



UNREFINED
WELLNESS BAR

NUTRIENT GUIDEBOOK



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UNREFINED WELLNESS

The concept of using "food as medicine" was not foreign to our ancestors, yet has become a foreign concept in modern times.

We think of wellness as practicing ritual simplification and habitual awareness. Unrefined embodies going back to basics and freshness, rather than relying on conventional processed products.

SERVING UP KNOWLEDGE

Unrefined works to cultivate a community with like-minded values. This guidebook is our way of sharing knowledge that will inform our tribe of why we do the things we do. Dive in and Fill Your Cup™ with all that nature has to offer.





Amla

Primary Benefits: Beauty Enhancer, Fountain of Youth

Hometown: India

Amla, also known as Indian Gooseberry, is known for its incredible skin benefits. A rich source of Vitamin C and antioxidants, this berry fights accelerated aging and helps to restore skin to its supple beginnings. As an added bonus, regular consumption can strengthen your immune system, improve mental clarity and energy levels.



Ashwagandha

Primary Benefits: Stress Reducer, Mood Enhancer

Hometown: Splits its time between India, the Middle East, and Africa

Take the edge off, my friend. This mighty flowering shrub has been used for centuries in traditional Ayurvedic medicine to reduce stress while simultaneously elevating your mood and concentration by regulating cortisol and adrenaline hormone levels. Equilibrium at its finest.



Astragalus

Primary Benefits: Immunity, reduce emotional stress, physical recovery

Hometown: Lives in the Middle East, vacations in Korea and Mongolia

A popular pick in Traditional Chinese Medicine, this adaptogen is known to keep emotional stress at bay. When consumed consistently, this root possesses anti-inflammatory and anti-allergy properties that can boost immunity and help reduce symptoms from a variety of diseases.



Chaga Mushroom

Primary Benefits: Immunity, anti-inflammatory, digestion

Hometown: a fan of colder climates (Northern Europe, Siberia, Russia, Korea)

Chaga mushrooms work hard to keep you working hard. Keeping the immune system in fighting shape, kicking inflammation to the curb, and even preventing and fighting cancer. As an added bonus they like to throw in support for your digestive system.



Cordyceps Mushrooms

Primary Benefits: Performance enhancement, lung health
Hometown: China

Calling all athletes. Cordyceps can improve oxygen consumption, promote endurance, and support post-workout recovery. This mighty 'shroom can improve stamina and reduce inflammation in a way that increases blood flow and supports your respiratory system. By repairing oxidative damage, cordyceps also improve brain function as well, so you can stay in the game



Eleuthero

Primary Benefits: Performance enhancement, stamina, endurance

Hometown: Eastern Asia

Slow 'n' steady wins the race. Eleuthero has been shown to reduce stress and fatigue, improve physical and mental performance, support the immune system, and enhance cognitive function.



Epimedium

Primary Benefits: Libido booster

Hometown: China, but spends time in Japan and Korea as well

Take a cue from Marvin Gaye and get it on! Epimedium is known as “horny goat weed” because it boosts sexual arousal and sensitivity by stimulating blood flow in the pelvic area. In addition, this herb can help balance hormone levels, treat fatigue, arthritic pain, and sexual dysfunction to let the good times roll.



Goji

Primary Benefits: Youth protector, skin enhancer

Hometown: Northwest China

Goji berries are packed with minerals that promote a youthful appearance, as well as antioxidants, vitamin C, and beta-carotene that help fight premature aging. Goji gets bonus points for helping detox the liver and kidneys, with a special ability to regenerate liver cells and protect against liver damage (goji berry hangover tonic, anyone?).



He Shou Wu (Fo-Ti)

Primary Benefits: The OG anti-ager

Hometown: China

He Shou Wu, the longevity root who also goes by the alias Fo-Ti, has been used for centuries in hormone regulation to support health and longevity. It's a cult favorite for treating premature graying hair and restoring natural color, while also promoting overall vitality. It gets brownie points by also moonlighting as a spirit enhancer, known to bring out inner creativity and increase intuition.



Lion's Mane

Primary Benefits: Cognitive booster

Hometown: Dual citizenship in Asia and North America

When your brain is tapping out, get it back in the game. Known as the “smart mushroom”, Lion's Mane stimulates the production of nerve growth factor and regenerates neurons in the brain. Experience mental clarity, improve cognitive functioning, and relieve yourself from unwanted stress. Now that you know, we won't accept anything less than an A+.



