

# HIMALYO®



## HIMALYO BIO GOJI DRIED FRUITS



### Short Description:

*Large and tasty dried fruits of Lycium Chinense grown in the pristine environment of the Tibetan Plateau.*

### Long Description:

The fruits of HIMALYO GOJI PREMIUM are harvested on the Tibetan Plateau, where they are exposed to intense sun and harsh forces of nature. Like most crops that ripen at high altitudes and in clean environments, they boast unique strength and a high concentration of nutrients. They are thus completely unique and have no competition among commonly available fruits.

**They are visibly bigger, sweeter and more nutritious.**

The fruits are sulphur-free and in their pure natural form. In traditional Chinese medicine, goji fruits have been long used primarily as a tonic to prolong life. In the Himalayas, goji has long been called the “fruit of longevity,” the “fruit of immortality” or “the secret of beauty and eternal youth.”

### Main claims for online marketing:

- Healthy diet and weight control
- For vitality and longevity
- Superfood

### Target customer:

- Women 30–50

### Benefits:

The goji berry is generally classified among the superfoods. This is not a fixed classification, but superfoods are generally understood as nutritionally rich foods full of vitamins, minerals, fiber, antioxidants and nutrients of plant origin.

In traditional Chinese medicine, goji berry fruits have been used primarily as a tonic to prolong life. In the Himalayas, goji has long been called the “fruit of longevity,” the “fruit of immortality” or the “secret of beauty and eternal youth.”

The highest quality of goji fruits, which are recognized by their typically sweet taste, can be found mainly in China and Mongolia, where they are also widely consumed and are an integral part of the diet. In these areas, the original inhabitants live to an old age and are known to possess amazing energy levels, even in the late years of their lives.

Countless clinical studies have researched the effects of goji on the human body. For example, between 2008 and 2009, a total of five randomized trials were conducted in the United States documenting the effect on the subjective status of patients receiving goji juice versus a placebo control group. Patients were given an amount of juice corresponding to 150 g of fresh fruit for 14 days. The study researched the subjective feeling of well-being in the absence of any side effects.

## Categories:

Food Product. Vitality and energy, detox, antioxidants, longevity, metabolism support, diet, weight control, superfood, gluten free, vegan, raw, bio

## Ingredients:

100% organic dried fruits of Lycium Chinense. 100 g

## Recommended dosage:

30 g (2 handfuls) of dried fruit per day

## Warning:

Store up to 25 °C, do not expose to direct sunlight.

## Target distribution:

Online pharmacies, brick and mortar pharmacies, health food stores, grocery stores, organic/bio food stores, drug stores – healthy diet

## Articles:

GOJI DETOX

GOJI BEAUTY AND HEALTH

## Clinical studies:

### ORAC (Oxygen Radical Absorbance Capacity)

This is a standardised test designed to measure the effects of antioxidants in foods, which protect the human body from oxidative stress.

- apple: 219
- potatoes: 300
- cauliflower: 385
- grapefruit: 495
- cherries: 670
- red pepper: 710
- orange: 750
- avocado: 782
- plums: 949
- strawberries: 1 540
- raspberries: 2 400
- pomegranate: 3 307
- blueberries: 4 460
- dried plums: 5 770
- milk chocolate: 6 740
- blackberries: 7 700
- dark chocolate: 13 120
- **GOJI: 59 930**

## Logistics:

EAN	8594193241026
Content	100 g
Weight (kg)	0.15
Height (mm)	200
Width (mm)	140
Depth (mm)	30
Pieces per carton	70
Pieces per pallet	2.240
Customs code	0813 40 95