

NOT ALL MORINGA POWDER IS CREATED EQUAL

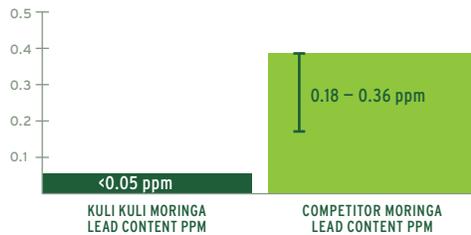
The Kuli Kuli Pure Moringa Difference

Moringa powder is created by harvesting, drying, and milling moringa leaves. As simple as that sounds, soil quality, harvesting practices, and processing procedures create varying levels of cleanliness and quality. Third party research has found that Kuli Kuli's Pure Organic Moringa Powder is the cleanest on the market.

1. Contaminated Soil Leads to Contaminated Moringa Powder

The moringa tree is a bioaccumulator, meaning that it absorbs high-levels of minerals out of the soil as well as heavy metals. That is why Kuli Kuli sources its moringa in remote, rural areas that are far from industrial pollutants and have naturally clean soil.

Figure 1. Researchers at UC Davis and Penn University found that much of the moringa powder on the market is sourced from industrial parts of India, leading to heavy metal contamination. The evaluation found that the lead content of Kuli Kuli was < 0.05 ppm (parts per million), well below CA Prop 65 requirements, while competitor's ranged from 0.18 ppm to 0.36 ppm.



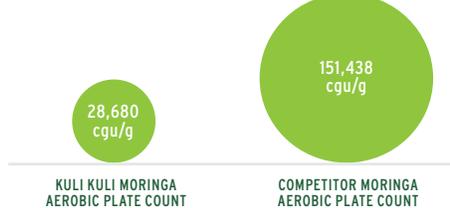
2. Raw Products Like Moringa Require Careful Processing

Moringa is a raw product and requires careful processing to avoid significant bacterial activity, pathogens, or mold. Kuli Kuli vets suppliers on micro, nutritional, and heavy metal specifications and accepts fewer than 20% of suppliers that apply to work with us.

Figure 2.1. Analysis by Midwest Labs, an accredited 3rd party lab indicated Kuli Kuli Moringa had undetectable levels of mold while competitors' products had levels ranging from 10 to 1570 cfu/g (colony forming units).



Figure 2.2. Another major indicator of safe processing is the aerobic plate count (APC), indicating levels of bacterial contamination. Analysis by Midwest Labs indicated all Kuli Kuli products tested had an average APC of 28,680 cfu/g while competitors listed above had an average APC of 151,438 cfu/g



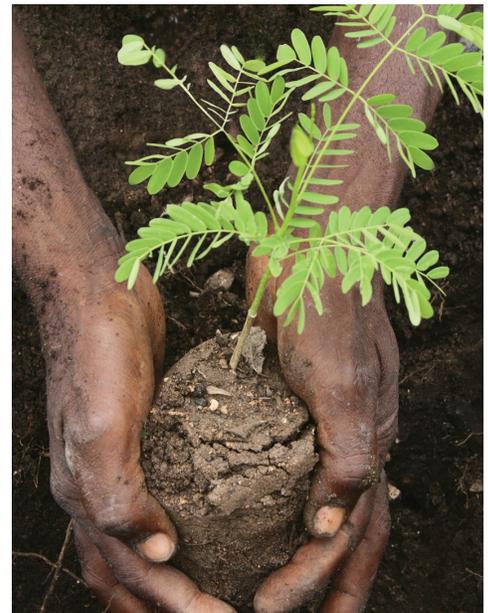
3. Not All Moringa Powder Listed As Organic is Actually Organic

In summer 2017 Kuli Kuli commissioned Midwest Labs, an accredited third party research institution, to administer a full pesticide residue analysis on Kuli Kuli Pure Moringa Powder, and three leading organic competitor's products. While no pesticide residues were detected on any Kuli Kuli samples, all three competitive samples tested positive, and above the USDA National Organic Program (NOP) standards.

Figure 3. Table of pesticides that tested positive. Organic limit allowed for prohibited substances is ≤ 5% of EPA tolerance (ppm).

	Butachlor	Chlorpyrifos	Cypermethrin	Dichlorofluanid metabolite*	Etofenprox	Methamidophos	Metribuzin	Permethrin	pp-DDT	Tebuconazole	Triazophos*
Competitor 1	None Detected	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit
Competitor 2	None Detected	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit
Competitor 3	None Detected	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit	Above Acceptable Limit
KULI KULI	None Detected	None Detected	None Detected	None Detected	None Detected	None Detected	None Detected	None Detected	None Detected	None Detected	None Detected

*Not registered with the EPA



OUR STANDARDS

Being the first and only moringa-centric company in the United States, Kuli Kuli is dedicated to pioneering the category and providing the highest quality, healthiest, and purest moringa on the market. Kuli Kuli offers the following assurances:

- **Harvesting Only Moringa Leaves** which are the cleanest and most nutrient dense part of the tree.
- **Direct Relationships** with family farmers and women's cooperatives around the world to ensure quality, as well as social and environmental impact.
- **Strict Standards** when evaluating suppliers. We assess micro, nutritional, and heavy metal specifications and test our products multiple times before we sell them.
- **Temperature Controlled Drying** for safety, nutrient density, and consistency. (Sun drying and other high heat dehydration methods reduce nutrient levels).
- **Inspected and Packed in the U.S.A.** to ensure the moringa we source meets our quality standards before it goes into Kuli Kuli packaging.
- **Third Party Audits and Certifications**