



Living
Alchemy®
Fermented Supplements

The Future of Gut Health is
Fermented





Hello!

My name is **Whitney Douglas**

I've spent the last 20 years learning and growing in the Natural Health Products industry; working with some of the most incredible brands in our space.

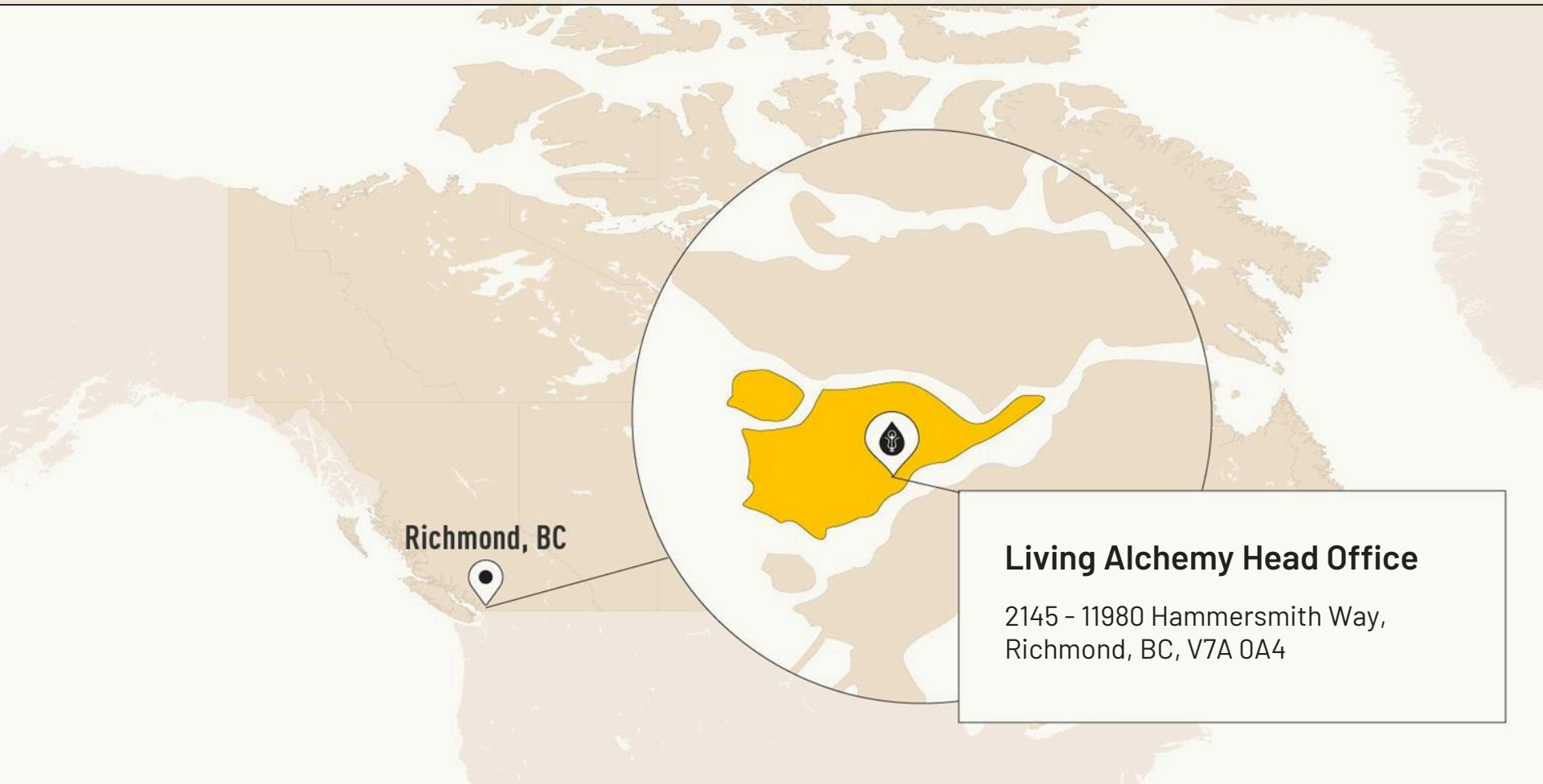
7 years ago, I found my home, serving at the Sales Director for Living Alchemy

I am here today to tell you our story and why we believe that innovation starts with **letting nature take the lead.**



Independently Canadian Owned Holistic Business

Licensed Natural Products by Health Canada regulations meeting FDA requirements



Rooted in **Tradition**. Driven by **Science**. Powered by **Nature**.



Living Alchemy is **bringing nature's intelligence** back into supplements.

Our Innovative formulas

- **Deliver clinically proven results,**
- **Resonate with shoppers seeking holistic wellness**
- **Inject growth into a *flat* categories.**



Clean
Ingredients



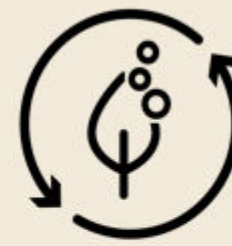
MAGNESIUM
STEARATE FREE



Transparent and
Traceable



No Binders,
Fillers or Isolates



SYMBIO®
Fermentation





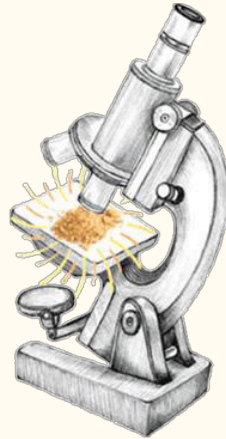
Our Fermentation Process

Symbio® Living Culture

HARVEST: We harvest the finest non-GMO, certified organic ingredients for their freshness and vitality.



FERMENT: The ingredients are then fermented using a diverse strain Kefir-Kombucha fermentation process called Symbio®.



ANALYZE:

All fermented products are analyzed for its activity, efficacy and effect.

ADD SELECT INGREDIENTS: We then add select ingredients, like mushrooms or herbals to compliment our fermented blend for specific health needs.

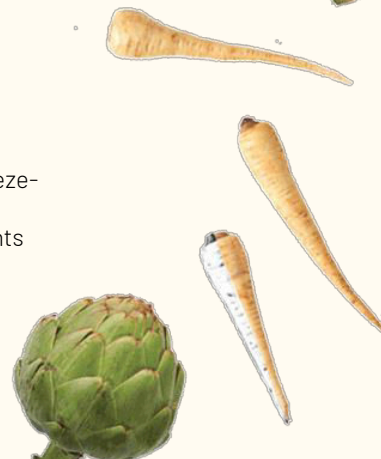


FREEZE-DRY:

Our fermented blend is then freeze-dried removing all water and moisture, preserving the nutrients and microorganisms.



