which keeps the oil, protein and original flavor of the nut pure and uncorrupted. Enjoy them right out of the bag. We here at **RAWK STAR CAFÉ** are proud to use this beautiful wild nut in making nut mylks, smoothies, pie crusts, cookies and in many more of our raw food creations.

## RAW CACAO (A.K.A. CHOCOLATE)

The raw cacao (a.k.a. chocolate) here at **RAWK STAR CAFÉ** is the heirloom Ecuadorian variety named Arriba Nacional-Fino de Aroma. This variety of cacao is considered worldwide to have the finest floral aroma and flavor profile, as well as, the highest amount of bioavailable nutrients and minerals. The raw cacao beans are hand peeled, never machine processed and retains its natural qualities through a sun drying process, opposed to heating or roasting.

### Benefits:

- One of the highest sources of antioxidants
- Magnesium
- Iron
- Chromium
- Manganese
- Zinc
- Copper
- Vitamin C
- Omega-6 Fatty Acids
- PEA (Phenylethylamine) - a major class of chemicals that we produce in our bodies when we fall in love and has the ability to shut off/control appetite.
- Anadamide - an endorphin that our bodies naturally produce after exercise.
- Tryptophan - critical for the production of serotonin, our primary neurotransmitter, which diminishes anxiety and literally improves our neurological and physiological "stress-defense shield".
- Serotonin - primary neurotransmitter that helps us build up our "stress-defense shield"
- Fiber
- Methylxanthine Theophylline- asthma-improving
- Theobromine - effective antibacterial substance that kills streptococci mutans (the primary cavity causing organism), a close chemical relative and metabolite of caffeine that does not stimulate the nervous system, dilates the cardiovascular system (making the heart's job easier)
- Cardiovascular Cleansing Compounds

## TRULY RAW CAROB

Truly Raw Carob Powder is not a "fine" powder, but rather a "semi-coarse" powder. Fine carob powders require a heating process of at least 200 degrees Fahrenheit; our semi-coarse carob powder is truly raw and unheated. The minimal heat that is generated is the result of the unique grinding process using a high-speed "hammer grinder." The temperature does not reach over 100 degrees. Harvested from carob-pod trees growing wildy in Spain!

Carob Powder has a high amount of calcium, which creates real fireworks when combined with magnesium-rich raw cacao. Add some Carob Powder to your next chocolate smoothie to experience real chocolate synergy!

## **CAMU-CAMU - WHOLE FOOD VITAMIN C ~ "THE SUN KING"**

Camu-camu helps to promote healthy gums, eyes, and skin and supports the functions of the brain (nervous system) and heart (circulatory system). The Camu-camu Berry contains powerful phytochemicals, including the amino acids serine, valine, and leucine, and more Vitamin C than any other known plant in the world. Specifically, the camu- camu fruit contains 30 to 60 times more Vitamin C than an orange in its fresh state, delivers up to **600 TIMES MORE vitamin C than oranges when it's dried into the powder form.** Camu-camu powder has an exceptionally rich amount of whole, natural vitamin C— quickly becoming one of the most sought-after vitamin C sources in the world. **It also contains impressive levels of beta carotene, calcium, iron, niacin, phosphorus, riboflavin and thiamin.**

### **Benefits:**

- Supports the immune system
- Maintains excellent eyesight
- Creates beautiful skin
- Wards off viral infections
- Support strong collagen, tendons, and ligaments
- Decreases inflammation
- Improves respiratory (lung) health
- Helps maintain optimal clarity of mind in times of stress and anxiety
- Supports the function of brain, eyes, heart, liver, and skin
- GREAT source of vitamin C (600 times stronger in its powdered form than oranges)!

***Note: Just 1/8 tsp provides approx. 500 mg of natural whole food Vitamin C! Use it to fortify fresh juices and smoothies ~ KIDS LOVE IT! The taste is tart, tangy and citrus. Also, if you are taking MSM, mix with camu-camu at the same time to improve the absorption and bio-availability.***

## REALLY RAW CASHEWS

**RAWK STAR CAFÉ** is proud to use and carry the ONLY source for truly raw cashews in the world! Don't fall for the misleading claims... if they are not coming from Big Tree Farms, then they are NOT truly raw.

Truly raw cashews are a significant source of iron (essential for red blood cell function and enzyme activity), magnesium (promotes energy release and bone growth), phosphorus (builds bones and teeth), zinc (essential to digestion and metabolism) and selenium (has important antioxidant properties, thus protecting the body from cancer).

In comparison to other tree nuts, cashews have a lower fat content. They are also, like all other tree nuts, cholesterol free and a good source of protein.

Truly raw cashews also contain significant amounts of phytochemicals with antioxidant properties that protects the body from cancer and heart disease.

