

Getting rid of unwanted substances from the body\* to maintain good health

\* Refers to the management of unhealthy dietary habits.

# Enhanced with increased Paramylon A White Euglena Supplement!

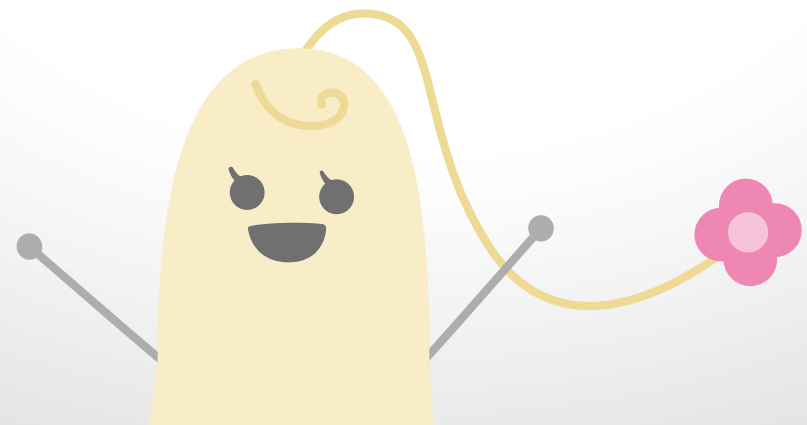
Health and Beauty from the Inside Out

## SUPER EUGLENA PARAMYLON ARX

スーパー・ユーグレナ パラミロン ARX

Paramylon  
increased to  
more than

55%!



Upgraded  
with an  
improved  
formula!

Aids in the daily evacuation  
of unwanted substances  
from the body\*.

Paramylon has  
**INCREASED!**

Formulated with  
euglena containing

more than

**55%**  
paramylon

SUPER EUGLENA  
PARAMYLON ARX

Paramylon is

a rare ingredient on Earth that can only be found in euglena. A white ingredient, with functions like dietary fibre, the paramylon is said to help get rid of unwanted substances accumulated inside the body\*.

### Point 1

The **white euglena** is developed in collaboration with **euglena Co. Ltd!**

The raw ingredient of PARAMYLON ARX is "white euglena" with higher paramylon concentration, which is developed in collaboration with euglena Co. Ltd, the main drive behind the euglena boom. It is named the "Euglena Gracilis EX55".



Currently, only this product carries the "euglena gracilis EX55" logo of assurance.

### Point 2

**White euglena** is the evidence of high paramylon concentration!

As the newly developed euglena consists of more than 55% paramylon, it appears white under the microscope. This proves that the euglena containing high concentration of paramylon is of top quality.

Typical  
euglena

Contains about  
**15%**  
Paramylon



**White  
euglena**

Contains more than  
**55%**  
Paramylon



### Point 3

**White euglena** helps get rid of unwanted substances accumulated inside the body\*!

PARAMYLON ARX, which is formulated with "white euglena", a component that contains a high concentration of paramylon, supports modern people in acquiring health and beauty from the inside out.

\*Refers to the management of unhealthy dietary habits.

Midorimushi, literally the green bug, (also known as: Euglena) is not a bug. It is a type of microalgae.

Although midorimushi literally means the green bug, it is not a kind of bug. Like the seaweed, they are a type of algae. It has existed since 500 million years ago, and it's just about 0.05mm long. It has both plant and animal characteristics: like plants, it can carry out photosynthesis; like animals, it has the ability to move on its own.

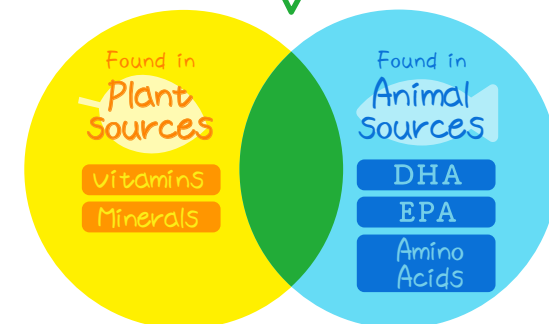
Possessing characteristics of both plants and animals, euglena is loaded with a rich variety of nutrients. That is the reason for its rising popularity!

