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How to compare Spirulina

With so many brands on the market, how can I know which brand is best?

Currently in the market you may find more than 10 brands. No one else produces Spirulina solely except for us. All the other companies import the powder or tablets and merely pack the product in Australia. Some of the companies have no facilities, and even get others to pack for them (e.g. Pan Pharmaceuticals). Because they are not in production themselves, it is difficult to control the quality of their products.

Our company, only produces Spirulina, and we are experts in this field. From the Spirulina culture until the final product, we do everything ourselves at our site. We thereby have full control over the quality of our product.

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Australian Spirulina's tablet is fresh and pure. Colour is dark and shiny.



This tablet is not fresh and is not pure. The colour is lighter and dull.



These tablets are impure and have binder added. Their colour is lighter and you can see tiny white spots in the tablets.

Capsules make it difficult to see the colour and contents *capsules are illegal in Australia, unless the product is registered with TGA as Therapeutic goods.

Why is Australian Spirulina darker and more friable than other brands?

Normally, the manufacturer will add about 20 % of binder or starch to keep the tablet firm and smooth.

Our company insists our health products should not mix any unhealthy ingredients whatsoever for whatever reason. We use a low speed cool press system and increase the press pressure to keep the tablet as firm as possible, but our tablets are not the same as binder added products.

Because we are 100% pure, Australian Spirulina's tablet is friable and darker than others. Without the binder, Spirulina will be rapidly assimilated by our body. Remember, your \$ is for Spirulina, not binder,

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Many brands claim the product is made in NZ or Australia. Is this true?

Except for us, no one else is actually growing and producing Spirulina in Australia. Everyone else is importing the product and merely packing it in Australia. Spirulina can only grow in tropical weather and Darwin is one of the few places which can grow Spirulina. **In New Zealand it is impossible to grow Spirulina** due to their climate, therefore NZ Spirulina is also imported from another country.

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What is the difference between "Australian Made" "Made in Australia" and "Product of Australia"?

Both the "**Australian Made**" logo and the "**Made in Australia**" label were once the easiest way to recognise that a product was made in Australia. However the logo or label do not guarantee these products are 100% Australian. Some of the products using the logo or label are 100% imported with merely a little processing in Australia plus as little as 50 % production cost in Australia. **These companies are not entitled to use the "Made in Australia" or the "Australian made" triangle to promote their products!**

These days the, "**Australia Made**" logo and "**Made in Australia**" label both no longer prove a product is 100 % produced in Australia. Consumers should be aware of this.

"**Product of Australia**" is the highest grade of label still, which means the



products is 100% produced in Australia. This is the only label that can guarantee a real Australia product.

We use the "**Product of Australia**" label which guarantees our product is 100% Australian made.

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Some brands claim their product is organically grown, why doesn't Australian Spirulina claim this?

Organic products are the modern people's new flavor. Anything labeled organic can be sold for better prices. So far it is difficult to find an independent organisation that can judge whether this is real or not.

"**Organic**" means no chemical type of fertilize or adjuster (whatever extracted from nature or not) can be used while growing the product until it is harvested.

If the company simply does not use pesticides and herbicides, it should not be eligible to claim their product as "Organic ". Our company is an expert in Spirulina growing, and we are fully aware it is impossible to grow Spirulina in extremely high density by just relying on organic feed.

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