

## Answering your Question

### “Why is your Algae so Expensive”

#### *“But they’re so expensive!”*

This question is a totally fair one and one we frequently get, which is why we wrote this explanation. We apologize that it is a bit lengthy but it is SO important to our company that you understand that when you buy cheap algae from a place like Swanson or Amazon, you are NOT getting the same high quality algae that you are getting from us.

Here is a simple analogy: Think of the wide range of beef costs. You can find a \$50 grass-fed beef dish on the menu at a five star restaurant and a \$0.99 cent price of a hamburger at McDonalds. If you are unfamiliar with the beef industry you might ask “hey why should I pay \$50 for a beef diner when I can get it for \$0.99 at McDonalds.” It would require a long explanation to itemize all the differences. It similarly takes a lot to explain the differences in algae. Both have very long, complex and legitimate reasons that explain the differences in cost. We have listed some of the ones for algae. Thank you for reading the explanation . We hope you are able to join us as a customer because taking our algae every day is a game changer. Thanks again for contacting us and please let us know if you have any other questions.

Companies like Swanson and Amazon sell tens of thousands of items. We sell one. Algae. We sell nothing else. We are experts in algae. We are specialists. Those other companies aren’t. If you want the best for your body and your family (whether its open heart surgery or in this case algae), it costs more upfront but the long term benefits save you time and money in the long run because you never have complications, mistakes or bad outcomes.

#### *Why is your algae so expensive?*

1. We have a unique business model and do not sell our bags at retail. Instead, all sales are made through our [www.energybits.com](http://www.energybits.com) website. This allows us to partner with health, wellness and fitness professionals who provide discount codes to their communities. The discounts average 20% brings the price of a bag down to \$92. There are 1000 tabs in a bag. A single serving is 30 tabs. Thus, there are 30-33 servings per bag, so if the bag cost \$92.00 a single serving costs \$2.78 which is totally on par with the price of a protein bar or energy drink. Of course, when you take a serving of our algae you aren’t getting any sugar, chemicals or caffeine as you would find in the other protein snack or energy alternatives (see attached nutrition flyer that illustrates this)
2. When you take our algae, since it the most nutritionally dense and pure algae on the market, you don’t need to take any other vitamins or supplements (except maybe Vitamin D during the winter when you live in the north) so it actually saves you money and even simplifies your life so it also saves you time (your body doesn’t absorb 95% of those vitamins anyway but it absorbs 100% of our algae).
3. You can purchase cheaper algae but like everything, you get what you pay for. The best always cost more. In case you are thinking “ya but there is only one ingredient in algae – how can there be much difference?” You need to understand there is much more to algae than meets the eye. Noted below are a few of the issues you need to be aware of and that distinguish our algae and us as the premier brand on the market.
4. Many of the companies selling less expensive algae sell lower quality algae so you need to take 10 times as much of their algae to get the same nutrients found in ours. We’ve even had bloggers take the initiative to road test our algae and

compare it to some of the cheaper brands and 100% of the time they agree and blog about the fact that the difference is significant.