While nutrients from both plant and animal sources can be found in euglena, it does not have a hard cellulose cell wall like that of a plant cell, therefore its nutrients are easily digested and absorbed by humans. It has become increasingly popular as a food ingredient for good health. Presently, it is gaining attention for its potential to serve as an ecologically-friendly source of bio-fuel, as well as other applications.



Euglena under the microscope

Euglena contains a total of 59 types of nutrients

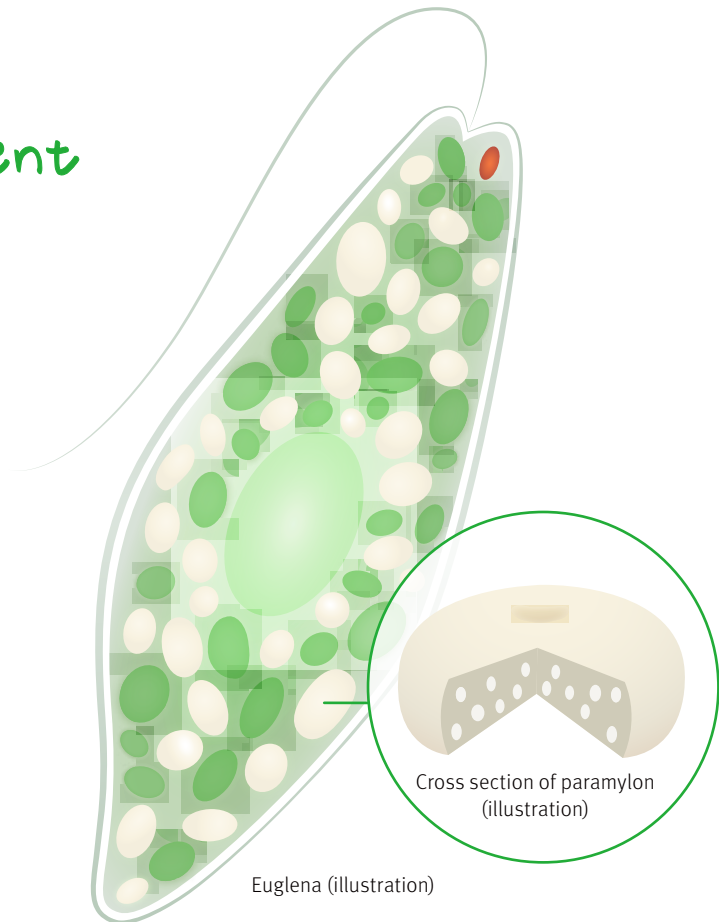


The ingredient that Naturally Plus has been focusing on, is a constituent unique to euglena, known as "paramylon".

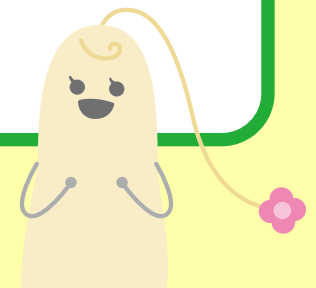
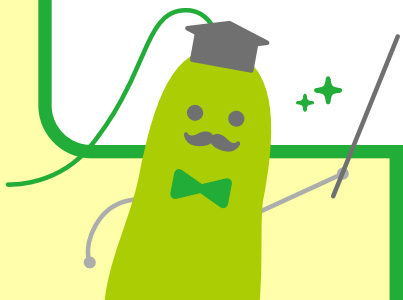
It is said to help with the evacuation of unwanted substances from the body\*.

Euglena has numerous micro pores in its sponge-like structure. It contains paramylon. With functions like dietary fibre which helps to get rid of unwanted substances from the body\*, paramylon is a type of ( $\beta$ )-glucan that is also contained in Agaricus (mushrooms) and Lingzhi mushroom (bracket fungus). However, paramylon can only be found in euglena. Naturally Plus focuses on this ingredient which is recommended to those who would like to be "healthy" and "clean" from the inside out, and considers the possibility of developing a reinforced euglena.

\*Refers to the management of unhealthy dietary habits.



Paramylon can only be obtained from euglena!



PARAMYLON ARX is a supplement with increased amount of paramylon designed to

# help get rid of daily unwanted substances\*

from inside the body.