Maca

Primary Benefits: Energy enhancer, stress reducer

Hometown: Living off the grid, high in the Peruvian Andes

Maca does not mess around. This root has been used for centuries to improve the human experience. Historical records show that Incan warriors carried maca with them into battle to increase their endurance. Complete with vitamins, minerals, fatty acids, and proteins, Maca is a hormone stabilizer. In powder form, it is ideal for those looking to increase libido, improve fertility, reduce anxiety, and increase energy. Adding this to your daily diet is an adventurous way to rise to the occasion of life.



Maitake

Primary Benefits: May prevent and treat cancer and other illnesses

Hometown: A true nomad, likes camping in the forests of China, Japan, and North America

Take your maitake! This mushroom contains compounds called beta-glucans, which activate the body's natural defenses against bacteria, viruses, and other threats while reducing the severity of the flu, colds, and other diseases. Research even suggests that this mushroom can fight the growth and reproduction of cancerous cells and suppress tumor growth.



Moringa

Primary Benefits: Mood enhancer, skin health, longevity

Hometown: Northern India

Dubbed the “tree of life”, Moringa is packed with high levels of vitamins and minerals including iron, calcium, and vitamins A, B6, and C. Antioxidants support skin health and overall longevity by helping to repair cellular damage. Moringa can also decrease inflammation in the body overall, releasing pressure and giving a long-lasting good feeling.



Mucuna Pruriens

Primary Benefits: Mood enhancer

Hometown: Happily kicks back in the tropics of Africa and Asia

Mucuna Pruriens has been used for centuries in ayurvedic medicine and contains L-dopa, which helps to increase dopamine levels in the brain, leading to improved mood and cognitive function. An excellent tonic for anyone dealing with the physical and mental strains of modern day life, or just looking to get a little giddy.



Pearl

Primary Benefits: Enhances skin, hair, nails, glow; inner youth
Hometown: Fresh and saltwater seas

The ultimate “I’ll have what she’s having” moment...pearl is a historical legend in the world of beauty and youth. Pearl is poised to become your new best friend as it is known to stimulate the body’s natural collagen, enhance and smooth skin tone, and promote stronger hair and nails. Youth is all about cellular regeneration and pearl has a beautiful way of helping facilitate that process by reducing oxidative stress to protect your cells against damage. You can cancel your spa appointment now.



Reishi

Primary Benefits: Calming, stress relief, longevity, cognitive enhancement

Hometown: Worldwide traveler

If mushrooms had a prom queen, reishi would be crowned. Known as the “queen of mushrooms” and the “mushroom of immortality”, this all-in-one royalty is a stress reducing, brain nourishing, energizing, and stress relieving powerhouse. All hail to the queen.



Rhodiola

Primary Benefits: Mental clarity, performance enhancement, increased cardiovascular function

Hometown: Embraces cryotherapy in the high altitude arctic areas of Eastern Europe and Asia

The perfect soulmate for Lion's Mane, the active compounds in Rhodiola mushrooms has been used for centuries to enhance cognitive performance, increase and support concentration, increase physical endurance, and reduce fatigue. It also has anti-inflammatory and antioxidant properties that can help protect against cellular damage caused by free radicals. When everyone else is slacking, take the high rhod.



Schisandra

Primary Benefits: Beauty booster, endurance enhancer, stress reliever

Hometown: Northern China

No drama with Schisandra. This powerful adaptogen has the ability to benefit skin health, and supports liver detoxification - which is essential to achieve that enviable glow from within. She is also a true performance all star, using the perfect adaptogen balance of calming anxiety (to keep from burning out) while simultaneously enhancing energy.



Shiitake

Primary Benefits: Protects against cellular damage and strengthens the immune system

Hometown: Eastern Asia

Don't take shiit from life...just take shiitake. This mighty shroom supports heart health, can boost your immune system, and contains compounds with potential anti-cancer activity. A single serving of shiitake mushrooms packs an impressive amount of copper, selenium, and zinc, which are essential for many bodily processes. It is also high in levels of vitamins B2 and C to support white blood cells in total immune domination.