ENCAPSULATE: Finally we use slow encapsulate to avoid adding fillers or binders. The final products are as clean as they can be.





Our Process



- Fermented/Whole Food
- Plant Based/Vegan
- Freeze Dried
- Magnesium Stearate Free



- Metal Cap
- Organic Cotton
- Amber Glass Bottle
- Paper Desiccant





Alive
Fermented Adaptogens & Herbs

Fermented Whole Food Minerals
Koji Fermented Minerals

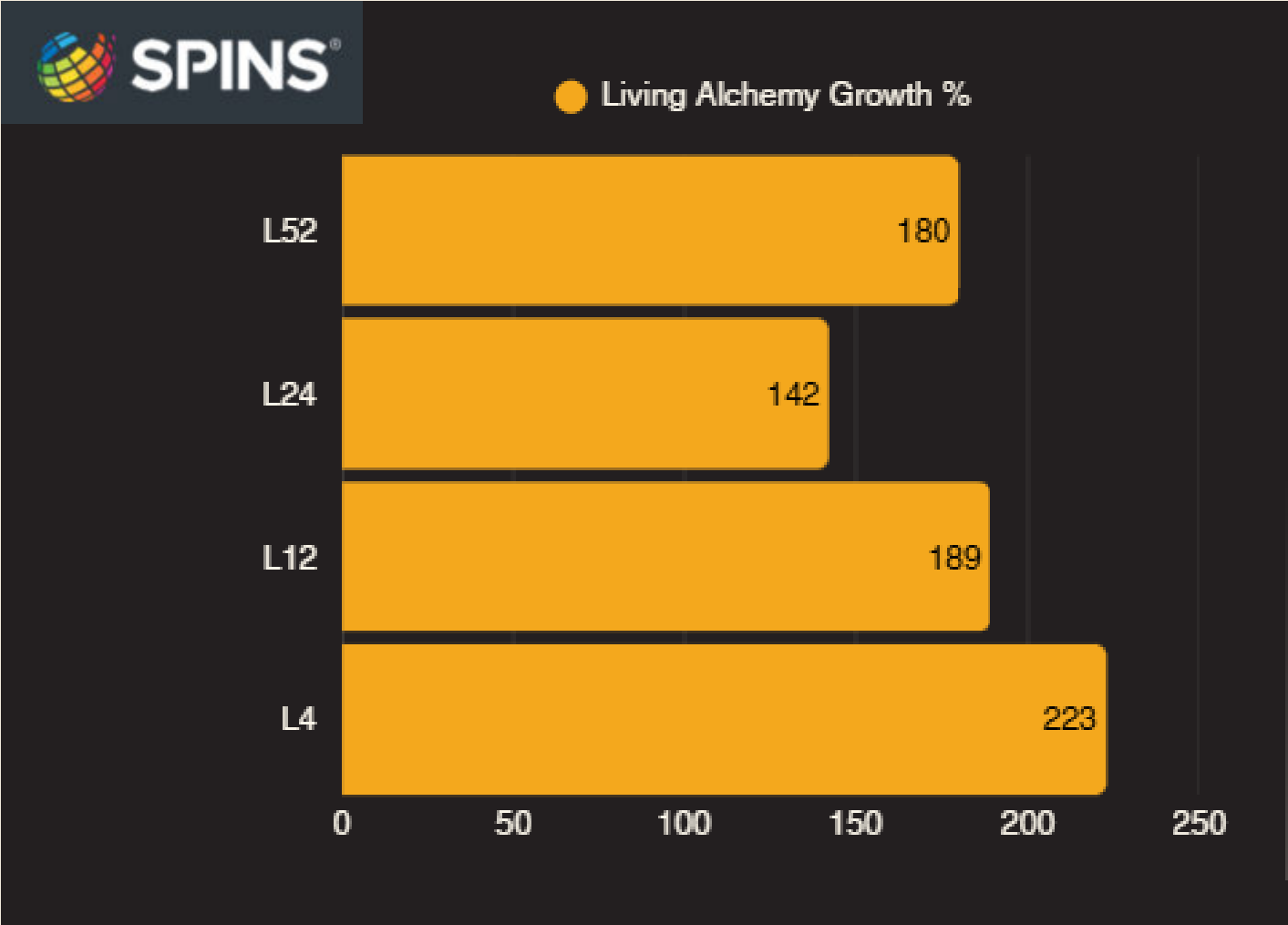


Our Distribution Footprint



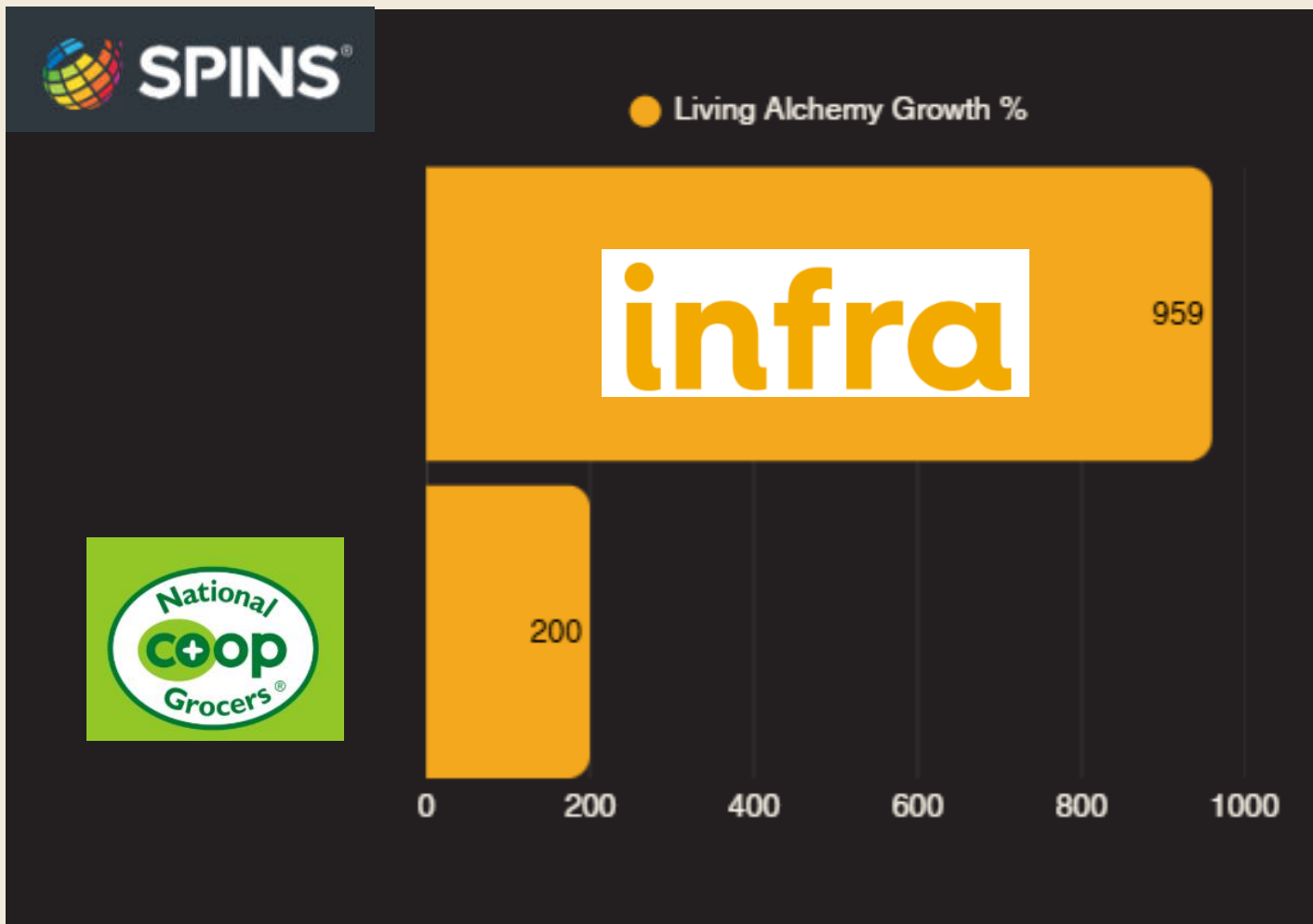


Living Alchemy ~ All Categories ~ Natural Expanded Channel

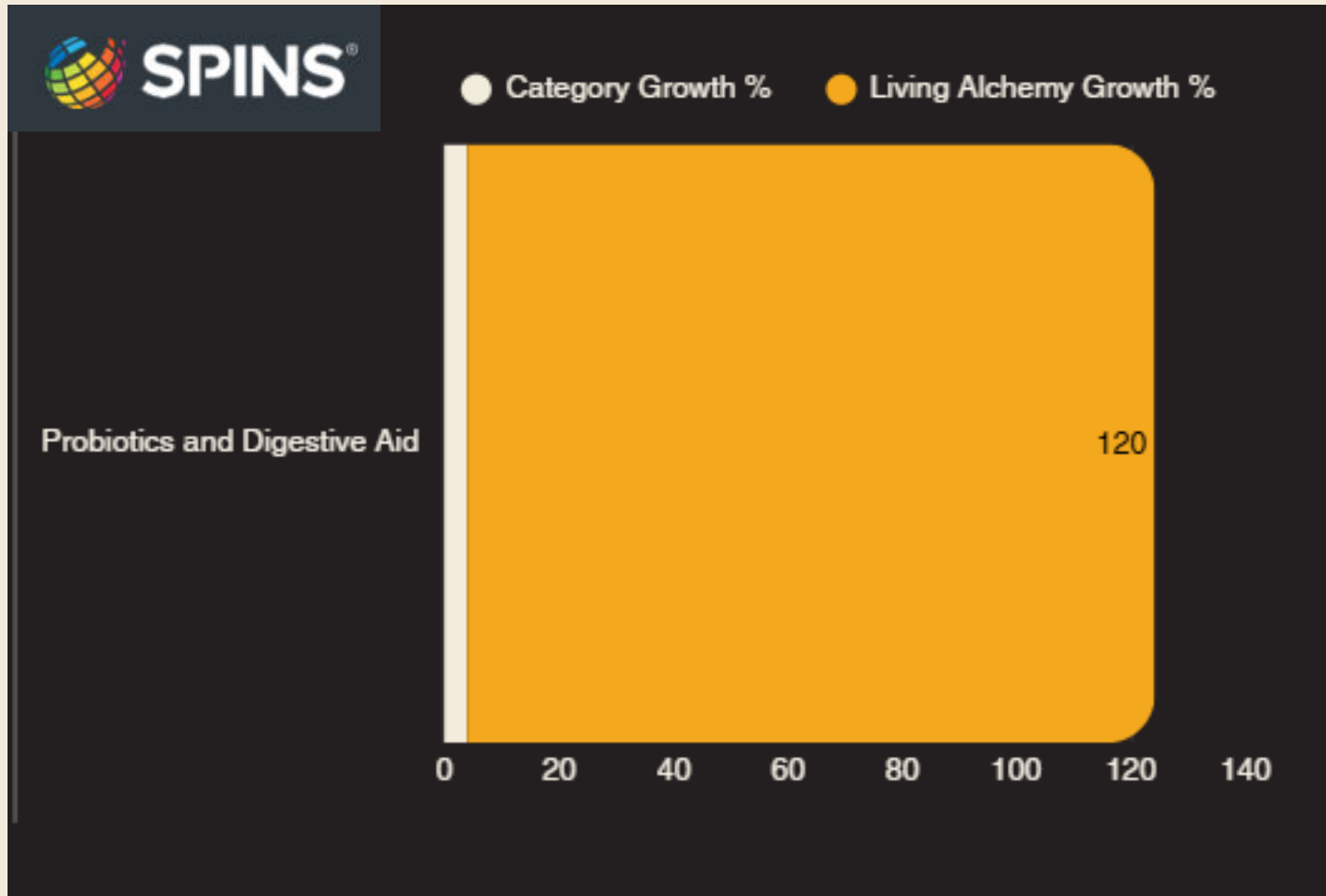




Living Alchemy ~ INFRA/NCG x PCC ~ L52



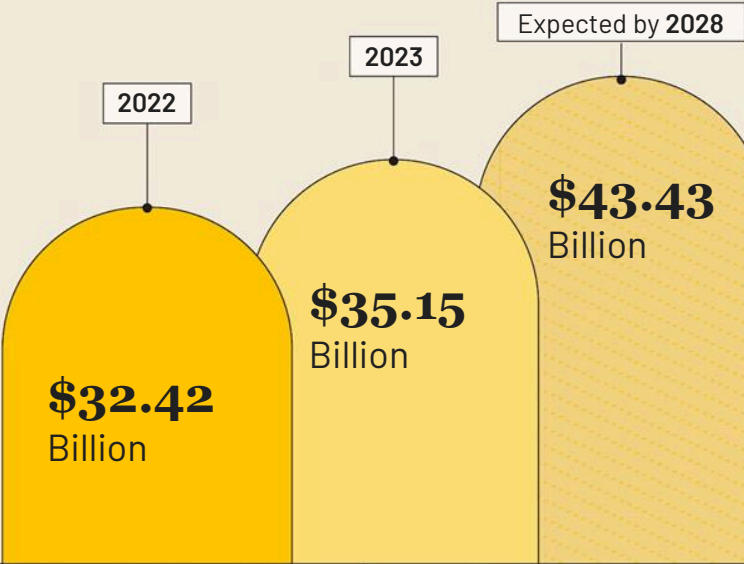
Living Alchemy ~ Probiotics and Digestive Aid ~ L52