## The Characteristics of Euglena

Contains 59 types of nutrients

Easily digested and absorbed by the body

Contains paramylon, the unique ingredient

Supports nutritional intake

Other euglena supplements enhance these aspects

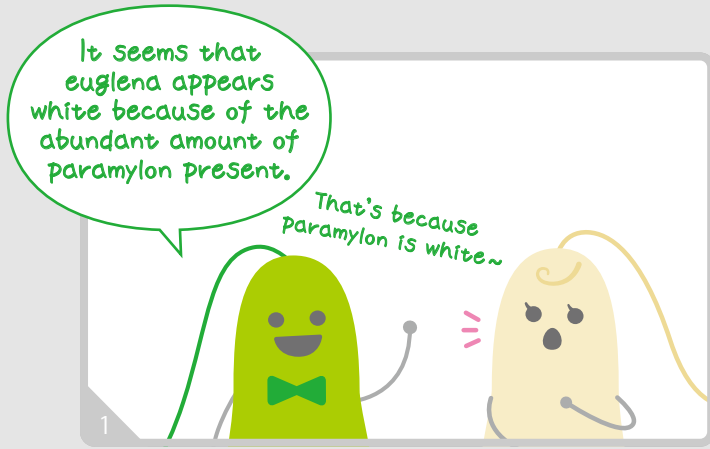
Helps you lose what you don't need\*.

Naturally Plus enhances this aspect

Helping you lose what you don't need\* with increased paramylon!

\*Refers to the management of unhealthy dietary habits.





I... I am NOT an ordinary euglena

I am a white euglena!

The elite euglena that's born out of the enhanced paramylon...

Typical euglena		Paramylon content	Approx. 15%
White euglena		Paramylon content	More than 55%



\*Refers to the management of unhealthy dietary habits.

Turn over to the next page for more information about white euglena and "PARAMYLON ARX".

# How is PARAMYLON ARX different?

Difference | 1

## PARAMYLON ARX uses "white euglena", an ingredient developed specially for this product!

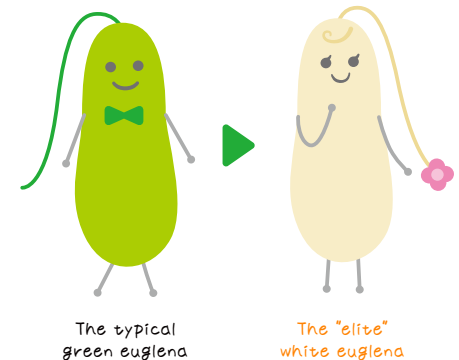
Can you tell the difference in the amount of paramylon by the colour?

Paramylon is an ingredient that appears to be white. The euglena used in PARAMYLON ARX contains such a high concentration of paramylon that it appears white under the microscope, as seen in the photo in the previous page. That proves that the euglena containing no less than 55% paramylon is of top quality. Hence, this strain of paramylon-rich euglena is named "Euglena gracilis EX55", to reflect its high paramylon concentration.



### How is the white euglena developed?

For example, 20 years ago, the sugar content of strawberries was around 8 degrees Brix. Now, they are becoming sweeter and more delicious, commonly between 11 to 12 degrees Brix. Just like how farmers sift out sweet strawberries and conduct selective breeding to cultivate high-sugar strawberries, Naturally Plus and euglena Co. Ltd have steadily improved on the cultivars repeatedly, studied the culture conditions and developed the "white euglena" that contains high paramylon content.



# How is PARAMYLON ARX different?

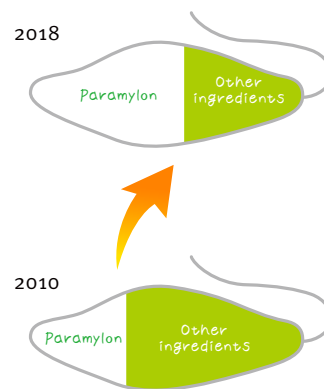
Difference | 2

Formulated using euglena  
with **paramylon** content

more than  
**55%**!

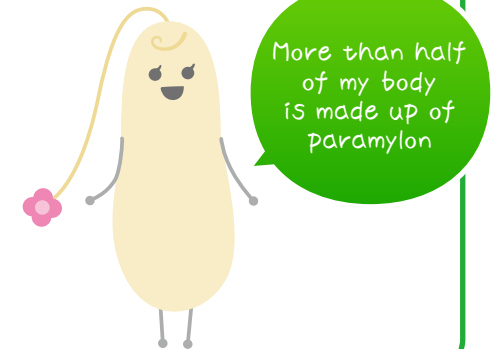
we have achieved the maximum paramylon content possible!

