



ISSUE 4

SIMPLY GOODNESS



YOUR GREENS, YOUR WAY.



Know Your Greens: Quick Guide
Make It Your Way: Delicious Recipes Inside

YOUR GREENS, YOUR WAY

BLEND OUR GREENS TO SUIT YOUR WELLNESS GOALS

100%
ORGANIC



Green with Goodness!

At Honest to Goodness, we're all about helping you discover ways to improve your health, with pure products that deliver rich nutrients to support your wellness goals.

Whether its more energy you're seeking (who doesn't want more of that!), a natural detox or boost to your immunity, our range of Organic Superfood Greens Powders allow you to create your own wellness formulas, simply and easily.

Our single-ingredient powders offer unmatched purity – you can enjoy the benefits of these powders on their own or mix one or more to create your own personalised blend. The handy, reusable canisters are made from up to 70% recycled materials and are 100% recyclable – talk about functional and eco-friendly!

No time to create your own blend?

No problems – give our pre-made Organic Supergreens Blend a try, you won't be disappointed! Follow the handy guide over the page to find your perfect blend and share the goodness of greens powders with our range of great recipes.

In other exciting news, read up about our new sized baking canisters range, plus all your favourite best-sellers.

Warm regards,

 **Team Goodness**



Why add Organic Superfood Greens Powders to your diet?

1. **Pure ingredients**
2. **Immune support**
3. **Digestive health**
4. **Anti-inflammatory benefits**
5. **Radiant skin**
6. **Powerful antioxidants**
7. **Energising effects**
8. **Convenient & versatile**
9. **Mix n 'match to suit you**
10. **100% organic ingredients**



ORDER NOW

As a family owned, certified organic Australian company we are committed to responsibly sourcing wholesome ingredients that nourish both people and planet.

Get social with us.



goodness.com.au

YOUR GREENS, YOUR WAY: PERSONALISE SUPERFOOD POWDERS TO SUIT YOUR WELLNESS GOALS.

Seeking a natural way to revitalise your energy levels, detox, add quality plant protein to your diet and infuse your body with all-natural ingredients? Now you can create your own wellness formulas with our Organic Superfood Greens powders.

MIX AND MATCH TO MEET YOUR NEEDS.

Organic superfood greens powders are derived from some of nature's most nutrient-dense plants, grasses and algae, and the nutritional content derived from each of these sources delivers a concentrated boost of essential vitamins, minerals, and antioxidants. With benefits ranging from immune support to detoxification, organic superfood greens powders are easy to consume – just add your favourite powder combinations to a smoothie bowl or baking recipe, and enjoy the benefits of your own personalised nutrition plan.



One of the biggest benefits of taking our organic superfood greens powders (aside from their rich nutritional content) is being able to easily mix and match the powders and tailor your nutrition to suit your needs. Knowing our pure, organic powders contain no fillers or additives, flavours or preservatives is another big plus. Our Organic Spirulina Powder, for example, is sourced from natural water aquifers found 600 metres underground. The organic spirulina is simply harvested, washed then dried before being ground into a fine powder and packaged for you to enjoy. Our Organic Wheatgrass Powder is grown in Australia and dried at special low temperatures before being gently powdered to help retain its natural raw goodness.



WHICH ORGANIC SUPERFOOD GREENS POWDER IS RIGHT FOR YOU?

ORGANIC SPIRULINA POWDER-Protein Packed

This protein packed organic powder is derived from a pure blue-green algae. It is a complete protein source, containing nine essential amino acids, so can help support muscle recovery, growth and help reduce fatigue. Add it to smoothies, juice or raw food balls for a rich green instant protein boost. To help aid recovery after exercise, try combining with Organic Chlorella Powder and/or our Organic Supergreens Blend.

ORGANIC SUPERGREENS POWDER-Support Muscle Recovery

Short on time and want a pre-made organic blend you can enjoy on a daily basis? This perfectly balanced combination of five organic green powders (Alfalfa, Chlorella, Barley Grass, Spirulina & Wheatgrass) delivers plant-powered energy, immune support and helps alkalise and detoxify the body. Enjoy solo in smoothie bowls, juices and baking or mix with Organic Spirulina Powder for a powerful boost of goodness.