Market Analysis

Fermented Ingredients Market

Had a compound annual growth rate (CAGR) of **8.4%**.
Expected growth rate through 2026- **7.8%**

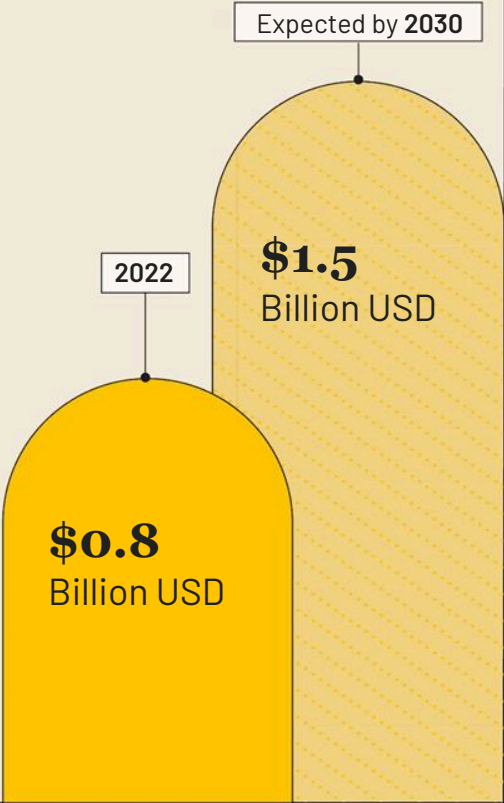


Main Market Drivers: Increasing prevalence of digestive problems and obesity.



Synbiotics Market Your Flora®

A category disrupting digestive health line, thats making an impact.



Powder Capsule Segment Accounted for the Largest Market Share of **34% in 2024.** Powdered products are highly beneficial for treating Inflammatory Bowel Diseases (IBD) and lactose intolerance by promoting proper digestion.

Main Market Drivers: Customers looking to Improve Mental Health & manage every increasing digestive health issues.



Your Flora® Symbiotics ~ SHELF STABLE

Prebiotics + Probiotics + Postbiotics & Organic Herbs



**Your Flora®
Probiotic
PROFESSIONAL:
IBD Relief™**

**Your Flora®
Probiotic
COMFORT:
Bloating &
Gas**

**Your Flora®
Probiotic
FAMILY:
General Gut
Support**

**Your Flora®
Probiotic
IMMUNE:
Digestive &
Immune
Support**

**Your Flora®
Probiotic
REGENESIS:
Post-
Antibiotics &
Constipation**

**Your Flora®
Probiotic
SENSITIVE:
Irritable
Digestion**

**Your Flora®
Probiotic
SOOTHE:
Digestive
Burn**

**Your Flora®
Probiotic
TERRAIN:
Digestive
Lining**

**Your Flora®
Probiotic
WOMAN:
Digestive,
Vaginal & UT
Support**

**Your Flora®
Probiotic
MAN:
Digestive,
Prostate &
UT Support**



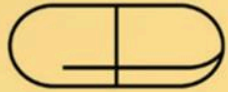


Why it Works

- + 45+ Beneficial Strains
- + Clinically Proven
- + Targeted Formulas
- + 80% Survival Rate
- + Magnesium Stearate Free

**Complete
Gut Care**

Cultured with 45 Strains using our
Symbio® Fermentation Process



SYMBIOTIC - Kefi-Soy®

PREBIOTICS	Provides the fuel source to bring probiotics to life	• Amino Acids (glutamine) • Polyphenols • Oligosaccharide (fibers)
PROBIOTICS	The beneficial living microbes that strengthen a healthy diverse flora	45+ diverse strains for a living culture
POSTBIOTICS	Are the metabolites energy source delivering nutrients and protecting against harmful bacteria	• SCFA (Acetic acid, Propionic acid, Butyric Acid) • Peptides • Enzymes (phytase, amylase, protease, cellulase, and lipase - Vitamins (B2, B6, folate, K2)
PARABIOTICS	Inactivated microbial cells of probiotics that nourish and positively signal the microbiome	(intact or ruptured containing cell components such as peptidoglycans, teichoic acids, surface proteins, etc.)

Human Study demonstrating Your Flora® effects on Crohn's Disease & Ulcerative Colitis.

A 2018 study examined the effects of Your Flora® on chronic long term Inflammatory Bowel Disease (IBD) conditions that included Crohn's Disease & Ulcerative Colitis.

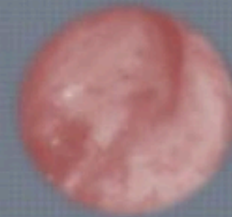
The Results:

After two months, 19 of the 20 humans showed distinct signs of improvement.

After six months, 19 of 20 humans showed complete remission.

Dose is equivalent to 4 capsules per day of Your Flora® PROFESSIONAL.

Colon with **Your Flora®** after 180 days
36 year old male with Crohn's Disease



Before



After

Colon with **Your Flora®** after 180 days
60 year old female with Ulcerative Colitis