Over the course of the past 4 years, Big Tree Farms (BTF) has been working directly with raw foodist David Wolfe's Sunfood Nutrition as well as raw food experts from the EU and Australia, Big Tree Farms has built and developed the single highest integrity cold-processed Cashew supply chain in the world.

The processing necessary for our Authentically Raw™ cashews is slow, relative to conventional processing, but the high quality and unbeatable flavor are unquestionable. As an example of this, typical cashews in India are processed at a rate of 12-14kg/worker/day while for our Authentically Raw™ cashews typical processing rates are only between 4-5kg/worker/day!

This great disparity in processing capacities translates to a significant difference in price, which in turn leads to a serious temptation for buyers and manufacturers of "raw" food products to purchase industry "raw" cashews (defined as non-roasted though still heat-treated) rather than support truly raw, cold-processed product.

### **A step-by-step guide to Authentically Raw™ Cashew Processing:**

#### **1- Picking and drying process of nuts**

- Naturally fallen raw cashews with 15-20% moisture are collected by the farmers.
- Raw cashews are sun dried for 2-3 days (maximum temperature is 30 degrees C) until moisture level comes down to 10-12%.

#### **2- Storing of nuts**

- Dried cashew nuts are packed in woven gunny sacks and stored in well ventilated rooms with giving enough space between stacks for air circulation. Dried cashew-in-shell is warehoused for up to 12 months without degradation although some further moisture is lost (2-3%).

#### **3- Shelling of nuts**

- Raw cashew nuts are shelled manually by utilizing specially-made cutters in order to remove the shells and release the cashew kernels. Kernels at this stage are still covered in a testa or thin skin.

#### **4- Drying process of kernels with testa**

- Cashew kernels with testa/skin are dehydrated at maximum 40 degrees C for 12-16 hours in order to reduce moisture level to 5%.

#### **5- Peeling process of kernels**

- Testa/skin of the kernel is removed manually by cloth gloves and final quality check is done with scalpel to remove any remaining skin or blemish.

#### **6- Packing of kernels (with or without testa)**

- Kernels are vacuum packed in 1kg plastic bags
- Plastic bags are packaged in cartons.

## CHIA SEEDS

Chia (*Salvia hispanica L.*) originated in the central Valley of Mexico and is a plant of the genus *Salvia* in the Mint family. Chia is probably one of nature's most nutritious foods. It was used as a staple food by the Mayans and Aztecs for energy and endurance. It was largely cultivated by the Aztecs and was one of the five more important foods in that time. After the arrival of the Spaniards, the plant became almost extinct due to religious and cultural reasons. Today, Chia is making a comeback and is being grown commercially again, providing a food of vegetable origin that has the most omega-3 fatty acid content. This raw, gluten-free, GMO free super-food is rich in Omega 3 fatty acids, protein, soluble and insoluble fiber, antioxidants and an impressive array of vitamins and minerals. Chia seed oil contains 30% Omega 3's and 40% Omega 6's. This is suggested to be the optimal balance of essential fatty acids. These are considered essential for a healthy mind and body.

Chia seeds are excellent for athletes because they are hydrophilic, which means that they can absorb and retain water. They can hold up to 10 times their weight in water making them a superb enhancer in hydrating our bodies. Studies also show that consuming chia seed slows down how fast our bodies convert carbohydrates into simple sugars. It is believed that the chia seed may have benefits for diabetics by slowing down the absorption of sugars. The chia seed forms into a gel when it becomes wet (much like flax seeds) and this gel, when in our digestive system, helps prevent some of the carbohydrates from being absorbed too rapidly. Eating the seeds also helps those wanting to lose weight by making them feel full and helping them to be less hungry between meals. Chia Seeds DO NOT need to be ground to improve digestion. They are relatively easy to digest as is when chewed well. Soaked Chia seeds can be used in place of flax in your favorite Living Food recipes. It will provide the same binding attributes as flax for many dehydrator type recipes. If you wish to grind them, a simple coffee grinder will suffice. We even find a high powered blender works great (Vitamix or Blendtec). You can enjoy ground Chia on your salads or fresh fruit.

**RAWK STAR CAFÉ** offers two varieties of the *Salvia* plant: white and black. Their nutritional content is almost identical. Simply choose the color which best suits your specific recipe and visual appeal. You can incorporate 2-4 tbsp (whole or ground) of *Salvia* into your daily meals for optimal benefits. You will certainly appreciate *Salvia*'s mild, nutty taste.