ORGANIC CHLORELLA POWDER-The Ultimate Detoxifier

Organic Chlorella Powder is well-known for its ability to help detoxify the body – in particular heavy metals – while supporting liver health. This is in part due to its very high chlorophyll content and Chlorella Growth Factor (CGF) – a nutrient-rich compound present in Chlorella that helps support cellular health and detoxification. Add with organic Wheatgrass Powder to amplify your immunity.

ORGANIC WHEATGRASS POWDER- Immunity Booster

Organic Wheatgrass delivers a clean boost of energy and is great for overall immunity and digestive wellness. Its high chlorophyll content and source of iron can contribute to energy production and help reduce fatigue – something many of us experience in our busy lives these days! One of the simplest ways to enjoy Wheatgrass is by mixing a teaspoon of the organic powder into water or juice. To help support digestion, mix with Organic Barley Grass Powder or Organic Supergreens.

ORGANIC BARLEY GRASS POWDER-For Cellular Health

Our Organic Barley Grass contains a rich source of chlorophyll, essential nutrients and antioxidants produced from the dried leaves of young organically grown barley plants. The dietary fibre levels help support digestion, which also helps you feel fuller for longer. A regular intake can also assist with cellular health and electrolyte balance for healthy muscle and nerve function. For a super cleansing boost, mix Organic Barley Grass with Organic Chlorella Powder and add to your favourite juice or smoothie.



WHICH ORGANIC SUPERFOOD GREENS POWDER IS RIGHT FOR YOU?

Choosing the right organic superfood greens powder depends on your individual health goals and preferences. Experiment with each powder and pay attention to how your body responds to find the perfect match. For a well-rounded option, try our Supergreens Blend, which combines the benefits of all four greens plus Alfalfa in one convenient package.

Whether you choose Barley Grass, Chlorella, Wheatgrass, Spirulina, or our Supergreens Blend, you're taking a step toward a healthier and happier you. Plus, you get to enjoy a whole new stable of great organic superfood greens recipes!

Take the Superfood Greens Quiz

Not sure which organic Superfood Greens Powder to try? Take the quiz and discover your perfect match.

Q: Want to boost your energy levels?

A: Try Wheatgrass & Spirulina, Barley Grass or Supergreens for an energising start to your day.

Q: Need to detox?

A: Organic Chlorella Powder is your go-to powder. You can also add Organic Wheatgrass for an added boost.

Q: Seeking more plant-based protein in your diet?

A: Organic Spirulina should be top of your list. Add Organic Chlorella Powder for extra iron and a fresh taste.

Q: Looking for a no-fuss health boost?

A: Try Organic Supergreens Blend - its packed with five organic greens powders – Alfalfa, Barley Grass, Chlorella, Spirulina and Wheatgrass and delivers on taste and nutrients.

Q: Is improving digestion and gut health a priority for you?

A: Try Organic Barley Grass Powder every morning or mix with Organic Wheat Grass Powder for additional support.





SUPERGREENS ENERGY BOOSTER

SUPERGREENS ENERGY BOOSTER

INGREDIENTS:

- 1 kale leaf, stem removed
- 1 large handful baby spinach
- 1 large ripe pear, cut into pieces
- 1/2 frozen banana, in pieces
- 1 small handful fresh mint leaves
- 1/2 tsp fresh ginger
- 1/2 cup ice
- 1 up Organic Coconut Water
- 1 tsp Organic SuperGreens Powder
- 1/2 tsp Organic Barley Grass Powder

METHOD:

1. Place all ingredients into a blender.
2. Blend up to 60 seconds to reach a nice, smooth consistency.
3. Serve immediately!



