

FIRST EDITION!

Dan's FANS

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Finally, a natural healthy source of energy

How many times have we needed that little extra boost to get us through the day? Or that long drive? Or perhaps you just wanted something to maintain a peak level of energy on a daily basis?



primary ingredient is the North American ginseng root. A herb long recognized for its energy boosting effects (in addition to a host of other benefits making it ideal for daily consumption), North American ginseng can boost energy levels without the feeling of being "edgy". You will still feel calm, yet invigorated.

DFEnergy comes in convenient individual packages of single serve 15ml sachets. Grab a few and keep them in your purse, your car, your jacket pocket or bring a box of 20 into the office. DFEnergy is a pro-active addition to your daily health and wellness.



"DFEnergy is the latest product from Dan's Farmaroot, which brings the potency of pure ginseng extract into a convenient format that is easy to consume. DFEnergy gives you all the benefits of the raw ginseng root, infused with the most critical B-Vitamin stack and Ginkgo-Biloba to sharpen your mind and energize your body," says Michael Kinsella, V.P. Sales of PAN-X Corp., the makers of Dan's Farmaroot.

The "energy drink" segment is a growing market. We see them at convenience stores, drug stores and gas stops. They are the little bottles that promise energy for hours. In the refrigerated section, they are drinks that promise a boost. What they don't tell you is about "the crash". Almost exclusively, these products rely on caffeine and sugar as the primary stimulant to create that sense of "energetic renewal". But as we all know after a serious infusion of caffeine, inevitably comes the crash. It is that feeling that you are depleted and maybe even feeling a bit down.

Finally, there is a natural healthy source of energy. Introducing DFEnergy! DFEnergy is a welcome addition to this growing segment. The big difference is there is not a drop of caffeine. Instead, DFEnergy's

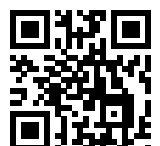


DFEnergy comes with the same promise that accompanies all Dan's Farmaroot products. When you see the Dan's Farmaroot holographic seal on the box, you can be assured that the ginseng contained in that product is 100% pure AAA Canadian ginseng grown at our very own farms without substitutions. At Dan's Farmaroot we understand how important quality and consistency is, especially when you are taking a supplement on a daily basis for health maintenance. Other products source ginseng from multiple sources— ours comes straight from our farm, where we guarantee the highest concentration of ginsenoside, the active ingredient in ginseng. ♥

"DFEnergy is one of the pillars of our product line. It's convenient, easy to consume and is always there when you need it," explains Dan Kaye, Co-Founder and President of Dan's Farmaroot. **"Check out our offer in this newsletter. Subscribe for 12-months (2 boxes per month) and save 20% + Free Delivery!"**



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DansFarmaroot.com





A conversation with Daniel Kaye, President and Co-Founder of Pan-X Corp., the makers of Dan's Farmaroot products

Ginseng has been used for thousands of years in Asia and here in North America. Why does it seem to be the world's best-kept secret?

It is definitely the western world's best-kept secret, but not Asia's. Ginseng has been revered throughout Asia for more than 2,000 years for its amazing healing properties, boosting the immune system, regulating blood sugar levels, improving digestion, improving focus and memory, and for **centuries** used to help reduce the risk of developing cold or flu.



The ginseng root itself is tricky to prepare. What has Dan's Farmaroot done to make it easier for everyone to enjoy your products?

Yes, it's tricky because ginseng is one of the world's most bitter roots. That is why we have partnered with Canada's most experienced and respected contract manufacturer that understands formulations and has a highly respected R&D team. For over 25 years Nutralab has worked with some of the world's leading brands, including Walmart, Loblaws and Shoppers Drug Mart — well-known and respected brands in Canada.

The company went through a rebranding in the last year. What is the essence behind "Dan's Farmaroot"?

When we first started out, we very much bootstrapped our marketing and branding efforts. Unfortunately, our products did not have a brand identity. We decided to hire a branding agency, The Justin Poy Agency, that immediately started the process of rebranding the founder's story, connecting the brand with the farm. The decision was made to use Dan's Farmaroot as our trademark brand, using myself, the co-founder, as the face of the brand. It was important to us for our customers to know with 100% certainty that every product that we produce under the Dan's Farmaroot brand comes directly from our farm and our farm only. Most nutraceutical companies purchase their ingredients from different sources. Ours will always be our own. If our holographic seal is on the product, that's pure Dan's Farmaroot ginseng.