Paramylon is contained within the euglena, and it is necessary to increase its proportion. However, there are other essential substances in order for euglena to live, therefore there was a limit to the amount that can be increased. The percentage obtained, which is more than 55%, is the maximum we can obtain from this living organism. At last, we have raised the percentage from 20% in 2010 to this point today. This is a value that tops the industry.



What does it mean that there is more than 55% of paramylon content?

60% of the adult male body is made up of water. In other words, a body weight of 75kg would contain 45kg of water. If we think about the percentage of paramylon contained in a similar way, it means that the body of each euglena is made up of more than 55% paramylon. The higher the percentage contained within the raw ingredient euglena, the higher is the efficiency of our intake of paramylon.





# The Developer's Message

"euglena gracilis EX55" is a cherished product that is carefully cultivated by euglena Co. Ltd with increased amount of paramylon.



**euglena  
gracilis  
EX55**

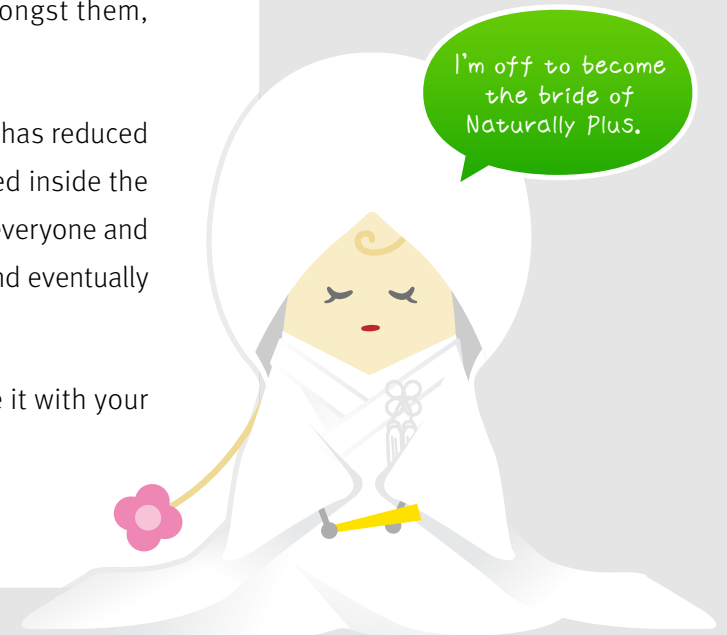
The logo of assurance "euglena gracilis EX55" which is certified by euglena Co. Ltd, is a proof that it contains more than 55% of paramylon.

Do you know that there are more than one type of euglena? Euglena that is nutrition-rich, euglena that is suitable for the production of bio-fuel... It is said that there are about 1,000 types of euglena in the world. Amongst them, Naturally Plus focuses on the type of euglena that contains a large amount of paramylon.

The amount of meat that we consume has increased three-fold in the last 50 years, but our fibre intake has reduced by half. It is said that paramylon has the ability to help us get rid of unwanted substances accumulated inside the body. The euglena that we first developed had a paramylon content of 20%. If euglena is like a child to everyone and euglena Co. Ltd., then "Euglena Gracilis EX55" that we have painstakingly developed from 35% to 45% and eventually to 55%, is like an even more precious that we hold close to our hearts.

White euglena "Euglena Gracilis EX55" that is supplied to Naturally Plus exclusively. Please consume it with your family and friends.

I'm off to become the bride of Naturally Plus.



\*Refers to the management of unhealthy dietary habits.

# How is PARAMYLON ARx different?

Difference | 3

## Incorporates 2 ingredients

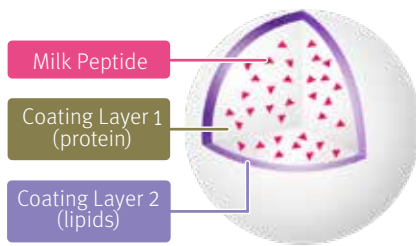
# Compatible with good intestinal bacteria!