Tremella

Primary Benefits: Enhances skin rejuvenation, nail and hair growth; youth protector

Hometown: Jet-setting throughout tropical climates worldwide

This one is for the glow-getters. Unleash all of the inner beauty sparkle that this fan-favorite mushroom (nicknamed the “beauty mushroom”) enhances. Healthy hair, nails, and skin are all signs of biology working at its best, and Tremella is famous for keeping all of these systems in check. Maintain that harmony with minerals, hyaluronic acid that keeps skin hydrated, and increased collagen production, all thanks to Tremella.



Turkey Tail

Primary Benefits: Immunity booster, gut health

Hometown: Woodland nomad, camping in forests worldwide

Rich in polysaccharides and antioxidants, Turkey Tail mushrooms have been used in traditional Chinese and Japanese medicine since ancient times to boost immunity and prevent illness. The fungus is capable of stimulating the body's natural defenses, helping to restore balance and protect against disease-causing pathogens. They also have anti-inflammatory properties that can combat symptoms related to chronic disease.



Turmeric

Primary Benefits: Anti-inflammatory, immunity booster, and beauty enhancer

Hometown: India

There's nothing this golden herb doesn't do. Often touted as the number 1 favorite amongst herbalists and Traditional Chinese Medicine practitioners, turmeric reduces overall inflammation, improves the health of your skin, and helps increase healthy blood flow, which in turn aids the immune system to work more efficiently. The powerful antioxidants in turmeric help protect against cellular damage. Turmeric may also be beneficial in treating certain skin conditions such as psoriasis and eczema, as well as helping to relieve pain associated with arthritis.

