



VEGA

*Real Food.  
Fast.*

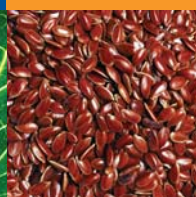


### WHY COMPROMISE?

Vega combines whole food goodness  
with fast food convenience.

Made exclusively from natural  
plant-based ingredients,  
Vega is real food, fast.

[www.myvega.com](http://www.myvega.com)



sequel  
SEEK WELLNESS

## Plant-based Whole Foods for Optimal Health



### Dark Green Vegetables

The latest dietary recommendations suggest that most adults should eat at least three cups of dark green vegetables a week. To reach this amount, you could have a half-cup serving every day, or larger servings several times a week. Spinach, broccoli, swiss chard, kale and romaine lettuce are all good choices.



### Berries

Berries are an excellent source of antioxidants, the term used to describe the agents that counteract the destructive effects of free radicals. Other great sources include fruits and vegetables with strong vibrant colors. Raw fruits and vegetables provide the highest concentration and best absorption of antioxidants.



As a medical doctor, practicing integrative medicine, I have been helping thousands of people over the past 25 years with something called nutritional stress. In my opinion, it is the most underestimated cause of suboptimal health.

What is nutritional stress? It's the average North American diet, high in refined carbohydrates and unhealthy fats and deficient in complex carbohydrates, fiber and essential fatty acids found in whole grains, legumes, seeds, nuts, fruits and vegetables.

Frequent consumption of fast/convenience foods leads to many health problems and over time, wears down the endocrine system and our organ reserves. Micronutrient deficiencies develop and psychological, emotional and financial stressors only further exacerbate the problem.

### Key Benefits Of Reducing Nutritional Stress

- Reduced biological age
- Longer life expectancy
- Less body fat, more lean muscle
- More energy, strength and endurance
- Improved productivity and mental clarity
- Higher quality, deeper sleep
- Improved resistance to illness
- Quicker recovery from exercise
- Fewer cravings and less hunger
- Elevated mood and desire to excel

The good news is that the effects of nutritional stress can be reversed through consuming more alkaline forming, plant-based whole foods. As proven by Brendan Brazier, some of the world's top endurance athletes eat only plant-based foods; if it works for them, it can work for you.

I recommend Vega to all my patients who suffer from nutritional stress, as it is a convenient, easily digested and complete source of plant-based whole foods. I believe that after trying Vega, you will be convinced that a diet rich in plant-based whole foods is the true future of optimal health.

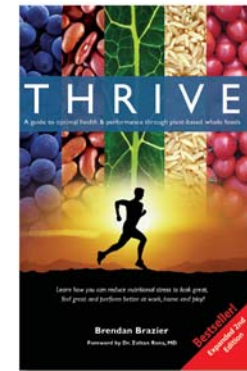
Dr. Zoltan Rona, MD, MSc

## About Brendan Brazier, Formulator of Vega

Told from the onset that a plant-based diet wouldn't cut it on the professional Ironman circuit, Brendan's nutritional journey began with unpromising results. Several months of chronic hunger, the need to constantly eat and reduced energy levels culminated in a decline in athletic performance.

Brendan's stubborn curiosity persevered however, and after many years of research, trials and tribulations, he created a plant-based whole food diet that worked better than he had ever expected. Since then, Brendan has become a top professional Ironman triathlete, crediting his diet for his success competing in one of the world's most demanding sports.

Driven by the desire to share his findings with like-minded others, Brendan wrote his first book, *THRIVE: A guide to optimal health and performance through plant-based whole foods*, available throughout North America at health food stores, major book retailers and online. The first edition of *THRIVE* became an immediate best-seller and a second, expanded edition was published just six months later.

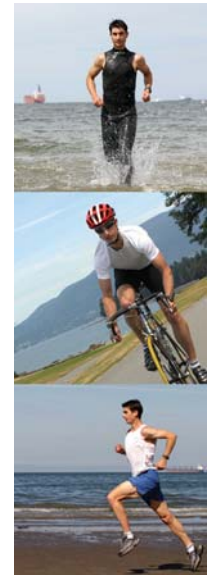


Meanwhile, prompted by the success of his book and growing consumer demand, Brendan partnered with Sequel Naturals to create the Vega line of plant-based whole food products. From formulation to raw material sourcing, Brendan was instrumental in the entire product development process.