### How to make Chia Gel:

Combine the following in a glass jar with a cover; shake, wait a moment, and then shake again until gel is formed and seeds are evenly distributed (make take a few shakes); then store in fridge; will keep for up to 2 weeks:

1/3 C chia seeds  
16 oz filtered water

***Note: Chia gel is perfect for using in your smoothies and is more beneficial, as it will not absorb the fluid from your intestines because it is already hydrated. Use 3 or more tbsp and enjoy!***

## CHLORELLA

Chlorella is fresh water, single-cell green algae - renowned for its health giving properties such as vitamins, minerals, antioxidants, fiber, nucleic acids, amino acids, enzymes, CGF (Chlorella Growth Factor) and other beneficial nutrients. It contains the highest percentage of chlorophyll of any known plant on earth, making it successful in the treatment of cardiac hypertension and in cleansing the bowel, kidneys, liver, and bloodstream. Chlorophyll is effective against anemia and stimulates the production of red blood cells in the body. It also helps carry oxygen around the body and to the brain, which is why Chlorella is often called "Brain Food". Chlorella promotes growth in young people, which is believed to be related to Chlorella's capacity to stimulate the healing process and stifle many diseases. This is most likely related to its nucleic acid content, as it has a strengthening effect on body cells by improving our metabolic pathways.

### Benefits:

- Supports the function of the brain and promotes liver health (a.k.a. the "great normalize")
- Improves digestion and elimination
- Contains a number of properties beneficial to organs and tissues injured by various causes
- Detoxifies the body by binding to heavy metals, such as Mercury, Cadmium, Lead, etc.
- Protects against radiation
- Relieves inflammation
- Supports healthy weight loss
- Enhances the immune system for whole body rejuvenation
- Accelerates the healing process
- Effective in reducing the symptoms of numerous types of cancers, diabetes, low blood sugar, arthritis, AIDS, candida, pancreatitis, liver cirrhosis, hepatitis, peptic ulcers, viral and bacterial infections, anemia and multiple sclerosis
- Highest known chlorophyll content
- Highest food sources of RNA -material for repair; and production of human RNA/DNA - anti-aging
- Contains enzymes, such as chlorophyllase and pepsin that aid in digestion
- Promotes cell reproduction, guards against heart disease, reduces high blood pressure, reduces cholesterol, and increases hemoglobin levels
- Causes the beneficial bacteria in our stomach (*Lactobacillus*) to multiply at four times the normal rate, thus significantly improving digestion and the body's ability to take in nutrients
- Contains 60% high quality protein that is easy to assimilate
- Extremely rich in vitamins and minerals (vitamins C, E, all B vitamins, amino acids, folic acid, beta-carotene, lysine, and iodine); also, rich in iron and calcium

### What makes the Chlorella RAWK STAR CAFE carries "the BEST" on the market?

**RAWK STAR CAFÉ** is proud to carry a 4 billion year old strain of green algae produced in Asia by the world's largest producers of *Chlorella Pyrenoidosa*. This particular strain of algae has been utilized for thousands of generations, which insures the integrity of the strain's purity will stay intact without degenerating. Many other producers of Chlorella do not pay close enough attention to their strains and experience "drift" in the purity of their algae. This problem is very much overlooked by many algae producers worldwide.

Chlorella's indigestible cell wall needs to be ruptured to allow access to its nutrients and a variety of methods are used by other companies, some of which damage the nutrients. The method used by our Chlorella Producer ensures the highest quality, which is confirmed by an annual independent analysis by the Japan Food Research Laboratory. Japan is the only country that has strict standards and importation controls over heavy metals and bacterial content in Chlorella. The digestibility of our Chlorella is confirmed by the Japan Government's Ministry of Health to be between 76% and 79%, the highest on the market. Most brands claim to have broken the Chlorella cell wall so its nutrients can be adsorbed by the body. Our Chlorella was analyzed by Dr L. Lewis, Doctor of Physiology at Duke University in 1992. Using a Scanning Electron Microscopy (SEM), two samples of Chlorella were examined, ours and a competitor's brand. Both were deemed to be free of contamination, however, our Chlorella was the only one to demonstrate that the cell wall had been broken in the SEM examination. The cell wall of our competitor's Chlorella had collapsed but remained unbroken and was only 40% digestible.

## RAW VIRGIN COCONUT OIL

It has been described as the "Healthiest Oil on Earth". Coconut oil is composed mainly of medium-chain-fatty-acids (MCFA) with 86.5% saturated fatty acids, 5.8% monounsaturated fatty acids and 1.8% polyunsaturated fatty acids. It is the world's ONLY low-calorie fat! Of the saturated fatty acids, coconut oil is primarily 44.6% lauric acid, 16.8% myristic acid and 8.2% palmitic acid. Lauric acid is considered a "good fat" which the body metabolizes efficiently and converts to energy rather than storing as fat. Lauric acid has been recognized for its unique properties in foods which are related to its antibacterial and antiviral functions.