Before



After

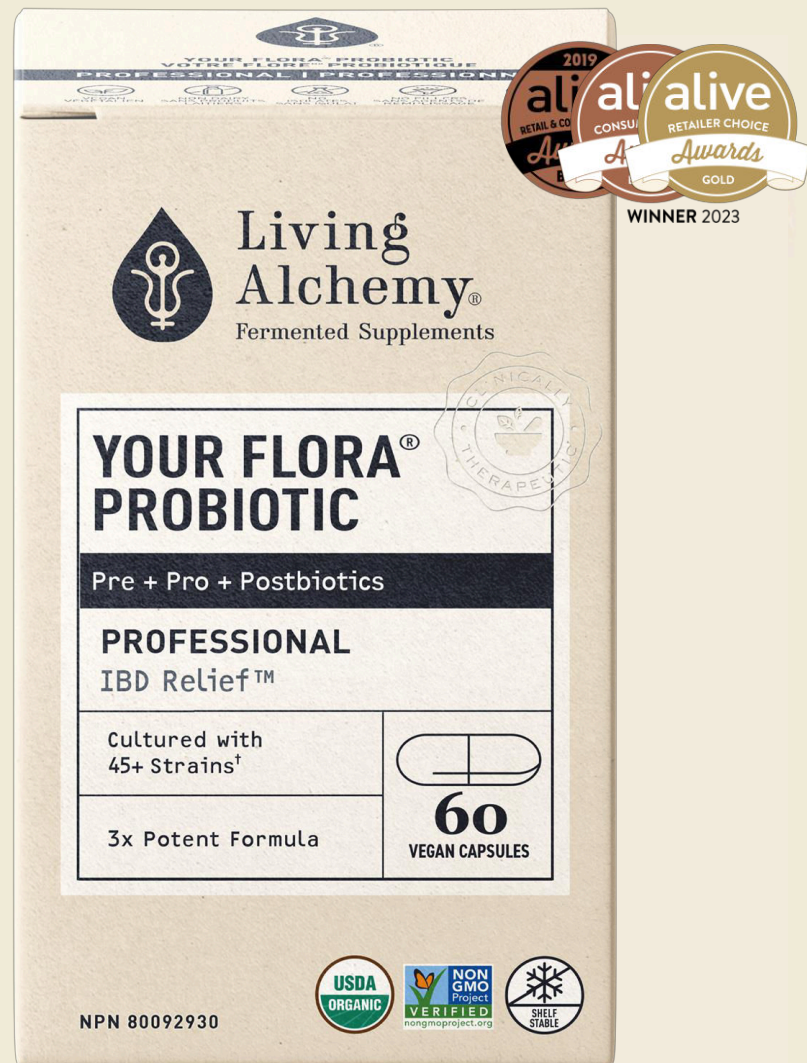
This document is for business to business use and educational purpose only.

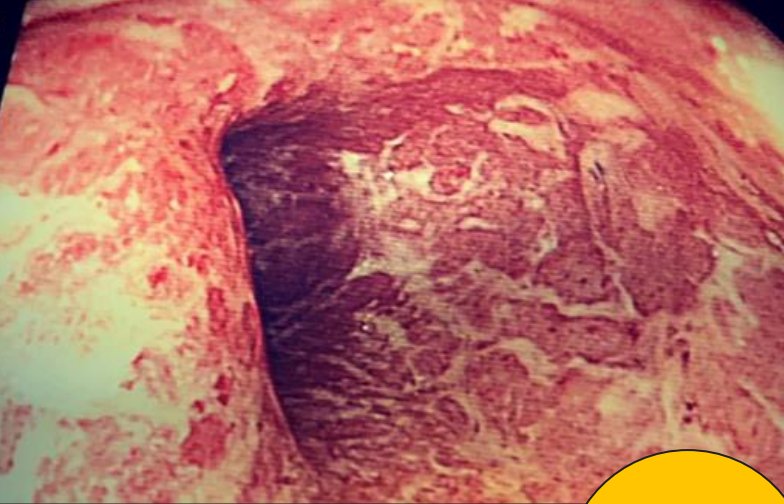
YOUR FLORA® PROBIOTIC PROFESSIONAL: IBD RELIEF™

Your Flora® PROFESSIONAL is the perfection of years of research and development utilizing our unique 45+ diverse strain Kefir-Kombucha fermentation process. The result is the creation of the most effective combination of microorganisms and nutrition to create a living ecosystem of life within its natural habitat. Your Flora® PROFESSIONAL helps support intestinal/gastrointestinal health and promotes a favorable gut flora.

Your Flora® PROFESSIONAL includes 100% Kefi-Soy, a unique certified organic, non-GMO, fermented freeze-dried soybean with 45+ strains of live microorganisms to create a complete living ecosystem.

400 mg in one capsule - take 1-2 a day or more as needed





Colonoscopy February 2019:
Advised to opt for colectomy.

**2 x TERRAIN
2 x SENSITIVE**



Colonoscopy August 2019: Complete remission of inflammation and given all clear for Ulcerative Colitis.

Your Flora® Testimonials

"I'm thrilled to bits because for the **first time in ten years I've just been given the ALL CLEAR!** My ulcerative colitis is in remission, there were **no signs of disease anywhere.** I nearly had my bowel removed....for now, no need! The medical team were amazed. The options I had been given were surgery or yet another drug therapy, I was wary of pumping yet more drugs into my body as they all seem to make me worse in the long run."

"I have been taking the SENSITIVE with peppermint and lemon balm and TERRAIN with aloe vera and slippery elm and they have been an absolute game changer."

"I've been chronically ill for ten years and was due to opt for a colectomy. Your probiotics have given me my life back."

- Emma, Ulcerative Colitis,
Your Flora® TERRAIN &
Your Flora® SENSITIVE Customer





Your Flora® Testimonials

"Been using Living Alchemy for 4 months and can sleep through the night. Used to be up in the night five to six times. Had bloody stool and horrible cramping. I couldn't go to work because I was always running to the bathroom. Face was gray and sunken in and down to 117 lb. I am now 142 lb, my eye color looks great and I have a full night's sleep.