Speaking throughout North America, Brendan continues to educate on the value of a properly implemented plant-based diet for improved vitality and performance. For more information, visit [www.brendanbrazier.com](http://www.brendanbrazier.com)

"I formulated Vega using the highest quality, least processed, plant-based superfoods available. Armed with Vega, you will no longer need to compromise between whole food goodness and fast food convenience. To me, Vega is a way of life—I hope you enjoy it as much as I do."

Brendan Brazier



### The Ironman Triathlon

Swim 2.4 miles, bike 112 miles and run 26.2 miles. All in a day's work for Brendan Brazier, professional Ironman triathlete. Considered one of the world's most demanding sports, the Ironman presents a stern test of body, mind and spirit for professional and amateur athletes alike. In fact, for many Ironman contestants, just crossing the finish line means victory.

## Vega's Guiding Principles

*"Hi, just wanted to let you know that I'm a new convert to Vega. Not only do I get my protein but it is also a meal replacement. I've developed a lot of sensitivities and avoid anything unnatural these days so I was doubly pleased to be able to enjoy and tolerate this great new drink. What is neat is that I've tried hemp based and other green supplements and have just not liked them so bravo to you!" - Maureen L.*



### Whole Grains

A great source of food energy, whole grains have their natural fiber intact so they are less rapidly digested and enter the system more slowly. This dampens insulin secretion and puts less stress on the body. Whole grains that are alkaline and gluten-free include amaranth, quinoa, millet, wild rice, brown rice and buckwheat.

Quite often the simplest solution is the best one. Over the past 50 years, however, our Western culture has managed to complicate matters concerning diet and its relation to health. Obesity and malnourishment exist simultaneously while the over-consumption of calorie-rich but nutrient-poor foods drain our energy. To make matters worse, we treat obesity with drugs and fad diets and combat fatigue with refined carbohydrates, sugar and caffeine. These are short-term solutions that eventually render us energy depleted, over-stimulated, chronically stressed and vulnerable to illness and premature aging.

So what can we do to address this problem? Today, many health experts believe the solution is to consume primarily plant-based whole foods; pure and simple as nature intended. Whole foods support all the requirements of a healthy body system, from absorption to elimination.

The challenge with whole foods has always been their relative inconvenience to prepare, compared to the gamut of fast food offerings so readily available to us. Born of the belief that one should not have to compromise between whole food goodness and fast food convenience, Vega was created with the following principles in mind:

### **Plant-based whole foods are the true future of optimal health**

"Eat your fruits and vegetables." This is one of the most tried and true recommendations for a healthy diet. Plant-based foods are rich in antioxidants, essential vitamins and minerals, enzymes, fiber and phytonutrients. Countless studies support their many health benefits, including lowered risk for certain cancers, stroke, heart disease and high blood pressure. Vega is made exclusively from plant-based whole foods.

### **Raw, alkalizing foods are the best defense against illness and disease**

In stark contrast to processed food, raw plant-based whole foods foster an alkaline environment within the body, an ideal platform upon which optimal health can be built. The main cause of all illness and disease stems from the disruption of pH balance in the body. Raw, alkaline foods help neutralize acid in our diet to promote healthy pH balance. Vega is slightly alkaline, similar to human blood.

### **Nutrient density is more important than calories**

Once the body is supplied with the nourishment it needs, cravings will cease. Consuming nutrient dense whole foods is a healthy way to naturally reduce caloric intake resulting in the creation of a stronger, leaner body. Vega is very nutrient dense, yet low in calories.

### **Food should provide energy, not drain it**

Ease of assimilation is a key benefit of wholesome, natural food. The less energy the body must spend on digestion and assimilation, the more it will retain. Enzyme rich to conserve energy upon digestion, Vega offers superior net energy gain.

