

# Hemp Gold™ Product Range FAQ's

## Hemp Gold™ Protein:

**What is the difference between the Hemp Gold™ Protein and the Hemp protein you used to sell?**

Our Hemp Gold™ Protein has been made from already de-hulled Hemp Seeds.

Hemp protein is what is left over after you extract the beautiful hemp seed oil from the Hemp seeds.

Regular Hemp Protein Powder is made from Hemp Seeds that have had the oil extraction done on the **whole seed**, including the outer husk, so there is always a percentage of the outer husk remaining in the protein powder created, which brings the protein percentage to around 50%.

By creating our Hemp Gold™ protein powder and Hemp Gold™ Seed Oil from already **dehulled hemp seeds**, it means that there is none of the outer husks in the protein powder, which naturally brings the protein content up to 60%, while still being 100% Hemp Protein!

Simply put, less husk = more protein!

**What are the ingredients?**

100% Hemp Protein derived from Hulled Hemp Seeds.

Hemp Gold™ protein is what is left over after you squeeze the oil out of hulled hemp seeds. There are no additives!

**How does it have a higher protein content than regular Hemp Protein powder if you haven't added anything to it?**

We have made our Hemp Gold™ Protein powder out of already dehulled Hemp seeds, which means that the husks have already been removed. This naturally gives a higher protein content of 60%.

Regular Hemp Protein Powder is made from Hemp Seeds that have had the oil extraction done with the whole seed, so there is always a percentage of the outer husk in the protein powder created, which brings the protein percentage to around 50%.

### What does it taste like compared to the Hemp protein you used to sell?

Hemp Gold™ Protein has a lighter flavour than regular Hemp Protein powder.

Regular Hemp Protein powder has a deep earthy and slightly grassy flavour.

Hemp Gold™ protein powder still has a lovely hempy flavour, but it is much milder than the regular stuff, with no strong aftertaste – kind of like turning the volume down!

This makes it easier to mix into your food creations without the flavour dominating and taking over!

### Is it irradiated?

No way Jose!

We would never irradiate any of our hemp products!

### Is it heat treated?

Our Hemp Gold™ Protein goes through a flash pasteurisation during processing to ensure that no pathogens (for food safety) can grow – this also improves the quality and shelf life!

This type of pasteurisation does not affect the nutrition components (protein content, vitamins and minerals) in any way – we have done rigorous testing to confirm this!

### Is it certified Organic?

Absolutely!

Our Hemp Gold™ range, as well as our core range of Hemp products are all Australian Certified Organic (ACO).

Australia has one of the strictest certifying criteria in the world, so you can rest assured that any product that carries the ACO logo is of the highest quality!

### What are the nutritional differences between the Hemp Gold™ Protein Powder and the Hemp protein you used to sell?

In addition to having a higher protein content, our new Hemp Gold™ protein is also higher in:

- Omegas (the good fats!)
- Vitamin E
- Magnesium
- Phosphorus
- Potassium

Plus, it also has almost 10g less carbs per 100g\*

\*Compared with regular Hemp Protein Powder

|              | Quantity per 100g |                 |
|--------------|-------------------|-----------------|
|              | Gold Protein      | Regular Protein |
| Protein      | 61g               | 50g             |
| Total Fat    | 18g               | 11g             |
| Carbohydrate | 5g                | 14g             |
| Iron         | 25.7 mg           | 25.0 mg         |
| Magnesium    | 1120 mg           | 820.0 mg        |
| Phosphorus   | 2540 mg           | 1800.0 mg       |
| Vitamin E    | 8.7 mg            | 1.0 mg          |
| Calcium      | 100 mg            | 170.0 mg        |
| Potassium    | 1980 mg           | 1500.0 mg       |
| Zinc         | 13.4 mg           | 14.0mg          |

### Why is it a different colour than the old one?

The green colour of hemp protein comes from the chlorophyll content.

Much of the chlorophyll is removed along with the outer husks during the de-hulling process. Because Hemp Gold™ Protein Powder is made from already de-hulled hemp seeds, it has a much lighter pale green/off white colour than regular hemp protein.

### What is the serving size and daily recommendation?

A serving size is 35g, which gives you a whopping 20g of pure, non-isolated and minimally processed organic plant-based protein!