**After 4 months of using
Living Alchemy's
Your Flora® TERRAIN,
I finally feel like a
normal person."**

*- Rob, Crohn's disease,
Your Flora® TERRAIN Customer*





December 2017 - 130lb



September 2019 - 165lb

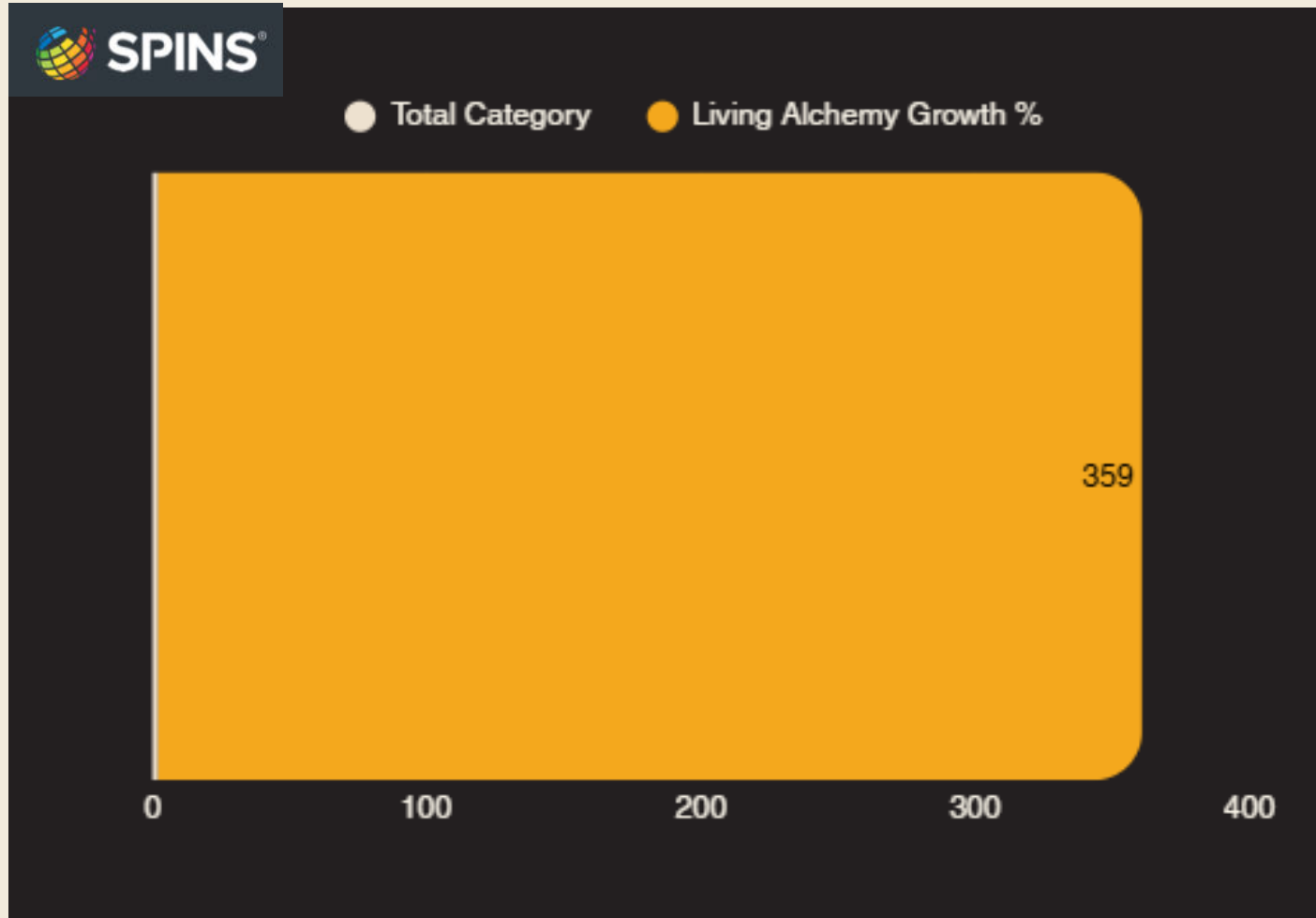
Your Flora® Testimonials

"I have been suffering from ulcerative colitis for 10 years now. For about 5 years, I was in misery and to be functional, I needed to be on an immunosuppressive drug called Humira...From February 2017 onwards, my health declined considerably. In June 2017 I was introduced to the Living Alchemy product range. I started with Your Flora® COMFORT and Your Flora® REGENESIS...**In less than 3 weeks I managed to eliminate C. Difficile without any antibiotics and was confirmed by examination** at the St-Eustache Hospital in June 2017...Since then, and in less than four months, **I have seen my ulcerative colitis improve considerably. I no longer take immunosuppressive medication,** I have no trace of blood in my stool and I evacuate three firm stools a day...**My physical condition has improved a lot and I feel refreshed with more vitality and energy. My thoughts are clearer and I feel happier."**

- Jean Francois, Ulcerative Colitis,
Your Flora® REGENESIS &
Your Flora® COMFORT Customer



Living Alchemy ~ Condition Specific Formulas ~ L52



Alive

Fermented Adaptogens & Herbs



ASHWAGANDHA ALIVE:
Stress Support

TURMERIC ALIVE:
Inflammatory Support

HOLY BASIL ALIVE:
Brightens & Calms
Mood

MILK THISTLE ALIVE:
Supports Liver
Function

RHODIOLA ALIVE:
Stamina & Energy

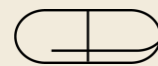
BLACK GARLIC ALIVE:
Heart &
Cardiovascular
Support



Why They Work



- ☑ Symbio® Fermented Herbs
- ☑ Enhanced Nutrient Delivery
- ☑ Superior Bio-availability
- ☑ Magnesium Stearate Free
- ☑ Freeze Dried



Superior Absorption
Whole Food & Naturally Fermented
Certified Organic & Non-GMO Project Verified