### **Food should energize through nourishment, not stimulation**

Refined foods, sugar and caffeine 'lend' temporary energy by stimulating the adrenal glands, creating a brief increase in energy levels but eventually resulting in fatigue. Vega contains an ideal balance of essential fatty acids, fiber and low glycemic carbohydrates to provide a constant, enduring supply of energy through nourishment, not stimulation, resulting in improved performance, mental clarity and enhanced ability to burn body fat.

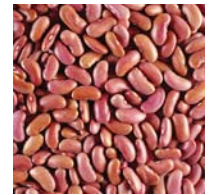
### **Avoid common allergens to reduce food sensitivities**

Many people, whether they know it or not, have sensitivities to foods that are abundant in the modern diet; commonly resulting in headaches, mild flu-like symptoms, low energy, and difficulty shedding body fat. Clean and green, Vega is free of most common allergens including artificial sweeteners, corn, dairy, gluten, soy, wheat and yeast.

### **It is possible to grow a younger body**

Regular exercise to break down body tissue, coupled with premium, whole food nutrition to rebuild it is what keeps us biologically young. Depending on activity level, six to eight months from now your body will have regenerated almost all of its tissue at the cellular level. It will literally be made up of what you eat between now and then. Supply your body with premium building blocks such as those found in Vega and the result can literally be a healthier, younger body.

*"Having been a user of both protein bars and vegetable/fruit bars for a number of years, finding a bar which combines the best of both has been impossible until now. Vega bars do just that. Beyond this, they just taste great. Leading an active and hectic lifestyle such as I do, I struggle to include enough fiber in my diet. Vega provides an easy and tasty way of supplementing my fiber intake and they are a healthy snack on the go". - Eric H.*



### Legumes

A class of vegetables that includes beans, peas and lentils, legumes are among the most versatile and nutritious foods available. High in protein, fiber, vitamins and minerals, legumes may be beneficial in the treatment and prevention of several conditions, including cardiovascular diseases, diabetes, obesity and osteoporosis.



# Vega Whole Food Meal Replacement

A synergistic collection of Brendan's favorite plant-based superfoods, Vega is not only a complete meal replacement, but also an ideal daily health-optimizing supplement. High in fiber, protein and essential fatty acids, Vega is naturally filling and satisfying, helping to reduce appetite and cravings. Each serving of Vega supplies:

- 25g of complete, broad spectrum protein
- 9g of soluble and insoluble fiber
- 7g of essential fatty acids (mostly Omega 3's)
- 2.5g of ChlorEssence (high CGF chlorella)
- 2.5g of MacaSure (gelatinized maca)
- Antioxidant berry complex (800+ ORAC)
- 24 natural vitamins and HVP-chelated minerals
- Phytonutrients including chlorophyll and sterols
- Dairy-free probiotics and digestive enzymes



Each serving of Vega contains a full dose of MacaSure and ChlorEssence

Easily digested, alkaline and great-tasting, Vega is clean and green, containing no animal products, corn, dairy, egg, fillers, gluten, soy, sugar, wheat or yeast. Absolutely no artificial colors, flavors, preservatives or sweeteners and GMO and pesticide-free.

Vega is available in wholesome and delicious Natural, Berry and Chocolate flavors, in three sizes: individual 20g Snack Packs, small bottles containing 7-8 servings and large bottles containing 15-17 servings. One serving of Vega is a complete meal, exceeding all meal replacement requirements, but people with smaller appetites may find half a serving sufficiently satiating.



Visit [www.myvega.com](http://www.myvega.com) for a vegan 7 day sample meal plan by Brendan Brazier.

## Supplement Facts

Serving Size: 2 Scoops (57 g)  
Servings Per Container: 17

	Amount Per Serving	% Daily Value*
<b>Calories</b>	240	12%
Calories from fat	80	**
<b>Total Fat</b>	9 g	14%
Saturated fat	1.5 g	8%
Trans fat	0 g	0%
Omega 6	2.5 g	**
Omega 3	3.5 g	**
<b>Cholesterol</b>	0 mg	0%
<b>Sodium</b>	250 mg	10%
<b>Potassium</b>	800 mg	23%
<b>Total Carbohydrate</b>	16 g	5%
Dietary fiber	9 g	36%
Sugars	2 g	**
<b>Protein</b>	25 g	50%