SPIRULINA PROTEIN BALLS

SPIRULINA PROTEIN BALLS

INGREDIENTS:

- 1 cup Organic Medjool Dates
- 1/2 cup Insecticide-Free Almonds
- 2 tbsp Organic Spirulina Powder
- 1 tbsp Organic Cocoa Powder
- 1 tbsp Organic Chia Seeds
- Splash of pear juice
- 1/4 cup Organic Desiccated Coconut

METHOD:

1. Place all ingredients in a bowl & mix well. Add small amounts of juice at a time to help the mixture blend smoothly.
2. Scoop out a tablespoon of mixture at a time, roll into a ball & place on baking paper.
3. Repeat until all balls are rolled.
4. Refrigerate until hard. Eat & enjoy!



1.



2.



3.



4.

1. BARLEY GRASS & OAT MILK SMOOTHIE

INGREDIENTS:

- 1 frozen banana
- 1 apple (de-pipped)
- 2 tsp Organic Barley Grass Powder
- ½ cup Organic Oat Milk Powder
- ice

METHOD:

1. Mix Organic Oat Milk Powder (as per directions) with water to create a creamy ½ cup of Organic Oat Milk.
2. Tip oat milk & all other ingredients into a blender & blend until creamy.
3. Serve immediately.

2. SUPERGREEN CORIANDER LIME DRESSING

INGREDIENTS:

- 2 cups fresh coriander
- 1 garlic clove
- ¼ cup lime juice
- 2 tsp Organic Maple Syrup
- ½ tsp Celtic Sea Salt
- ½ tsp Organic Chilli Flakes
- 1 tsp Organic SuperGreens Blend
- ½ cup Organic Extra-virgin Olive Oil
- For a creamy dressing (optional):
- 1 avocado or ½ cup plain Greek yogurt

METHOD:

1. Place all ingredients into a high-powered blender or food processor and blend until smooth.
2. Use immediately or store in the fridge. Enjoy!

3. PEAR, MINT & GINGER SMOOTHIE

INGREDIENTS:

- 1 kale leaf, stem removed
- 1 large handful baby spinach
- 1 large ripe pear, cut into pieces
- 1/2 frozen banana, in pieces
- 1 small handful fresh mint leaves
- 1/2 inch cube fresh ginger
- 1/2 cup ice
- 1 cup Organic Coconut Water
- 1 tsp Organic Wheat Grass Powder

METHOD:

1. Place all ingredients into a blender.
2. Blend up to 60 seconds to reach a nice, smooth consistency.
3. Enjoy the green goodness!

4. CHLORELLA SMOOTHIE

INGREDIENTS:

- 1 frozen banana
- 1 cup frozen mixed berries
- 1 cup spinach or kale
- 1 tsp Organic Chlorella Powder
- 1 cup almond milk or coconut water

METHOD:

1. Add all ingredients to a blender and blend until smooth.
2. Enjoy as a breakfast smoothie or afternoon snack!



UP YOUR BAKING GAME!

Discover our gluten-free essential baking range – Cream of Tartar, Aluminium-Free Baking Powder & Bi-Carb Soda (coming soon) - available in all-new eco-friendly canisters. Collect all 3 for your pantry and refill and reuse with ease.



DID YOU KNOW?

2die4's Product Innovation Team creates more than 30 trial samples and undertakes rigorous trials and taste testings before settling on a new flavour nut? Once a new flavour and the ingredients are finalised, all new packaging and design work starts before the long soaking and slow drying of the new nuts begins. It's a long process but the results are ... well, they're to 2die4!



SPICE UP YOUR LIFE...

Our amazing new Organic Spices Range is almost here, ready to deliver you nothing but incredible flavour! From BBQ rubs to our best sellers, exotic aromas to pantry favourites, we've got you covered with rich spices that deliver on flavour and purity, with no nasties, GMOs, additives or preservatives. Spoil yourself or create the perfect festive gift for family & friends with a gift of pure spice from Honest to Goodness. Launching any day!



PAMPER YOUR PETS

Pamper your favourite furry friend with Simply Clean Lemon Myrtle Pet Shampoo. Toxin-free and sensitiser free, this luxurious shampoo is PETA certified, cruelty free, vegan & palm oil free for peace of mind.

THE SUNNY OIL

Tackle baking, frying, grilling, roasting and salad dressings with one oil – Organic Sunflower Oil! Expeller pressed and made from high-quality sunflower seeds, it's a great choice for all your cooking needs!