This is a unique formula.

An ingredient exclusive to Naturally Plus:

## FLORA PEPTIDE™

FLORA PEPTIDE™, which is derived from milk protein, is compatible with good intestinal bacteria in the gut. It has a two-layered coating which makes it resistant to digestion by gastric acid, and allows it to effectively reach the large intestine. FLORA PEPTIDE™ is an ingredient unique to Naturally Plus.



\*Diagram for illustration only

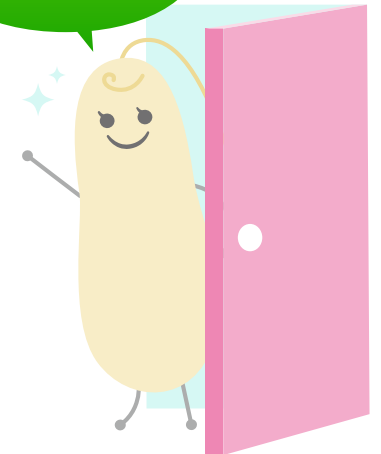
Provides support for overall wellness

## Xylo-oligosaccharides

Xylo-oligosaccharides support good bacteria, such as lactobacilli, in the intestines. Compared to other oligosaccharides, xylo-oligosaccharides are effective even in small amounts. Thus, it is incorporated in this formula.



We work hard to help you get rid of unwanted substances\*!



\*Refers to the management of unhealthy dietary habits.

# How is PARAMYLON ARX different?

Difference | 4

Cultivated on Ishigaki island in Okinawa and processed at a **factory in Japan** to ensure product safety!

Stringent checks are in place to ensure the quality of the product.

Cultivated in the manufacturing technology research facility of euglena Co. Ltd on Ishigaki island, which has acquired the FSSC 22000<sup>※1</sup> certification

The euglena used in PARAMYLON ARX is cultivated on the island of Ishigaki, in the facility of euglena Co. Ltd, which has acquired the FSSC 220001 certification, where it is bathed in abundant sunlight and blessed with a source of crystal-clear water that is rich in minerals.



Centrifugal machine



Spray dryer



Photos taken at a guided tour in 2014



Processed at a Dietary Supplement GMP<sup>※2</sup>-compliant factory in Japan

The capsules are filled in a factory in Gifu, appointed by Naturally Plus. In this factory that is Dietary Supplement GMP2-compliant, air conditioning and sanitation standards are strictly managed. The capsules go through layers of checks such as machine and visual inspection.

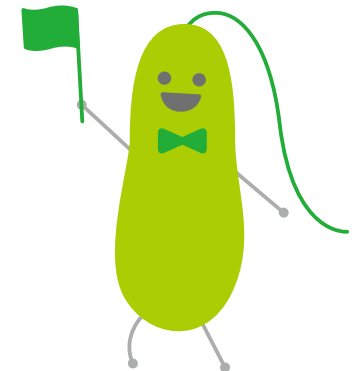


Factory appointed by Naturally Plus (Gifu Prefecture)

※1 A set of international food safety standards developed by the Foundation for Food Safety System Certification (FSSC). By manufacturing and managing processes according to these strict standards, we ensure the high safety level of food products.

※2 Dietary Supplement GMP (Good Manufacturing Practice) refers to a standard that can be implemented on work processes and appropriate quality checks for the manufacture of quality products.

Guided tours to the research facility and factory can be arranged for members!



what's more

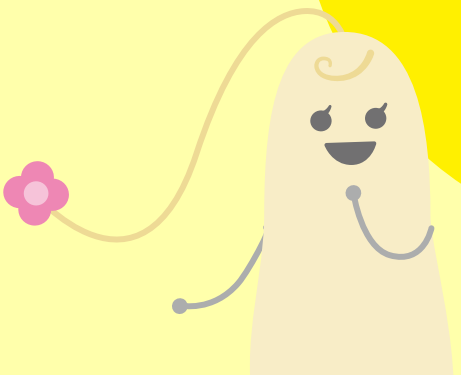
check out the other features!