5. Many of the companies selling less expensive algae add fillers to their algae –sometimes even crushed rocks (we have photos that prove this) so you are not getting what you pay for, as you do with us. In contrast our algae is 100% organically grown, high quality algae. Nothing else. Its pure and nutrient rich.
6. Most of the companies whose algae is less expensive focus on volume sales and they often sell hundreds of other products. This results in them not paying as much attention to the details that create a great algae product. In contrast, we focus on quality not quantity and we only sell algae. We sell nothing else. Just algae. We are obsessed with the details and determined to provide only the best. This means the best strains of algae, the most modern growing techniques, the most expensive cracking techniques (chlorella needs to be cracked for your body to absorb its nutrients), the best drying techniques (we do not use high heat which takes longer but preserves the enzymes so our algae is a raw food unlike most algae from high volume suppliers), the best packaging techniques that ensures all the nutrients are preserved, there is no UV damage and you get the maximum nutritional value per serving.
7. Most of the companies with lower prices algae use lower quality strains of algae, which have fewer nutrients and less protein. In contrast, we only use the highest strains of algae so our algae offers the highest concentration of bio available protein and nutrients possible.
8. Most of the lower cost/volume sales algae suppliers use flash heat to quickly dry the algae which kills the enzymes. In contrast we do not use high heat, we air dry the algae so all the nutrients and enzymes are intact and it is considered a raw food.
9. Most of the lower quality algae suppliers use inferior packaging including light colored bottles which causes deterioration of the chlorophyll and quality of the algae by the time you get it. In contrast, we use 99.9% UV protected foil bags so this doesn't happen. Our packaging process is so high quality that our algae has a shelf life of 2-8 years unopened.
10. Most of the lower quality algae suppliers have not invested in modern production techniques as we have so they are using outdated processes that result in fewer nutrients getting into the algae and worse, allowing contaminants to get into the algae. An example of this is with the way chlorella is cracked. Chlorella has a hard exterior that needs to be cracked or you cannot absorb the nutrients inside. It's a requirement of the FDA that all chlorella sold in the USA must be cracked. The lower priced companies use the 50 year old technique to crack the chlorella walls that was patented by Sun Chlorella – which is to tumble the chlorella with glass beads. This not only heats up the chlorella (and damages the enzymes and nutrition) but it leaks lead into the chlorella! There is so much lead in the chlorella that is cracked this way that recently, the State of California was going to pull all their products from the shelves. But instead they reached an agreement where the companies, including Sun Chlorella put a warning on their packaging that warns consumers that there is an excessive amount of lead in their chlorella. In contrast, we use a more modern, more expensive technique to crack our chlorella –we pass it through a sound chamber so it is cracked by vibrations (like an opera singer can crack a glass)- not by tumbling it with glass beads.

These are just ten of the hundreds of issues and nuances that determine the quality and thus the price of algae. There are vast differences between our algae and virtually every other type of algae on the market and these differences explain why we command a higher price in the market.

We also need to point out that we have spent five years researching all the science and nutrition confirming and validating the health and energy benefits of algae. This has required a massive investment in staff, time and money. We have written articles, designed creative materials, filmed videos, built websites, blogs, social media, handouts, marketing collateral and built an extensive outreach program for athletes, consumers, teams and more that NO other company has done. We explain algae in a way that has never done before.

So, comparing us to any other algae company is like comparing Apple Computer to one of the thousands of no-name computer companies in Asia. There is simply no comparison. We are the first and only brand of algae that is building consumer and athlete confidence in algae and it takes a massive amount of time and money to do that. We also happen to be the only USA based algae company so you could say we are “home-grown.” We also have created a unique distribution model where we have hundreds (soon, thousands) of Brand Ambassadors (professionals in the health, fitness and sports community) throughout the USA and Canada and even worldwide. It has taken three years to build this network and it doubles in size every year. We provide them with literature and materials that they share with their clients since their role is to educate their community about algae, spread the word about us and provide discounts on our algae. Our long-term vision is to give back the communities we are working with, starting with sharing the revenue with them and giving them free bags of algae to thank them for their work. No other algae company does this and this is part of our commitment to you , to our community and to our educational process.

So, as you can see there is much more to algae and to us than meets the eye! That’s why we can assure you that our algae is the best. We have spent over five years to ensure that it is and we will continue to reinvest and do further research to stay the best in every way. Having the best and being the best may cost a bit more in the short term but it pays off with dramatically improved health and better athletic performance so we feel it is well worth it. Hope you do too!

We hope you will enjoy some ENERGYbits® soon! Your body and brain will thank you!

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*Disclaimer: The information contained here is for educational purposes only and is not recommended as a means of diagnosing or treating an illness.*

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Would you like to feel better AND feel more confident that you and your family are getting your nutritional needs met? If so, please consider adding any of our algae tabs but especially ENERGYbits® to your diet which you can purchase from our website. [www.energybits.com](http://www.energybits.com)