### Benefits:

#### *It is actually a seed!*

- It can save your life - its water is nearly identical to human blood plasma; most health enhancing in their young stage of growth - has ability to rejuvenate age-related oxidative tissue damage, improve the functioning of the nervous system, increase breast milk production, and restore male sexual fluids
- Coconut oil and coconut cream have been used as food and medicine since the dawn of history
- Improves digestion and absorption of fat-soluble vitamins and amino acids
- Valuable to the immune system as they contain healthy antiviral, anti-fungal, and antimicrobial saturated fatty acids, helping to naturally fight off viruses, bacteria, and fungal overgrowth
- Improves the utilization of blood sugar and can lessen the symptoms of hypoglycemia
- Improves the absorption of the right kinds of calcium and magnesium ions
- Consist of 90+ percent raw saturated fat - a rare and important building block of every cell in the human body, which supports the immune system, thyroid gland, nervous system, skin, and provide fast energy
- Contains powerful antioxidants and most lauric acid (powerful antiviral substance) of any plant source
- Helps the body use the EFA and other fatty acids and phospholipids more efficiently
- Helps regulate and support healthy hormone production
- They are a nutritional precursor to anti-aging hormone compound known as pregnenolone
- Increases the speed of thyroid, thus allowing the body to drop excess weight and accumulated toxins
- Helps displace toxic hydrogenated trans-fatty acids
- Restores natural saturated fat levels to the skin, subcutaneous fat layers and to individual cell membranes - also vital for the health of growing nervous systems in children
- Increases metabolism and helps with weight loss due to the presence of medium-chain saturated fatty acids
- Contains no appreciable levels of cholesterol and actually support cardiovascular health
- Supports healthy cholesterol formation in the liver

***The saturated fat in a food like raw, virgin coconut oil is a very important building block of every cell in the human body - on average, each cell membrane consists of 49% saturated fats (cooked saturated animal fat is toxic). Coconut oil is an instant energy source but contains no cholesterol, no trans-fatty acids and is not hydrogenated!***

***The cholesterol-lowering properties of coconut oil are a direct result of its ability to stimulate thyroid function. In the presence of adequate thyroid hormone, cholesterol (specifically LDL-cholesterol) is converted by enzymatic process to the vitally necessary anti-aging hormones, pregnenolone, progesterone and DHEA.***

The coconut oil **RAWK STAR CAFÉ** uses comes from fresh coconuts that do not undergo a refining process, preserving the live enzymes, lauric acid and all the other immune system building nutrients. Except for picking and opening the nut, there is little human handling in the process. Stainless steel mechanical equipment is used in order to provide a sanitary controlled environment in the processing plant. The coconut oil is strained and immediately bottled. No chemicals or preservatives are added. You only get pure unadulterated virgin coconut oil.

## **GOJI BERRIES - "THE FOUNTAIN OF YOUTH"**

The real goji berries here at **RAWK STAR CAFÉ** are from a pristine area within the Ningxia Province in China. This is where people have grown goji berries for centuries. Goji Berries are very high in anti-oxidants and are noted to be one of the most important herbs in Traditional Chinese Medicine that can be prescribed for dozens for different ailments.

Chinese herbalists have prescribed goji berries to restore energy and strength, increase stamina and longevity, boost sexual libido and enhance fertility (explaining its name – matrimony vine), strengthen the immune system, treat insomnia, improve eyesight (it's the world's richest food source of carotenoids) and aid in digestion. It is also known to strengthen and restoring major organs, such as the kidneys and liver. The polysaccharides in goji berries have been found to stimulate interleukin-2 and gamma interferon, which are anti-inflammatory and induce immune enhancing responses.

On a nutritional level, goji berries are unmatched by any other food. They are loaded with 18 kinds of amino acids and contain all 8 essential amino acids (such as isoleucine and tryptophan). Plus, goji berries contain up to 21 trace minerals (the most powerful ones being zinc, iron, copper, calcium, germanium, selenium and phosphorus). Goji berries are the richest source of carotenoids, including beta-carotene (more beta carotene than carrots), of all known foods or plants on earth. They contain 500 times the amount of vitamin C, by weight, than oranges making them second only to camu camu berries as the richest vitamin C source on earth. Goji berries also contain vitamins B1, B2, B6, and vitamin E.

As far as taste goes, it is somewhat difficult to describe. Some say goji berries' taste is between a cranberry and a cherry and others say they taste like raspberry and plum.