## Original formula

that can't be found anywhere else

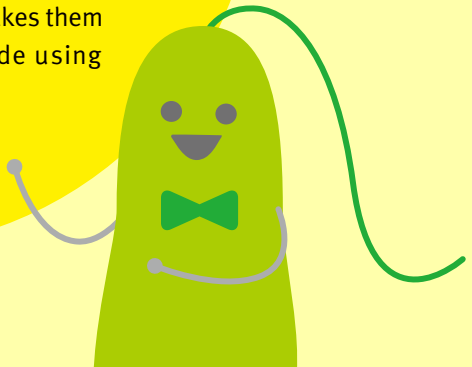
PARAMYLON ARX is a formula unique to Naturally Plus. This product is not sold anywhere else.



## Comes in capsules

to minimise any odour

Compared to beverage supplements, this product comes in capsules to minimise any odour. The capsules size makes them easy to swallow, and are made using plant-based ingredients.

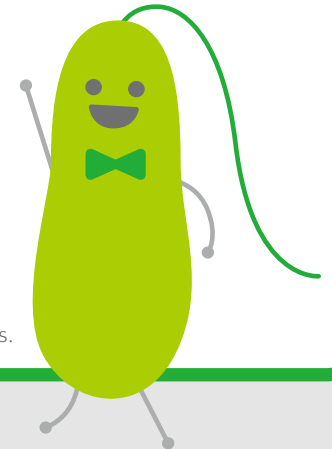
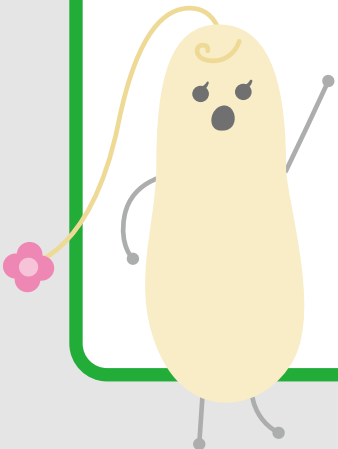




Do you understand now?

## The features of PARAMYLON ARX!

- A supplement specialised in the rare ingredient "paramylon", which is only contained in euglena on Earth.
- This product uses euglena gracilis EX55, a strain of paramylon-rich euglena containing no less than 55% paramylon. (Comes with euglena Co. Ltd logo of assurance)
- Paramylon and its sponge-like structure aids in the evacuation of unwanted substances from the body\*.
- Developed in collaboration with euglena Co. Ltd, the driving force behind the euglena boom.

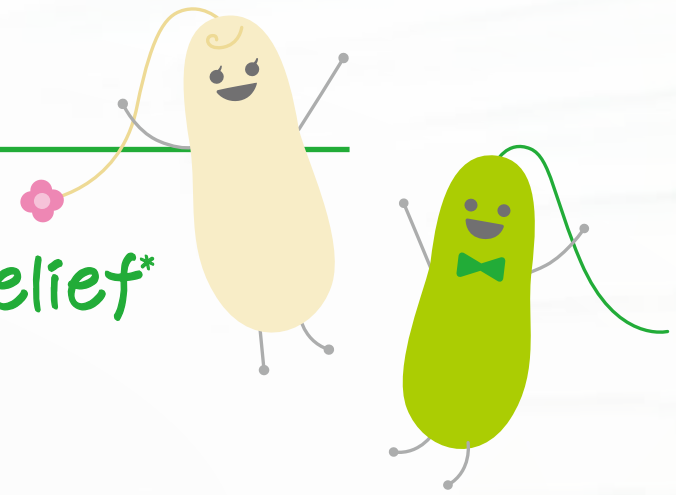


\*Refers to the management of unhealthy dietary habits.

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Experience this feeling of relief\*  
for yourself!

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# PARAMYLON ARX



\*Refers to the management of unhealthy dietary habits.



# Q&A

**Q.1** How should PARAMYLON ARx be consumed?

**A** You are recommended to consume 4 capsules of PARAMYLON ARx a day with cool or warm water, as a health supplement. It can be consumed at anytime of the day.

**Q.2** How long is the shelf life of PARAMYLON ARx?

**A** Kept unopened, the shelf life is 2 years from the date of manufacture.

**Q.3** where should I store PARAMYLON ARx?

**A** Store it in a cool, dry place away from high temperature, high humidity and direct sunlight.

**Q.4** The capsules give off a certain odour in my mouth. what is this smell?

**A** That is the smell typical of euglena, which is similar to that of algae. Euglena is a kind of micro-algae.

**Q.5** Can pregnant or lactating women consume PARAMYLON ARx?

**A** The main ingredients of PARAMYLON ARx are Euglena gracilis EX55, FLORA PEPTIDE™ (milk peptide), and xylo-oligosaccharides. These ingredients are safe for consumption by pregnant and lactating women. Should you have concerns, please consult your regular doctor or pharmacist for more clarification.

