

HYPER·U

Hyper health



U-EARTH



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Hyper health products



What is hyper health?

Hyper health is a term that you might not have heard before. Considering that there are numerous products on the market that promote a healthy lifestyle, this might come as a surprise.

It shouldn't though, as the health industry is going through an exciting period of research and development, and innovative offerings are constantly being released to satisfy demand.

Health has recently been repositioned at the core of consumers' concerns. As such, there's an emerging, multidimensional concept to health, which considers many different things: ingredients, people and the planet.

Why is it called hyper health?

It's all about nature

Pick up any item in a supermarket or grocery store and you'll notice just how many products feature artificial or synthetic ingredients. This isn't always a bad thing, but in most cases it comes down to a decision based around cost and convenience rather than an enhancement of health for the consumer.

Hyper health is all about making sure that the products that you enjoy are sustainably sourced and come directly from natural sources. The world has survived for millions of years through its rich and plentiful offerings, with humanity having been able to enjoy the benefits of all that nature has to offer over many millennia.

It's scientifically proven

There are many health products that sound impressive but don't actually have the science to back up their claims. It's important to differentiate between those ingredients that are scientifically tested and proven to work against those that are offered as a 'natural solution' but have never shown their worth when tested in lab conditions.

Hyper health puts a strong focus on only using ingredients that have been researched and found to offer incredible benefits to the user. There are no false claims, just pure positives for the person that is using the product. Because of the fast pace of modern science and technology, hyper health products are appearing all the time and this is only set to continue.

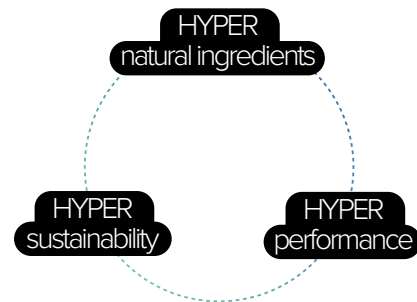
It's for everyone

Hyper health brings together the qualities of nature with the wonders of modern science, condensing key vitamins and minerals into supplements, creams and more, ensuring that you are able to take advantage of the benefits of nature no matter where you are in the world.

Someone living in a small city in the US may not be familiar with a plant that those in Siberia have sworn by for decades, while the world's five Blue Zones (areas that see a higher than usual number of people live much longer than average) may be able to provide a key ingredient not often found in a busy cosmopolitan city. By using hyper health products, you are able to enjoy these benefits without leaving the place that you call home, and allowing yourself a better quality of life in the process.

Pillars of hyper health

Although the products being offered might change, the core pillars of hyper health never do.



- **Hyper natural ingredients:** hyper health products always use only the finest premium natural ingredients. No compromises.
- **Hyper performance:** a hyper health product will always work to deliver hyper performance. The best return on your investment that maximises your productivity, from both a physical and mental point of view.
- **Hyper sustainability:** as long as it's possible, hyper health ensures a sustainable future by only using materials that are recyclable, reusable or compostable.

Those who begin a hyper health journey often see improvements in their day-to-day life almost immediately. Interested to see if hyper health is for you? Read on.

How do I know hyper health is for me?

Hyper health products are used by many different people for many different reasons. You might only fit into one category or a selection of them. This isn't a comprehensive list but should serve as an introduction to see if hyper health products are right for you.

Hyper health should be used by someone looking for...

Increased energy

Many of us could do with an increased level of energy. The demands of the modern world mean that it can be difficult to keep up with the tasks that you want to be doing alongside the tasks that have to be done. Hyper health products can help by giving you the boost you need to tick every task off your list without tiring yourself out.

Natural solutions

Hyper health products are all about using the power of the environment in the most effective manner. Too many health products rely on artificial stimulants and additives but hyper health is focused on ensuring that the ingredients that make their way into your body are sourced directly from the natural world and use nature's resources to enhance your day-to-day life.

Maximum performance

Particularly applicable to those who practice sport and fitness, hyper health products can push those who take them to the very top of their game. When it comes to sport at the professional level, many results come down to the finest of margins, which is where hyper health products really come into their own. Maximise performance and be rewarded for your efforts.

Decreased stress levels

There are so many difficulties that people face in their daily lives that it can be hard to keep stress levels in check. By providing a natural solution for your body, stress management is easier to maintain throughout the day. As levels of stress decrease, you will feel more productive and relaxed, leading to a better quality of life overall.

These are just four key areas in which hyper health can improve daily living but there are many reasons you might be looking into using a health product, so it's best to broaden your research to find the right product for you!



Blue zones: a clue for hyper health?

[Blue Zones](#) are regions of the world thought to have a higher than usual number of people that live much longer than average. Identified by Gianni Pes and Michel Poulain, Blue Zones may hold the key in helping to progress the hyper health revolution.