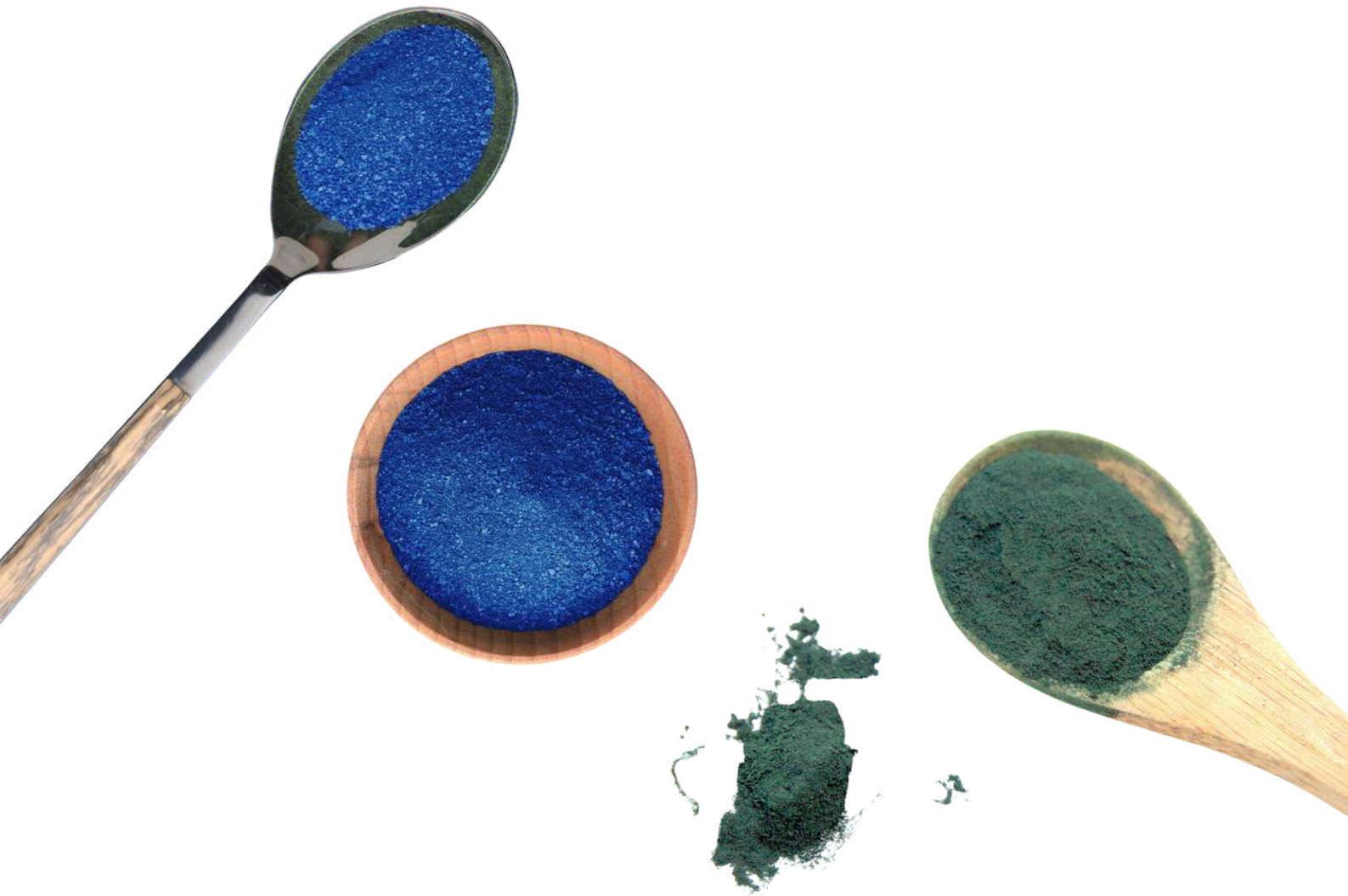


Butterfly Pea Powder

PrimaPrimary Benefits: Enhances memory and brain function, reduces anxiety, calming agent

Hometown: Thailand and other areas of Southeast Asia

The Butterfly Pea Flower has a mesmerizing blue hue that will captivate your senses. This powder is made from the petals of a *Clitoria Ternatea* flower native to Southeast Asia. It is recognized for its unique flavor and is known to help improve cognitive function, mental clarity, and focus, as well as protect against threatening free radicals and inflammation.



Blue & Green Spirulina

Primary Benefits: Enhances memory, boosts brain power, reduces anxiety

Hometown: Mineral-rich fresh bodies of water

With all of the usual suspects in one place, this superfood is exactly what you need to get your day going. Spirulina is algae that contains high levels of protein, vitamins, minerals, carotenoids, antioxidants, and omega-3 fatty acids. Adding this to your daily diet will help you ensure your body is getting what it needs for optimal mental health.



Tocos

Primary Benefits: Promotes healthy skin and connective tissues, detoxifying

Hometown: Rice Fields

Derived from the bran of organic brown rice, tocos is the powerhouse of sprouting rice and contains a super-rich source of fat-soluble natural vitamin E and is widely recognized as being exceptional for connective tissue and skin. Tocos also improves gut health by encouraging the growth of productive bacteria. In addition, they contain high levels of copper, iron, and magnesium, as well as phosphorus and manganese. When consumed regularly, Tocos can improve whole-body wellness, improving skin, clarity, and mobility as your body detoxifies.



Chlorophyll

Primary Benefits: Detoxifying, boosts immune systems, supports skin, stimulates metabolism

Hometown: Plant blood

Chlorophyll plays an essential role in photosynthesis, the process by which light energy is converted into chemical energy to fuel plant growth. When added to your daily diet, your body will thrive from an influx of detoxifying antioxidants. Just one serving of this earthy green liquid can nourish your cells with essential vitamins and minerals while providing an energy-boosting effect. Chlorophyll also boosts circulation, which brings a healthy glow to your complexion.



Camu Camu

Primary Benefits: Anti-oxidant, anti-inflammatory, stimulates metabolism

Hometown: Amazon Rainforest

This South American superfruit provides an excellent source of essential vitamins and minerals, containing high concentrations of vitamin C, potassium, calcium, phosphorus, and iron. It is also rich in amino acids, phytochemicals, and flavonoids that can offer significant health benefits. Camu Camu is recommended for those who seek to increase energy levels, improve brain functioning, and fight inflammation.



Cacao

Primary Benefits: Improves cognitive function, protects against chronic disease, supports gut health, boosts mood, anti-aging (so...everything)

Hometown: South America

This deliciously rich superfood is high in antioxidants, magnesium, iron, and zinc. Ceremonial cacao is known to reduce inflammation, boost your mood, protect against heart disease, support the immune system, and potentially help prevent cellular mutations that cause cancer. It's also famous for cognitive support and boosting brain power.

