



Going Green: preB® Macrobiotic Superfood Now Available From Anderson Global Group

March 17, 2011

(Irvine, California) On the greenest day of the calendar year, Brazil Products Co. and Anderson Global Group, LLC have teamed to launch preB® Macrobiotic Superfood ingredients for the North American Dietary Supplement, Personal Care, Animal Care and Food industries.

preB® is a fermented combination of 55 of the world's healthiest fruits, vegetables, whole grains, nuts and wild herbs that offer a prebiotic effect by nourishing the good bacteria in the intestines and offering a cleansing effect within the gastrointestinal system. The major role of the natural enzymes created by these superfoods in the digestive system is a result of the fermenting process which enhances their nutritional content while simultaneously benefiting the health of all the cells in the body.

Based on Michio Kushi's macrobiotic principles, all of the 55 foods (except for Seaweed) are meticulously grown on the company's private pristine farm located in Southern Brazil near the entrance to the Panatanal Wetland. The 17,000 acre farm is an ecological wonder surrounded by three rivers and blessed with abundant sources of some of the purest water found in the world.

"Macrobiotics is very much concerned with maintaining the right balance between probiotics and pathogenic bacteria in your intestines," said Michio Kushi, President of the Kushi Institute in Becket, Massachusetts. *"preB® was specifically developed with this result in mind. Unlike any other ingredient in the marketplace, preB® will help your body get these two types of bacteria in balance and become very efficient at eliminating toxins, waste and anti-nutrients while improving absorption of key nutrients critical for a healthy body."*

Available as both a liquid and free flowing powder, preB® can be featured as a stand-alone product or as a complementary ingredient for any superfood, greens, meal replacement, detoxification, prebiotic or cleansing formula.

"With the poor eating habits of society getting worse by the day, the superfood category is more important than ever within the natural product marketplace. preB® gives brands and consumers a new ingredient option that is superior and unique to anything else being sold." says Russ Anderson, President of AGG. *"The preB® macrobiotic superfood already has a huge following in Japan and other parts the world. We're very excited to help further its progress here in North America."*

preB® will be featured at Anderson Global Group's booth 1124 at the upcoming Supply Side East show, May 2nd – 4th in New Jersey.

About Brazil Products Co.

Brazil Products Co. was established in 1973, with a mission to empower consumers to improve their individual healthcare by promoting the concept of "Green Consumerism" and the importance of macrobiotic nourishment. With extensive research facilities in Japan and Brazil, Brazil Products is committed to developing products to improve the lives of consumers around the world.

About Anderson Global Group, LLC

Anderson Global Group, LLC is a privately-held company dedicated to supplying premium ingredients to the natural products industry. With decades of industry experience as suppliers, marketers and manufacturers, the Anderson Global Group team has partnered with high end manufacturers from around the globe to give AGG customers competitive advantages in innovation, price, quality and service. The company is headquartered in Irvine, California.

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