### **Benefits:**

- It is an "adaptogen" - a combination of therapeutic actions on the human body
- Enhances libido and sexual functions
- High source of antioxidants
- Improves vision
- Immune system booster
- Provides hydration to your system
- Supports brain and neurological health
- Supports cardiovascular health
- Keeps vital organs healthy

## **GOLDENBERRIES**

Goldenberries are succulent, marble-size golden fruit with a tart citrus flavor. The goldenberry is native to Colombia and Peru, and can be found growing in many parts of the tropics, including the Amazon, and in warm climates on many continents, including Africa, Asia, and the Americas. Tart and delicious, goldenberries are high in phosphorous, pectin, calcium, and vitamins A, C, B1, B2, B6 and B12. For a fruit, they are also extremely high in protein (16%). Goldenberries promote digestion, help control diabetes, cleans the blood and aids in the treatment of the prostate gland.

### **Benefits:**

- Improves health and longevity
- Excellent level of protein (for a fruit!)
- Helps us adapt to different forms of physical, mental, and emotional stress
- Excellent source of beta-carotene, vitamin C, thiamine, niacin, phosphorous
- The chewable seeds inside the berry have a mild laxative effect, excellent food for intestinal health and regularity
- Good source of Secretory IgA, which helps support the immune system
- Offers high levels of bioflavonoids (also known as vitamin P) - improves capillary strength (especially the eyes, brain and reproductive system), helps detoxifications, and nutrient absorption
- Bioflavonoids also help enhance the benefit of vitamin C by improving its bioavailability and protecting this fragile nutrient from oxidation
- Contain high levels of pectin - regulates the flow of food through the digestive tract, lower excess cholesterol levels - safe for those with diabetes

## HEMP SEEDS & HEMP PROTEIN POWDER

One of the most nutritious food sources on the earth. They are nature's source of perfectly balanced Essential Fatty Acids (EFAs). They have a slightly sweet and nutty flavor. The seeds can be eaten raw, ground into a meal, sprinkled on salads and blended into a smoothie. Their creamy, buttery flavor makes them an excellent base for creams, sauces, and our favorite, hemp mylk.

### Benefits:

#### *Did you know that hemp belongs to the same family of plants as mulberry?*

- One of the most nutritious food sources on the planet
- Contains all amino acids and essential fatty acids necessary to maintain healthy human life
- Contains 35% protein
- Contains plant globulin called edestin, which are divided into 3 classes - alpha, beta, and gamma (alpha and beta are super-transporters that carry protein and information from one part of the body to another via blood; Gamma works on the immune system and combat specific cell-invading microbes)
- Contains the perfect balance of essential fatty acids (EFAs), powerful antioxidants that protect our skin from excessive sun exposure, improves our immune system, helps us burn excess fat, nourishes and feed the brain and eyes, lubricates our cardiovascular system
- Contains gamma-linolenic acid (GLA) - super anti-inflammatory and helps balance hormones
- Excels in minerals
  - Phosphorous (energy "battery" mineral, needed to improve bone density)
  - Potassium (energy "action" mineral)
  - Magnesium (opens over 300 different detoxification pathways in the body)
  - Sulfur (primary beauty and longevity mineral)
  - Calcium (relaxes the digestive tract and muscular system, removes toxins)
  - Iron (blood builder and oxygenator)
  - Manganese (blood builder and oxygenator)
  - Zinc (beauty mineral, supports skin and liver)
  - Sodium (balances potassium, feeds adrenals)
  - Silicon (beauty mineral, needed to improve bone density)
  - Copper (part of vitamin C complex, reverses gray hair)
  - Platinum (enzymatic master mineral)
  - Boron (assists with calcium assimilation, normalizes hormones during menopause)
  - Nickel (plays a key role in enzyme metabolism)
  - Germanium (an antiviral, immune-supporting mineral)
  - Tin (helps reverse male pattern baldness)
  - Iodine (a thyroid mineral, reverses hypothyroidism)
  - Chromium (pancreatic mineral)
  - Silver (antiviral, anti-fungal, antimicrobial)
  - Lithium (an alkaline, mood-improving mineral)
- Contains sulfur-bearing amino acids that helps the liver and nervous system detoxify poisons, helps improve immune system, physical strength, flexibility, agility, complexion, hair luster, speed of healing, and the functionality of liver and pancreas

## LUCUMA

Lucuma is an exotic fruit from Peru with ancient reverence in Andean culture. Lucuma trees in the Andes are known to live over 500 years and still produce fruit!

Our organic Lucuma Powder is delivered to you as a beautiful peach-tan powder with flavors that hint of maple and cashews. Our lucuma is **dried at low temperatures**, ground gently, and then sifted to produce a fine powder which easily blends into smoothies and desserts.