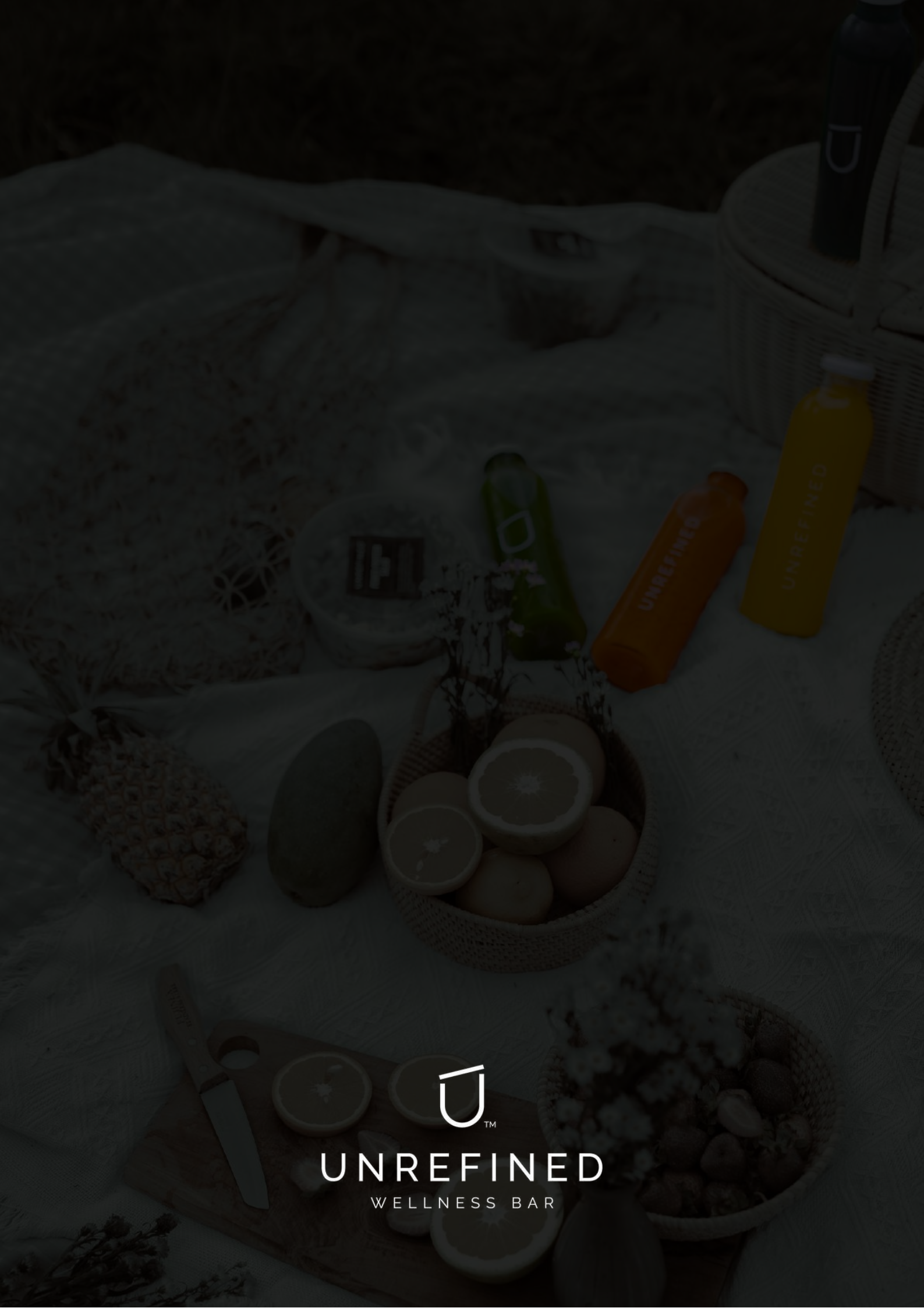


Matcha

Primary Benefits: Boost cognitive function, increase energy, protects liver, supports skin health

Hometown: Japan

This Japanese green tea is perfect for those looking to replace their morning coffee ritual with something that is a bit more gentle on the stomach and mind. Matcha is a natural stimulant that allows you to harness more energy and clearer thoughts. Matcha is also known to assist in weight loss by boosting the body's metabolism.



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