DAIRY FREE



NO ISOLATES



NO FILLERS

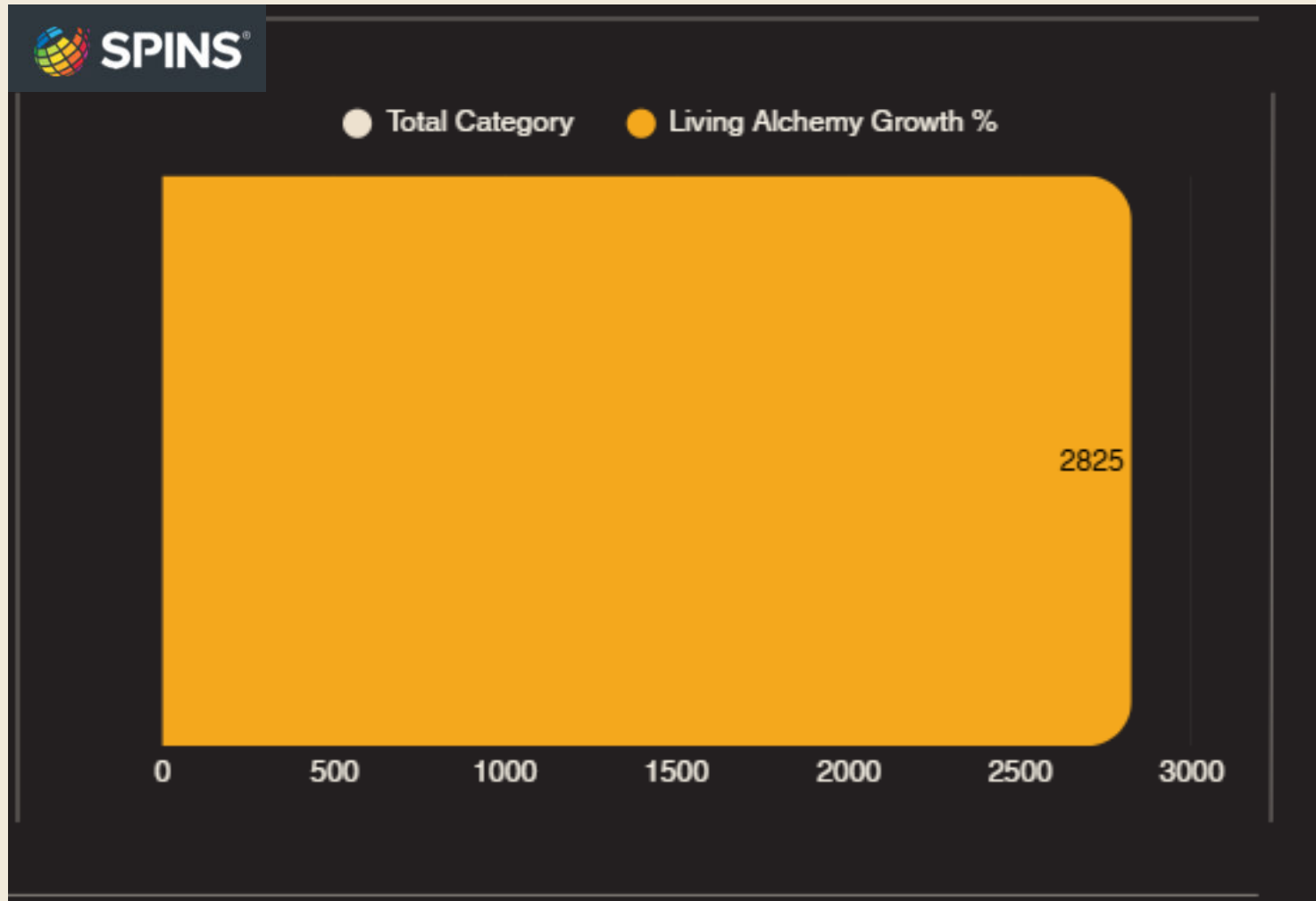


MAGNESIUM
STEARATE FREE



SYMBIO®

Living Alchemy ~ Vitamins and Minerals ~ L52

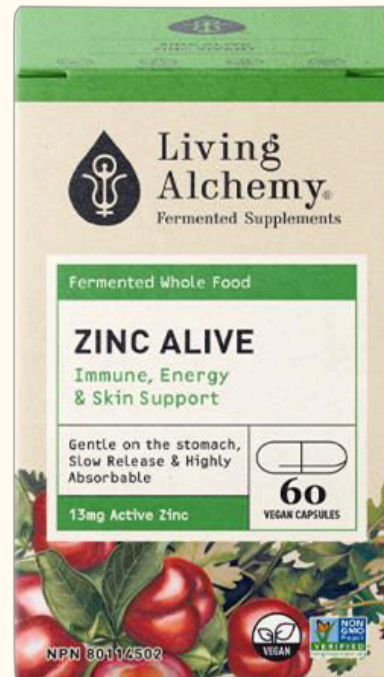
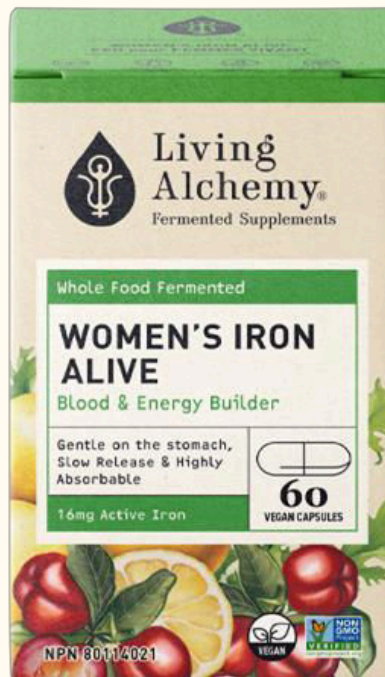




Fermented Minerals

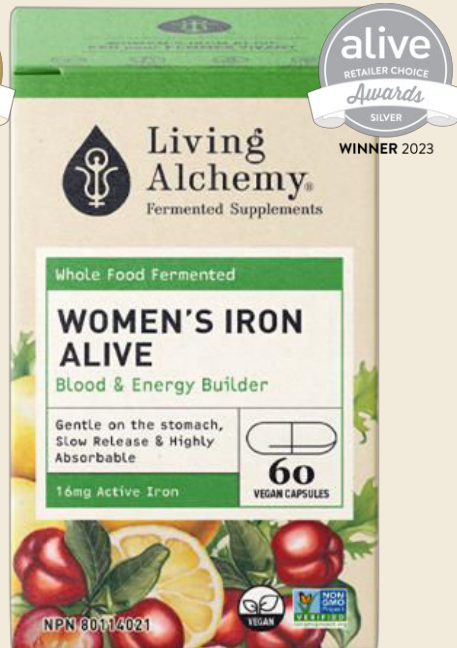
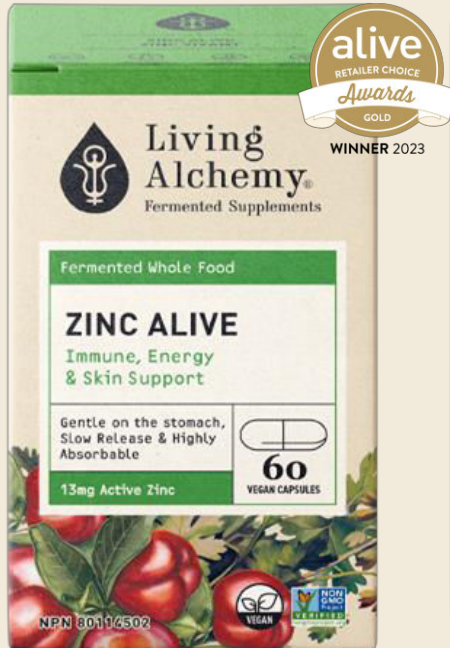
For Energy & Immunity

Gentle on the Stomach
Slow Release
Highly Absorbable





Living
Alchemy®
Fermented Supplements



MAGNESIUM
STEARATE FREE



KOJI
FERMENTED

Greater Benefits with WOMEN'S IRON & ZINC

- ✓ Fermentation Activated
- ✓ Whole Food Mineral Form
- ✓ Plus Important Whole Food Cofactors
- ✓ Gentle on the Stomach
- ✓ No Unwanted Side Effects
- ✓ 1 or 2 Easy to Swallow Capsules Per Day
- ✓ Natural Slow Release - All Day Support
- ✓ Highly Absorbable - Faster Results





MINERALS

Testimonials

"When I was in college I had the lowest reading of my ferritin on blood work.