What is a Blue Zone?

The concept of a Blue Zone came about from research conducted in 2004. At its most simple, it focuses on areas that have a higher than average lifespan. For example, Sardinia's Nuoro province was the first area identified because it has the most concentrated number of centenarians in the world.

How many Blue Zones are there?

According to current research, there are only five Blue Zones around the world. They can be found in:

- Nuovo province, Sardinia, **Italy**
- Islands of Okinawa, **Japan**
- Nicoya Peninsula, **Costa Rica**
- Icaria, **Greece**
- Loma Linda, **USA**

The village of Seulo in Nuovo province has recorded 20 centenarians between 1996 and 2016, confirming it as the place where people live longest. Quite the feat considering that it has a population of fewer than 1000 people.

Is it all about age?

Although a Blue Zone is most easily identified by the number of people who live a long and healthy life within their environment, it isn't just about the 'what?' but the 'why?'. From research, it has been found that Blue Zones support the idea of community involvement, healthy eating and an active lifestyle.

How can Blue Zones aid in hyper health?

Although it isn't possible to bring all the aspects of a Blue Zone together in the form of a single supplement or product, it is possible to identify some of the elements that create a healthy diet for those living in Nuovo province or Icaria.

Research conducted on longevity of life has identified plant species with cell rejuvenation properties, which are exactly the sort of ingredients hyper health products look to use to enhance the lives of many more people around the world.

The Blue Zone's common denominators for good health and longer life expectancy are:

- 1 Daily walking
- 2 Eating until you are 80% full and eating the smallest meal in the early evening
- 3 Stress-relieving daily practices like meditation or prayer
- 4 A daily purpose
- 5 A largely plant-based diet
- 6 Strong social networks
- 7 A spiritual practice
- 8 Close family ties
- 9 Modest consumption of red wine with meals

A sustainable approach

Hyper health products are excellent for providing a better quality of life in terms of allowing people to become more productive, decrease stress levels and maximise performance. But it isn't just about that. Hyper health also promotes sustainability in the wider world; it's no use leaning on the environment to provide, if we don't in turn provide for the environment.

Sustainability is at the heart of hyper health

Think of how much rubbish ends up in landfill sites around the world. Habitats are being ruined, ecosystems are being harmed and creatures great and small are dying as a result of the abundance of litter that covers our planet. This has to change.

Thankfully, hyper health puts sustainability at the heart of its product offering by looking to use only the most premium sustainable ingredients, sourced in a sustainable way. Alongside this, the manufacturing process aims to be as environmentally-friendly as possible while the end product - from boxes to the containers in which the product is housed - are all chosen with sustainability in mind.

There is only one planet... we need to take care of it

We all have to share the Earth and although using the planet's resources is inevitable to encourage growth of the human race, this can be accomplished with a sustainable mindset, especially considering recent climate reports.

With this in mind, hyper health products look to ensure that away from the product itself, everything else should be reusable, recyclable or compostable. This ensures that Earth is in no way harmed; hyper health isn't just about the health of the user but the health of the world as a whole including animals and the environments that they call home.

How does hyper health help with sustainability?

By focusing on using materials that are reusable, recyclable or compostable, it ensures that these factory-created products won't harm the environment in the long term. Glass containers can always be reused to hold something else or perhaps be recycled into something different, while compostable materials enrich the environment when they break down.

Alongside this, it is important to note that no animals are harmed either. Hyper health means creating all natural, vegan products to ensure that both everybody is catered for and that nothing is harmed throughout the manufacturing process. This can be difficult to achieve when making supplements but where there is a will, there's a way! That's the beauty of using scientific research, development and innovation to advance the hyper health cause; many other areas that might not be focusing on hyper health also benefit.



Hyper health products

Now that you've read about what hyper health is, who should use hyper health products, where they come from and how sustainable they are, we come to the obvious question – what hyper health products are currently available?

Supplements

With a market size valued at over \$150 billion, supplements are the main focus of hyper health products right now. The majority of supplements are not focused on hyper health but times are changing and it's a lot easier to find a hyper health product than it's ever been. The best bit? It's only going to get easier as the market continues to grow.

Nutritional bites

If you have ever set foot in a health food store, it's almost guaranteed that you'll get to the counter and see an array of healthy bars lined up to tempt you just as you're about to pay. Although a smaller market than that taken up by supplements, nutritional bites are growing in popularity. Perfect for giving you a boost ahead of a workout or to keep your energy levels high on a busy day, nutritional bites and bars are a large part of the hyper health product line.