Lucuma is an excellent source of carbohydrates, fiber, vitamins, and minerals - including remarkable concentrations of beta-carotene, Vitamin B3 (niacin), and iron. Lucuma has a full-bodied subtly sweet flavor and has long been a culinary favorite of Peruvians and super food enthusiasts worldwide. Lucuma-flavored ice cream is even more popular than chocolate ice cream in Peru!

### **How to Use Lucuma Powder:**

Lucuma may be added to all kinds of beverages, smoothies, and desserts. Like maca, lucuma helps to draw together (and emulsify) fats and oils with sugars and polysaccharides. For example, lucuma is great to add to a recipe or beverage containing cacao nibs (50% fat and oil) and agave nectar. Traditionally, lucuma has been most often enjoyed in an ice cream.

***Don't miss out on trying our "La Carmel" flavored Ice Cream(s) - made with Lucuma Powder. The flavor is of a sweet caramel with a creamy texture. Ummm...Irresistible!!!***

## MACA - ANCIENT PERUVIAN SUPER FOOD!

Maca is a super food/herb with an outstanding ability to increase energy, endurance, stamina and strength. Also, maca's libido-enhancing ability stretches back into prehistoric times. Maca, like goji berries and ginseng is a powerful adaptogen, which means it has the ability to balance and stabilize the body's systems (cardiovascular system, nervous system, musculature, lymphatic system, etc.). As an adaptogen, maca can provide more energy if it is needed, but if it is not, it will not over stimulate. Adaptogens also boost immunity and increase the body's overall vitality by 10-15% according to most studies. Rather than addressing a specific symptom, adaptogens are used to improve the overall adaptability of the whole body to diverse and challenging situations and stress.

### Benefits:

- **Powerful strength and stamina enhancer**
- **Libido-enhancing**
- **Has ability to balance and stabilize the body's glandular hormonal system, nervous system, cardiovascular system and musculature.**
- **Increases energy, endurance, oxygen in the blood, physical strength, the adrenals, and the thyroid, typically improves one's mood, and help support healthy hormone production.**
- **Helps improve the following - anemia, chronic fatigue, depression, infertility and sterility in humans and livestock, lack of libido, malnutrition, menopausal symptoms, menstrual discomfort and disorders, poor memory, stomach cancer, stress, tension, tuberculosis**
- **Activates endocrine glands, thus increases energy, vitality, and libido.**
- **Aphrodisiac qualities - our natural Viagra!**
- **supports thyroid functions**

### What are the scientific health properties of maca?

Dried maca powder contains 60% carbohydrates, 9% fiber, and slightly more than 10% protein. It has a higher lipid (fat) content than other root crops (2.2%), of which linoleic acid, palmitic acid and oleic acid are the primary fatty acids, respectively. Maca is rich in calcium, magnesium, phosphorous, potassium, sulfur and iron, and contains trace minerals, including zinc, iodine, copper, selenium, bismuth, manganese and silica, as well as vitamins B1, B2, C and E. Maca contains nearly 20 amino acids and seven essential amino acids. Maca is also a rich source of sterols, including sitosterol, campesterol, ergosterol, brassicasterol, and ergostadienol. As a root crop, maca contains five times more protein than a potato and four times more fiber. Peruvian research claims that maca improves mood and memory, increases oxygen in the blood, improves the function of neurotransmitters, and increases fertility and libido.

### How do I consume maca?

You may use up to 1 tbsp (or more if desired) in smoothies, teas, nut mylks or just about any natural beverage you can think of. Maca is also a great addition to desserts and sweet treats. Maca has an unusual relationship with cacao (raw chocolate), and is amazing when blended in with your favorite chocolate treats and smoothies. Maca has major flavor notes that are sweet and full. It has some minor taste qualities reminiscent of other cruciferous vegetables; these add some mildly spicy elements. Maca is also a great emulsifier. For instance, when making a drink containing agave nectar and cacao, maca may be used to draw these two foods smoothly together.

### Can you eat too much maca?

Yes...as with any food of course. Maca is a powerful super food/herb and should be consumed with respect. Ideally, use 1-2 tbsp each day and it is recommended that you take a week off during every month of consistent use.

### Are there any side effects or interactions to overeating maca?

In toxicity studies conducted in the U.S., maca showed absolutely no toxicity and no adverse pharmacological effects.

## MACADAMIA NUTS

**RAWK STAR CAFÉ** is proud to share with you ~ the ONLY 100% truly raw organic Macadamia Nuts. Our macadamia nuts come from the Big Island of Hawaii. We get these shipped direct from the farm in to us. These nuts are cracked while green and while still with a higher moisture content; and then they are low temperature dehydrated below 105F to preserve the nutritional value, quality of the oil and freshness of each nut.