Immediately I was placed on high dose iron supplements. **In about 5 years, I raised my ferritin levels from 8 to 25. I still felt extreme fatigue and inflamed.**

It wasn't until I became a practitioner, I was introduced to Living Alchemy at a trade show. The synergistic properties of the herbs and the fermentation process was truly something to admire. **When the WOMEN'S IRON ALIVE was introduced, I gave it a try with two capsules daily 30 days, and my blood work for ferritin rose from 25 to 75. It made a significant difference in my energy, focus and menstrual cycle.**

I have continued to take this product as a part of my daily routine and **have maintained a steady ferritin level of 125 in the last two blood laboratories.** Since having such a profoundly positive result with my ferritin levels with WOMEN'S IRON ALIVE, I speak highly of its unique formulation and recommended often to our patients at the clinic."

- Dr Pratna Natasha Ram, AAS., BA., R.Ac,
R.TCM.P., DTCM

*MINDBODYSHEN Integrated Medicine and
Wellness Practitioners, WOMEN'S IRON ALIVE Customer*





A Daily Dose of Transformative Wellness

Multi Vitamins – *Re-Imagined*



Key Features:

- + Includes Zinc for Immunity and Prostate Health
- + Plus, Organic Siberian Ginseng, Hawthorn & Saw Palmetto for targeted men's health
- + Easy on the stomach

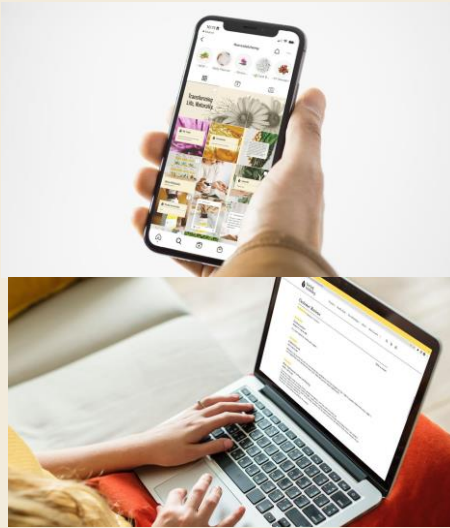


Key Features:

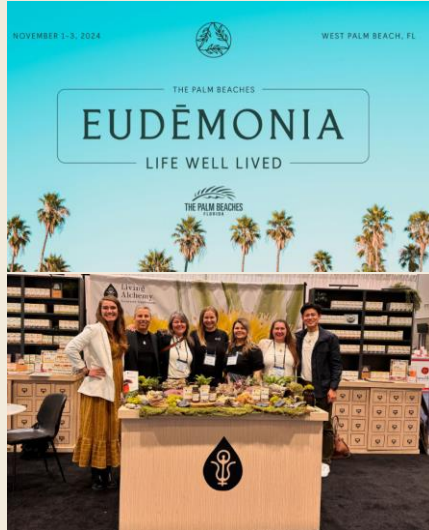
- + Includes iron for energy
- + Includes zinc for immunity, metabolism, bones and skin support
- + Plus, Organic Red Raspberry Leaf and Red Clover for targeted women's health
- + Easy on the stomach



2025 Marketing Tactics and PR



+ DIGITAL ADVERTISING + FIELD EVENTS/SAMPLING



+ #COMEALIVE CAMPAIGN 2025/2026

Medium

prepared
FOODS



PharmTech.com
ADVANCING DEVELOPMENT AND MANUFACTURING

WholeFoods
MAGAZINE
Informing and Educating the Natural Products Industry

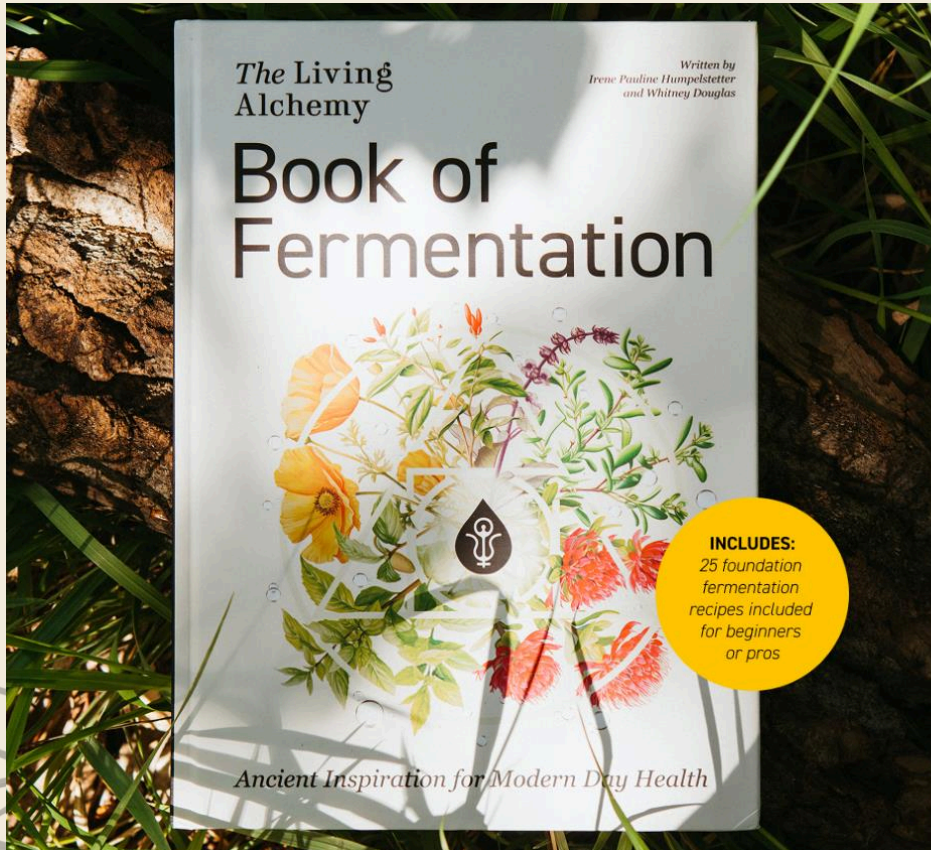
EcoParent

tasteforlife





Thought Leadership Positioning -Fall Book Launch



Book of Fermentation

Ancient Inspiration for Modern Day Health

The Living Alchemy Book of Fermentation explores the ancient art of fermentation and its lasting impact on today's health and wellness community. From its role in festivals and religious rites to its presence in everyday foods found in grocery stores, fermentation has always been entwined with our world.

Quantity:

1

Pre-Order Now

**Releases Sept 17. Reserve yours today!*







**Drop by our Booth for more information and
take-home product samples.
BOOTH # 1139**