Daily protein intake varies from person to person, depending on your activity level and body type. How much hemp protein to eat on a daily basis will also depend on the protein you are getting from all the other foods you consume throughout the day.

As a general rule, based on the Australian protein recommended intake, you can safely consume:

2.5 serves per day for woman.

3.5 serves per day for men.

For a more personalised recommendation we suggest you talk with your doctor or nutritionist.

### The pack size is smaller, and so is the number of serves per pack, but the price is the same – how is this benefitting me?

Great question!

OK, so the short answer is that there are more grams of protein in the new Hemp Gold™ packs than in the old ones!

The long answer takes a bit of math, so please bear with us.

As you can see from the graph below, based on our 900g Hemp Gold™ packs compared with the old 1kg Hemp Protein pack, the new Hemp Gold™ has 40g more protein per pack, and 6g more protein per serve.

This means you are paying LESS per g of protein!

|                     | Pack Size | Protein Content | Protein Per Serve | Servings Per Pack | RRP (\$) | \$/g of protein |
|---------------------|-----------|-----------------|-------------------|-------------------|----------|-----------------|
| Old pack            | 1000g     | 500.0 g         | 14                | 36                | 44.95    | 0.09            |
| New Hemp Gold™ pack | 900g      | 540.0 g         | 20                | 28                | 44.95    | 0.08            |

As people usually consume protein powder because they want to increase their daily protein intake, we wanted to make it simple for our customers to hit their protein goals, while also adding more value!

Based on our customer feedback, people are generally looking to add at least 20g protein per serve when they use a protein powder.

So, to make it easier we have increased the serving size suggestion from 28g to 35g, which gives you an amazing 20g of pure, non-isolated and minimally processed organic plant-based protein.

For those of you who would like to continue consuming the same amount as you have been used to from our old packs, it's very easy – just eat a serving size of 25g, which will give you the same 36 serves per pack as before, but actually gives you more grams of protein per serve (15g) than the old 28g serving did, because hemp Gold™ is naturally higher in protein content!

So, no matter how you eat it, you are getting more value with Hemp Gold™!

### **How do you recommend it be eaten?**

However you like - there are no rules with this one!

The simplest way to consume Hemp Gold™ Protein is to mix a 35g serve into 200ml water or milk of choice and drink.

But it is also delicious added to smoothies, shakes, and can be used in baking and for making protein balls and bars etc...

Because of the low husk content in Hemp Gold™ Protein it is a much finer and softer powder that dissolves easily and mixes really well into liquids and other foods, making it fantastic to use in all kinds of recipes!

### **How should I store Hemp Gold™ Protein Powder? Does it need to be refrigerated?**

Hemp Gold™ protein is fine to keep at ambient temperature in a cool dry place, even after opening. As it has had the oil removed (which is the part of the Hemp seed more susceptible to damage from temperature) it is much more stable than other hemp products.

If you live in a hot place, or you just want to maintain maximum freshness you can always pop it in the fridge if you prefer!

Hemp protein powder can also be frozen – so if you want to stock up and buy in bulk, you can always freeze part of it to greatly prolong the shelf life. If you do choose to freeze it, we recommend keeping it in the fridge once defrosted in case it has absorbed any moisture in the freezer.

### **Can you cook or bake with it?**

Absolutely!

Because of the low husk content in Hemp Gold™

Protein it is a much finer and softer powder than regular hemp protein, and it dissolves easily and mixes really well into liquids and other dry ingredients.

This makes it a fantastic option to use in all kinds of recipes!

You can use it to boost the protein content in breads and muffins etc...

Just be aware that it does not contain gluten, so cannot be substituted in full for flour in a recipe. Try experimenting by substituting a portion of flour in a recipe with hemp gold™ protein and find what ratio will work best – practice makes perfect!

It's also great to use for homemade protein bars and balls.

We have also had customers who have had great success using it in pastry and all kinds of bakery products...

The possibilities are endless!

### **Why isn't it processed in Australia?**

We would love to be able to process it here in Australia, but unfortunately don't have the right machinery yet. Due to the high oil content of hemp seeds, it needs specific machinery to extract oil from already de-hulled seeds.

FYI: Hemp protein powder is produced from what is leftover after the oil is extracted!