Macadamias are a high energy-heart healthy food, containing no cholesterol. The natural oils in macadamia nuts - specifically monounsaturated fats - are the highest of any oil including olive oil.

Macadamia nuts contain significant amounts of fiber (helps the movement of the digestive tract) and the B-complex vitamins (mostly involved in the metabolic processes).

These nuts also contain small amounts of selenium (has important antioxidant properties, thus protecting the body from cancer), calcium (builds bones and teeth), phosphorus (builds bones and teeth), potassium (regulates the body's fluid balance), iron (essential for red blood cell function and enzyme activity) and magnesium (promotes energy release and bone growth).

Like all other varieties of nuts, macadamias also contain antioxidants associated with a decreased risk of certain types of cancer, like breast, cervical, gastrointestinal, lung, stomach and prostate cancer.

## MARINE PHYTOPLANKTON - "GEM OF THE SEA"

- Best plant-based source of long-chain omega-3 fatty acids (DHA & EPA)
- A natural source of wide-spectrum, plant-based vitamins, minerals, antioxidants, polysaccharides, and protein
- A complete protein source
- Energy without stimulation
- An improved immune system
- Aches and pains decrease
- Improved speed and safety of detoxification
- Lose weight
- Improved memory
- Feeling stronger and more athletic
- Normalizing blood sugar imbalances
- Fewer cravings
- Improved concentration
- Better sex
- Faster recovery
- Nervous system repair
- Calm and well-being improves
- Better sleep
- More energy to start your day
- Improved digestion and circulation
- Improved eyesight
- Feeling younger

## MESQUITE

Mesquite meal is a traditional Native American food produced by gathering ripened seed-pods from the mesquite tree and grinding them into a fine powder. Mesquite powder is a protein meal very high in calcium, magnesium, potassium, iron and zinc. It is also rich in fiber and in the amino acid lysine as well. Consequently, it is so nutritious and mineral-rich that many consider it a "super food." It has a sweet, rich, molasses-like flavor with a hint of caramel which blends well into smoothies or other drinks, especially those made with cacao and maca.

## MSM

### The Healthful Benefits of OptiMSM®

**OptiMSM®** is a naturally occurring organic sulfur source, displaying a variety of health-promoting benefits. The MSM **RAWK STAR CAFÉ** carries is made in the U.S. to strict production specifications. The consistency is guaranteed by process control, monitored at every stage of production, and then followed by extensive analytics.

**Joint Health:** Several pre-clinical and clinical studies support the efficacy of MSM in supporting joint health and range of motion. Research shows that MSM protects the body's cartilage and also down-regulates inflammatory markers that damage cartilage as we age.

**Cardio Health:** MSM may support healthy homocysteine metabolism. Homocysteine is an amino acid in the blood. Epidemiological studies have shown that too much homocysteine in the blood (plasma) is related to a higher risk of coronary heart disease, stroke and peripheral vascular disease.

**Seasonal Immune Health:** MSM may support a healthy immune response to allergens, based on an open-label clinical study and animal studies.

**Liver Support:** MSM may support liver health and metabolism, based upon an animal study showing elevated liver glutathione after MSM supplementation. Glutathione is a sulfur-rich antioxidant and chemical detoxifier. It provides broad spectrum, free radical defense and support for the liver, nervous, and immune system.

***MSM is 34.06% elemental sulfur, 25.52% carbon, 6.42% hydrogen and 34% oxygen.***

### The World's most pure MSM

U.S.-made OptiMSM® is a premium form of MSM trademarked and sold into the dietary supplement marketplace. Introduced in 1989, it has been a leading ingredient for joint health products and the choice of quality brand manufacturers. Methylsulfonylmethane (MSM) is created naturally through the earth's sulfur cycle when phytoplankton and algae die and decompose, releasing sulfur compounds into the atmosphere where they are transformed to DMS. In the presence of ozone and sunlight, DMS is converted to DMSO and MSM. Both are water-soluble and return to the earth's surface in rain water and are absorbed by vegetation and ultimately eaten by animals.

### Dosage Ranges

OptiMSM is extremely safe. Extensive toxicology data shows that it can be taken in high doses for a long period of time. Supplementation recommendations are between 1-3 grams taken twice daily (approx. 1 – 1½ tsp).

***Note: For optimum results and absorption, MSM should be taken in conjunction with a high quality of whole food Vitamin C. Try our perfect blend of OptiMSM with Camu-Camu Berry ~ in powder form. Recommended Serving Size: 1 rounded tsp taken twice daily (1-3 grams of pure OptiMSM & 500mg of natural whole food vitamin C delivered in each rounded tsp taken).***

## MULBERRIES

The Mulberries we use and carry here at **RAWK STAR CAFÉ** are harvested using sustainable methods and are guaranteed to be free of heavy metals, chemicals and pesticides.