**Q.6** Is PARAMYLON ARx suitable for everyone?

**A** PARAMYLON ARx can be consumed by those who are not allergic to any of the ingredients in this product. Children may consume PARAMYLON ARx if they are able to swallow the capsules. 4 capsules is the recommended daily intake for adults; a child may consume half or a third of that according to his or her body weight.

**Q.7** I am taking warfarin (an oral anticoagulant). Can I still consume PARAMYLON ARx? Does PARAMYLON ARx contain vitamin K?

**A** The vitamin K found in PARAMYLON ARx is entirely from the raw ingredients. There is no added vitamin K. According to analysis results, 4 capsules of PARAMYLON ARx contain 1.804µg (actual measured value) of vitamin K. The amount of vitamin K contained is small. However, should you have concerns, please consult your regular doctor or pharmacist for more clarification.

**Q.8** what is the shape of the capsules?

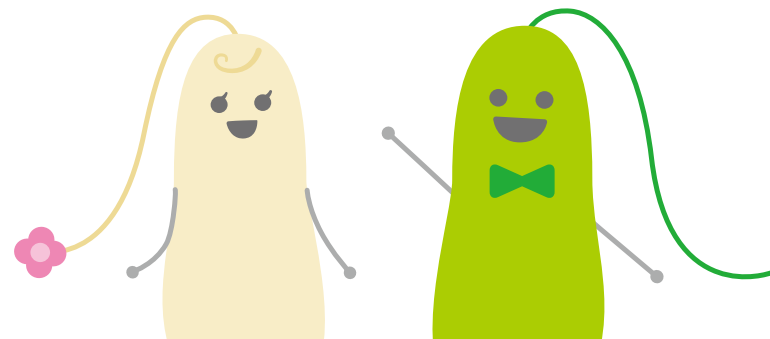
**A** The capsules are cylindrical in shape.

**Q.9** Can I consume as many capsules as I want?

**A** There have been no reported problems related to excessive consumption, but it is not advisable to consume more than the recommended amount.

**Q.10** It appears that the capsules have become slightly brownish...

**A** Changes occur due to moisture and humidity. Please close the lid tightly and store the bottle properly. Also, please do not put the capsules back in the bottle if you have touched them.





# SUPER EUGLENA PARAMYLON ARX

Formulated with top-grade euglena containing more than 55% paramylon, PARAMYLON ARX is a lifestyle companion that lets you enjoy health and beauty from the inside out.

Product name	PARAMYLON ARX					
Ingredients	Euglena gracilis EX55, processed milk peptide, xylo-oligosaccharides, starch, silicon dioxide, calcium stearate					
Content	51.6g (430mg x 120 capsules)					
Shelf life	2 years from date of manufacture					
Storage method	Store in a cool place away from high temperature, high humidity and direct sunlight.					
Nutritional value for 4 capsules (1.72g) (actual measured value)	Calories	5.0kcal	Carbohydrates	1.0g	Protein	0.45g
	Sodium	4.7g	Fat	0.09g		
	Euglena Gracilis EX55					
	Processed Milk Peptide (FLORA PEPTIDE™)					
	Xylo-oligosaccharides					
Consumption method and Caution	<ul style="list-style-type: none"> <li>Ⓢ 4 capsules a day, with cool or warm water.</li> <li>Ⓢ Users for whom this product is unsuitable due to health or physical conditions, should discontinue use and consult the physician.</li> <li>Ⓢ This product is not intended to diagnose, treat, cure or prevent any disease or disorder, including its related conditions. Please adhere to the daily recommended intake.</li> <li>Ⓢ Do not consume if you're allergic to any of the ingredients in this product.</li> <li>Ⓢ Keep out of reach of children.</li> <li>Ⓢ Keep the lid tightly closed when not in use.</li> </ul>					

A healthy diet is one that involves a balanced intake of nutrients.