Energy drinks

When talking about energy drinks, it's important to note that the sugar laden mass market beverages you see in most supermarkets are not the product we mean. Hyper health energy drinks rely on all natural ingredients that serve to enhance your everyday lifestyle while quenching your thirst. Available in many different sizes from small shots to larger drinks, there's almost no end to the different flavours available.

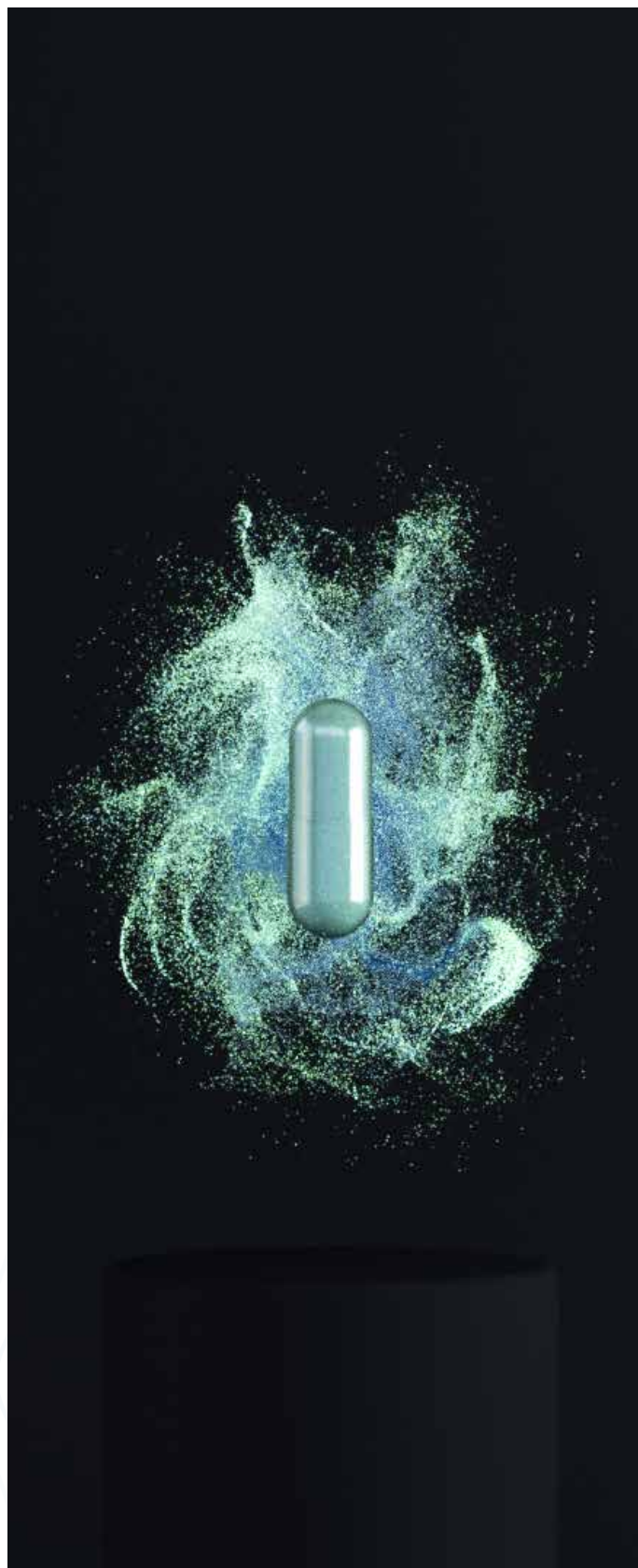
Skin creams

Skin creams and moisturisers are a large part of many people's daily routines, but as yet there aren't too many products available that can claim to be part of the hyper health revolution, not only because of ingredients used in the product itself but because of the plastic containers in which the product is sold. Even so, there is a small but dedicated movement in the skin cream sector and we can't wait to see how hyper health skin creams continue to develop.

The future of hyper health products

Hyper health products are an exciting new area in retail and healthy living but it's only going to get more exciting as research and development continues! The innovation on display shows that eventually, it will be possible (and affordable!) for customers to enjoy personalised hyper health products with the ingredients and their quantities individually tailored to each person.

This area is only going to grow and we can't wait for hyper health to continue to grow as time goes on. Congratulations for being a part of it at the very start; your body and the planet will be truly grateful!



About U-Earth

U-Earth is a biotech company whose mission is to make clean air a human right and to provide it for all by decontaminating the planet via bespoke, eco-friendly air purification solutions, technologies, and tools, building a community of game changers and pioneers to help in the air quality revolution.

About U-Earth Store

U-Earth Store is a hyper health store, providing environmental and health conscious people a set of biotech products that fight physical and emotional stress and help you become a better version of yourself while respecting the planet. At the U-Earth Store, every purchase has a purpose.



Become the new U

For more information

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