Know Your Superfood Greens

Whether you're a first-time user of superfood greens powders or a regular consumer, this quick guide will help you understand the benefits of regularly enjoying 100% organic superfood greens in your diet.

Superfood Green Powders are concentrated, nutrient-dense, and convenient forms of vegetables, algae, grasses, and other plants that offer a powerful blend of vitamins, minerals, and antioxidants. Over the years they have grown in popularity due to their high nutrient content and their powdered format means they are a quick and convenient way to boost your greens intake. Our handy organic powders can be enjoyed on their own or combined to create a personalised blend to suit your needs.

WHO ARE SUPERFOOD GREENS SUITABLE FOR?

Superfood Greens powders are generally suitable for anyone looking to improve their nutrition intake, whether you're an athlete, a busy professional, student, or a health-conscious individual. Each organic powder offers a unique nutrient profile and can deliver a range of benefits – from a boost of natural energy, to cell and muscle health, electrolyte balance and added protein. Create your own blend or start with a single powder - the choice is yours. Before starting any superfood greens powder, you should always consult a healthcare provider if you have specific health concerns or allergies.

WHICH GREENS POWDER SHOULD I TRY FIRST?

Want to try a superfood greens powder for the first time but not sure where to start? You might want to start with a versatile and balanced mix like our Organic Supergreens Blend. This powdered wholefood features a combination of five greens, making it an excellent choice for first timers. The blend includes 100% Organic Spirulina, Chlorella, Alfalfa, Wheatgrass and Barley Grass powders, and is packed with a range of vitamins, minerals, chlorophyll and phytonutrients – and it tastes great! Try adding it to smoothies, juices, bliss balls, or salad dressing.

DO SUPERFOOD GREEN POWDERS ALL TASTE THE SAME?

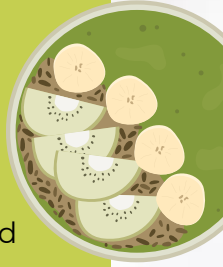
Our 100% organic powders all vary in taste depending on their ingredients. While some powders may have a strong "green" taste due to their high chlorophyll content, others have a milder, more neutral flavour. Organic Chlorella Powder has a mild earthy taste similar to green tea or matcha, whereas Organic Barley Grass has more of a fresh crisp taste to it. It really is a matter of trying a selection of powders and choosing one (or five!) that suit your taste buds and nutritional needs.

ARE THERE SPECIFIC TIMES WHEN I SHOULD CONSUME SUPERFOOD GREEN POWDERS?

Superfood Greens can be consumed at any time throughout the day. However, many people find it beneficial to incorporate organic superfoods into their morning routine for an energising start to the day or as a post-workout recovery boost. Our new handy refillable and recyclable canisters make it even easier to store and take your favourite superfood green powder on the go with you to the gym or on holidays.

CAN I MIX SUPERFOOD GREEN POWDERS WITH OTHER INGREDIENTS?

Absolutely! Our powders are incredibly versatile and can be mixed with other superfood powders from our range to create delicious and nutritious smoothies, shakes, or baked goods. You can also sprinkle them on salads, vegetables, mix with nut milk, yoghurt, soups or other superfoods to enhance the taste and nutrient profile.



BUILD A SUPERFOOD GREENS BOWL
LOVE TO EXPERIMENT?

Then use this handy guide to build your own custom-made smoothie bowl.

Add 1-2 tsp	Add ½ cup of fresh	Pour in ½ cup	Add 2 tbsp	Add handful frozen
Organic Spirulina Powder Organic Barley Grass Powder Organic SuperGreens Powder Organic Chlorella Powder Organic Wheatgrass Powder	Spinach Kale Cucumber Avocado Carrot Beetroot	Coconut water Almond Milk Oat Milk Water Juice	Coconut yoghurt Green yoghurt Cottage cheese Nut butter Chia, flax, or hemp seeds	Banana Raspberry Blueberries Mango Cherries Avocado Pineapple

1. Blend your unique combo with ice in a high-powered blender.
2. Pour into a bowl and top with your favourite fruits and/or granola.
3. Enjoy!