We simply don't have access to this machinery here in Australia yet, but luckily we can source this from our overseas partners at an affordable price until we are able to manufacture this product in Australia at a competitive price.

# Hemp Gold™ Oil:

## **What are the nutritional differences between the Hemp Gold™ Seed Oil and the Regular Hemp Seed Oil you used to sell?**

There is no detectable nutritional difference – the nutritional profile is the same!

## **Is your Hemp Gold™ Seed Oil irradiated or heat treated?**

No way Jose!

We would never irradiate or heat treat our hemp seed oil! That would defeat the purpose of consuming this valuable oil to get maximum benefit, as it would affect the valuable Omega 3's!

Plus the product would no longer be certified organic by ACO if irradiated - if there is the ACO logo on the pack, you can rest assured the product has not been irradiated!

That being said, if you do choose to heat hemp seed oil in a recipe or for cooking, it is still a wonderful healthy polyunsaturated oil to consume, but just be aware that most of the Omega 3 will turn into Omega 6.

As with all oil, never heat to smoking point, as this can cause oxidative damage and make the oil unhealthy to consume.

Hemp Oil has a smoke point of 165 degrees Celsius. If you wish to cook with hemp seed oil we recommend to only use a low heat setting.

## **Is it Cold Pressed and First/Virgin pressed?**

It sure is! As hemp seed oil is meant to be!

Unlike Olive oil pressing, where they often pass the pulp through the press several times to extract the oil, Hemp seeds are generally only pressed once. As the oil content is so high to begin with, the oil is pressed out very

successfully after one press. So, in essence, all hemp seed oil is first/virgin press.

## **Is the ratio of Omega 3 to 6 in the Hemp Gold™ Seed Oil the same as in regular Hemp Seed Oil?**

Yes it is! It has exactly the same nutritional profile as regular Hemp Seed Oil.

## **Is it certified Organic?**

Absolutely!

Our Hemp Gold™ range, as well as our core range of Hemp products are all Australian Certified Organic (ACO).

Australia has one of the strictest certifying criteria in the world, so you can rest assured that any product that carries the ACO logo is of the highest quality!

## **Why is it a different colour than your previous Hemp Seed Oil?**

The green colour of hemp oil comes from the chlorophyll content.

Much of the chlorophyll is removed along with the outer husks during the de-hulling process. Because Hemp Gold™ Seed Oil is made from already de-hulled hemp seeds, it has a much lighter greenish-yellowish colour than regular hemp oil.

## **What is the recommended dosage?**

We recommend a 20ml dose per day to get your daily dose of omegas – this is equivalent to approx. 1 metric tablespoon.

This can be divided up throughout the day – for example, you can add a teaspoon on top of each meal.

We have also had feedback from our customers that they like to take a full serve in the morning on an empty stomach, to get the anti-inflammatory benefits of omega 3.

Everybody is different, so we recommend starting off slowly, taking ½ teaspoon and slowly increase from there up to 1 tablespoon per day.

It is also an amazing highly moisturising oil to apply topically to your skin!

Many of our customers swear by it to assist with skin ailments such as eczema, psoriasis and other inflammatory skin conditions.

We recommend applying after a shower or bath, while the skin is still damp, as this helps it to absorb more quickly.

### **What does it taste like?**

Hemp Gold™ Seed Oil has a lighter more neutral flavour than regular Hemp Seed oil.

Regular Hemp Seed Oil has quite a deep earthy and slightly grassy flavour.

Hemp Gold™ Seed Oil still has a lovely hempy flavour, but it is much milder than the regular stuff, with no strong aftertaste – kind of like turning the volume down!

This makes it more mild, and easier to take on its own, or mix into your food without the flavour dominating and taking over!

### **How should I store Hemp Gold™ Seed Oil? Does it need to be refrigerated?**

Our Hemp Gold™ Oil is fine to be kept at ambient temperature in a cool place (below 20 degrees Celsius) until it is opened, but we recommend keeping it in the fridge once opened to retain freshness and maximum nutritional benefits.

Omega 3 is a highly sensitive oil that can be damaged through heat, light and air exposure, which is why we pack it in dark glass jars, with a nitrogen flush to ensure there is no light or air exposure before the bottle is opened.

If you are able to pop it in the fridge before opening it will help to prolong the freshness further!