The Mulberry (*Morus alba*) grows on a tree that has a short, thick trunk and wide spreading branches, and is slow growing to a height of 20 to 30 feet. It is native to Middle Eastern countries such as Turkey and Armenia, and is now cultivated in many parts of Europe. The tree produces a berry composed of a cluster of tiny, closely-packed mini-berries, each of which contains a seed. The dried fruit has a subtle, sweet taste and a slightly crunchy texture caused by the seeds.

Mulberries have a growing reputation as a functional food with antioxidant properties. The main active antioxidant ingredient that mature mulberries contain is called "resveratrol". The berries are an excellent source of Vitamin C and Iron. For a fruit, they are also high in protein. Mulberries are yet another tasty functional food that you can eat as a light snack or add to both sweet and savory recipes, and obtain a nutrient-rich boost.

## NUTRITIONAL YEAST

Nutritional yeast is often confused with brewer's yeast, but their flavors and properties differ. Nutritional Yeast is primary from pure strains of *Saccharomyces cerevisiae* grown on mixtures of cane and beet molasses, while brewer's yeast is grown on malt and is a by-product of beer production. After the fermentation process is completed the yeast is inactivated. Nutritional yeast is a nutritional supplement popular with vegans and the health conscious who use it as an ingredient in recipes or simply as a condiment. It is an excellent source of protein and vitamins, especially the B-complex vitamins. It is also naturally low in fat and sodium. Nutritional yeast has a nutty, cheesy, creamy flavor which makes it popular as an ingredient in cheese substitutes. It is often used by vegans in place of parmesan cheese.

## SPIRULINA ~ "PROTEIN QUEEN"

Spirulina is one of the most nutrient-dense foods on the planet. This form of blue-green, single-celled super-algae offers a concentrated source of complete, balanced protein and provides all 8 essential amino acids and over 68% protein by weight. For health seekers there is no better way to get the protein needed to rebuild muscle, balance blood sugar and heal bones than by taking spirulina. Spirulina also displays high levels of the antioxidants beta-carotene and zeaxanthin, plus immune-supportive elements found in no other food. This incredible green protein powerhouse also displays potent blood-purification properties, and it is one of the only sources of the anti-inflammatory, joint-strengthening super omega-6 fatty acid, GLA (Gamma-linolenic Acid).

In order to keep from writing a book on this amazing superfood, please see the key benefits below, and we will just sum it up by stating that spirulina is an exceptional source of high energy, non-toxic "complete" protein, vitamins, minerals, trace elements, enzymes, antioxidants, chlorophyll, phytonutrients and more!

### Benefits:

- A complete protein source, containing all 8 essential amino acids, and 18 amino acids in total (useful for building muscle and strength, endurance, balanced blood sugar, balanced brain chemistry, neurological health, rapid healing, building strong bones, and nearly every other aspect of healthy living)
- Rich in vitamins A (beta-carotene), B1, B2, B6, E and K
- An abundant source of chlorophyll, natural salts, phytonutrients and enzymes
- Provided the primary protein requirements for millions of people in Mexico City for an estimated 5 thousand years!
- Best source of gamma-linolenic acid (GLA) - an anti-inflammatory essential fatty acid necessary for a healthy nervous system, makes hair shiny, strong, and soft
- Balanced brain chemistry - contains serotonin which is essential for generating feelings of well-being and is also a "stress-defense shield" that helps us cope with hardships
- Blood Builder - helps alleviate anemia, increases hemoglobin, improves blood quality and increase red blood cell formation
  - Contains as much iron as red meat
  - Contains high concentrations of chlorophyll
  - Rich in a brilliant blue polypeptide, also known as phycocyanin, which helps induce the production of more stem cells found in bone marrow
- Antioxidants - protects us from radiation
  - Beta-carotene and other carotenoids - increases life span and improve the immune system
  - Chlorophyll - blood builder and purifier
  - Zeaxanthin - most important antioxidant for improving vision
  - Super-oxide dismutase (SOD) - health-enhancing metabolic enzymes and antioxidants
  - Phycocyanin
- Immune System Booster
- Sulphur - improves immune system, physical strength, flexibility, agility, complexion, hair's luster, speed of healing, and the functionality of your liver and pancreas. Also helps rid our tissues of toxins

***“The informational content provided has been compiled from various sources and for informational purposes only. No statement should be taken as medical advice. The body’s ability and power to heal itself depends upon the totality of diet, nutrition, lifestyle and environmental factors. No claims for the cure of any disease is intended or implied. Always consult a holistic health care professional.” ~ RAWK STAR CAFÉ***