New!

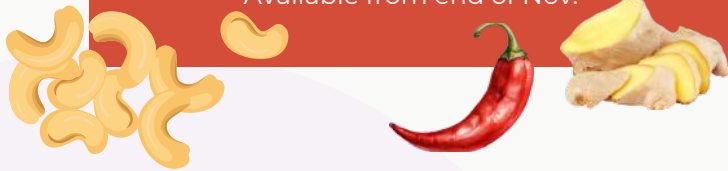
Go NUTS with 2die4's all-new Flavour Sensations!

Be first to stock 2die4's exciting new Activated Nut Range combos available in 120g & 300g packs.



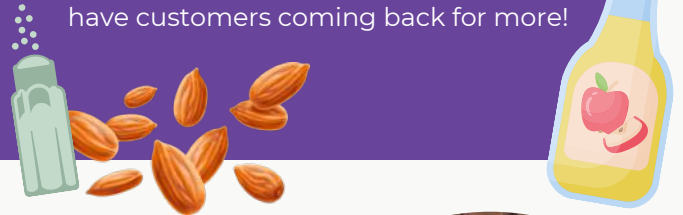
Korean Chilli & Ginger Activated Cashews

When it comes to flavour explosions, this combo takes the gold. Smoky Korean Chilli has been paired with ginger, and notes of lime, garlic, black pepper and onion. It's already become a favourite among the Honest to Goodness team & we're confident customers will love the all-new Chilli & Ginger Activated Cashews as much as we do! Available from end of Nov.



Celtic Salt & Vinegar Activated Almonds

Health-conscious customers who love the health benefits of apple cider vinegar will appreciate this flavoursome pairing. Aside from the incredible crunch, this salt & vinegar combo delivers tangy snack sensation that will have customers coming back for more!



Sales Support

Need assets to help support sales? Head to our online Wholesale Toolkit for access to our Product Image Library, What's New Catalogue, Monthly Specials + Wholesale Price List and free downloadable recipe cards!

GO TO THE WHOLESALE TOOLKIT NOW



BULK CHOCOLATE IN STOCK!

Stock up now on customer favourites like Organic Dark Chocolate Drops 70% Cocoa, available in bulk sizes to suit your needs.



BULK ORGANIC VANILLA & SUGAR - ORDER NOW!

Just in time for the busy Christmas rush, bulk Organic Vanilla Powder and bulk Organic Coconut Sugar, are available now.



CHRISTMAS TRADING HOURS!

Honest to Goodness Warehouse will be open for business throughout the Festive Season, closing only for the Public Holidays to ensure you & your customers stay stocked with all your favourite organic & naturals. Therefore, our only closing days will be:

CHRISTMAS DAY, WEDNESDAY DEC 25
BOXING DAY, THURSDAY DECEMBER 26
NEW YEAR'S DAY, WEDNESDAY JANUARY 1, 2025.
ALEXANDRIA STORE WILL CLOSE ON DEC 25 & RE-OPEN JAN 2 2025.





Trending... Acai!



Bulk Organic Acai is in stock now. Acai is popular with cafes/families creating Acai bowls - stay stocked for summer!



BULK CHARCOAL

This beauty product is popular with those looking to create natural masks, skin care remedies and teeth whitening. Order now.

Good Goji!

Order Bulk Organic Goji. Popular soaked in hot water for a nutritious tea or added to cereals, smoothies & baking.



Summer in a can

Summer never tasted so good! Order tinned Organic Pineapple Chunks now to meet the holiday rush.



PERK UP COFFEE SALES!

Stock up on coffee to celebrate National Espresso Day on November 23 with our range of Honest to Goodness ground coffee & coffee beans. Available in 250g & 1KG sizes featuring Decaf Single Origin, Single Origin Columbian & our 100% For Purpose Neighbours Blend.



NEW



START YOUR DAY THE **GREEN** WAY

- ✓ 100% Organic
- ✓ Supports muscle recovery
- ✓ Pre-made blend of 5 organic powders
- ✓ Available online or instore now



Get social with us.



goodness.com.au