You have a couple of new products such as your Daily Energy Capsules and DFenergy Liquid Sachets with 15ml of pure ginseng extract. Are these for treating acute conditions or for daily maintenance?



Ginseng is an adaptogen. Adaptogens are non-toxic plants that help the body resist stressors of all kinds, whether physical, chemical or biological. This is what makes ginseng ideal for acute situations of fatigue as well as for daily health and wellness maintenance for peak performance.

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If you go to the local drugstore, you will find many ginseng products, but they're almost always exclusively Red Korean Ginseng. Please explain the difference.

Korean ginseng is considered "warm" ginseng, which gives the user a stimulating effect while Canadian ginseng is considered "cold", and acts as a relaxing agent. Dan's Farmaroot AAA Canadian ginseng is ideal for reducing stress, boosting energy, treating diabetic symptoms, lowering cholesterol and blood sugar levels, promoting relaxation and managing sexual dysfunction in men.

Canadian Ginseng is highly sought after around the world and most Canadians don't realize that they have the best source right here in their own backyard. Why should they choose Dan's Farmaroot?

We have the good fortune of being located in a part of the world that has the ideal micro-climate to grow ginseng. Ginseng thrives in areas that have cold winters, hot summers and sandy soil. To properly cultivate ginseng and produce consistently high-

quality ginseng with potent ginsenoside, the active ingredient of ginseng, all three factors must be in

play. Ginseng cannot sit in water, so sandy soil on higher ground is essential in addition to proper irrigation. Canada provides cold winters (as ginseng goes dormant in the winter) and hot summers, which allows ginseng to grow and flourish. A fourth factor often overlooked by many is ensuring the ground is properly weeded. This ensures that the root receives all the nutrients from the soil. Other ginseng companies on the market buy their ginseng from multiple farms including ginseng which is not grown in Canada. We guarantee that all Dan's Farmaroot products contain only ginseng from our farms whereby our customers can be guaranteed our AAA quality. Our holographic seal on every product guarantees that only our ginseng is in that product.

It sounds like Dan's Farmaroot is about lifestyle as well as diet. What type of people should consume Dan's Farmaroot products?



The great benefit of Dan's Farmaroot ginseng is that it has such a wide demographic. Men and women — from young adults who want to increase their energy and focus, to more mature customers interested in building their immunity, are equally well suited for our products. Who doesn't want to improve the quality of their lives by consuming one

of nature's most enduring, respected and time-tested adaptogens? No herb has withstood the test of time and garnered the respect amongst traditional Chinese and Native American medicinal practitioners more than ginseng.

This is the first issue of the "Dan's Fans" Quarterly Club Newsletter. Tell us what members can expect when they join and follow your social channels.

What you can expect is health and lifestyle education, touting the benefits of ginseng, amazing recipes, exclusive offers, customer feedback stories and more! In addition, we want to incorporate a lifestyle section focusing on health and wellness. Dan's Farmaroot is a lifestyle brand. We care about our customers and we want to listen to them — everything from future product developments and social media engagement, to listening and hearing about how and what our customers are doing to improving themselves. That is what we are all about — improving one's physical and mental health.

We will have some amazing deals and giveaways including trips to our farm. We like nothing better than to have our customers visit our farms, especially during harvest time. You can see first-hand, the quality and care we put into cultivating what we feel is the world's greatest ginseng — Dan's Farmaroot. ♥



Simultaneously TASTY and HEALTHY! Meet the Ginseng Chocolate Chip Cookie!

INGREDIENTS AND BAKING INSTRUCTIONS:

In a bowl,

1. Add 3 cups of flour.
2. Add 1 tsp of baking powder.
3. Add 1 tsp of salt.
4. **Add 1 tsp of Dan's Farmaroot 100% pure ginseng powder.**
5. In a separate bowl, mix together 1 cup of butter, 1 cup of brown sugar and 1 cup of white sugar.
6. Add 2 eggs.
7. Add 2 tsp of vanilla.
8. Mix dry and wet ingredients.
9. Add 2 cups of chocolate chips.
10. Roll it into 1-inch balls and place it on a parchment lined tray.
11. Preheat oven to 350° F.
12. Bake for 11-15 minutes at 350° F, until cookies are no longer wet looking. Brown to the level you enjoy.



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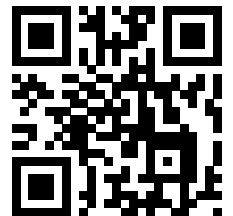
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