Vitamin A	1,250 IU	25%
Vitamin C	15 mg	25%
Vitamin D2	50 IU	13%
Vitamin E	4 IU	13%
Vitamin B1	0.3 mg	20%
Vitamin B2	0.4 mg	24%
Vitamin B3	6 mg	30%
Vitamin B6	0.4 mg	20%
Folic Acid	60 mcg	15%
Vitamin B12	0.25 mcg	4%
Biotin	25 mcg	8%
Vitamin B5	1.25 mg	13%
Calcium	300 mg	30%
Iron	2.5 mg	14%
Phosphorus	500 mg	50%
Iodine	40 mcg	27%
Magnesium	120 mg	30%
Zinc	3 mg	20%
Selenium	10 mcg	14%
Copper	0.5 mg	25%
Manganese	1 mg	50%
Chromium	10 mcg	8%
Molybdenum	20 mcg	27%

\* Percent Daily Values are based on a 2,000-calorie diet.  
\*\* Daily Value not established.

### Broad Spectrum Protein

- 40% of calories from protein with all essential amino acids, sourced from hemp, pea, rice, flax and chlorella
- Multiple sources of protein to ensure a complete and well balanced amino acid profile
- 30% of protein is raw and alkaline for easy digestion

### Essential Fatty Acids

- 30% of calories from naturally occurring essential fatty acids sourced from flax, hemp and chlorella
- Each serving of Vega provides as much Omega 3 fatty acids as half a pound of wild coho salmon
- Omega 3's may reduce the risk of heart disease

### Quality Carbohydrates

- 30% of calories from naturally occurring complex carbohydrates sourced from hemp, flax, rice and maca
- Low glycemic index for a constant, enduring energy supply without stimulation
- No added sugar or artificial sweeteners

### Full of Fabulous Fiber

- 9g of soluble and insoluble fiber sourced from hemp, flax, FOS, chlorella and maca
- Over one third of daily required intake in each serving to help balance blood sugar and improve elimination

### ChlorEssence (high CGF chlorella)

- Richest source of chlorophyll in the plant kingdom
- CGF (chlorella growth factor) is high in DNA & RNA
- Cleanse, detoxify and support immune system function

### MacaSure (organic gelatinized maca)

- Rich in alkaloids, sterols and trace minerals
- Support adrenal glands and help balance hormones
- Increase energy, reduce stress and enhance libido

### INGREDIENTS (NATURAL FLAVOR)

Hemp protein, yellow pea protein, whole milled flax seed, brown rice protein, fructo-oligosaccharides, ChlorEssence (high CGF chlorella), MacaSure (gelatinized maca), potassium phosphate, natural vanilla flavor, xanthan gum, calcium phosphate, digestive enzyme blend, magnesium HVP chelate, stevia leaf, ORAC 800+ mixed berry complex (wild blueberry, blueberry, black raspberry, luohan gao fruit extract, cranberry juice extract, grapefruit juice extract, marion berry, boysenberry, blackberry, grape extract), sodium chloride, probiotic blend (Lacidophilus/B.bifidum), iron HVP chelate, zinc HVP chelate, vitamin C (ascorbic acid), molybdenum HVP chelate, manganese HVP chelate, vitamin B3 (niacin), vitamin E (d-alpha tocopheryl acetate), copper HVP chelate, potassium iodide, biotin, vitamin A (palmitate), selenium HVP chelate, calcium D-pantothenate, vitamin D (ergocalciferol), chromium HVP chelate, vitamin B6 (pyridoxine hydrochloride), vitamin B2 (riboflavin), vitamin B1 (thiamine hydrochloride), folic acid, vitamin B12 (cyanocobalamin).



# Vega Whole Food Energy Bars

Finally, no need to compromise between whole food goodness and fast food convenience! Like our popular Vega whole food meal replacement, our new Vega whole food energy bars are made exclusively from natural, plant-based ingredients.

Vega whole food energy bars offer unparalleled nourishment in a convenient, delicious form and provide constant, enduring energy through nourishment, not stimulation. Each Vega bar features:

- 10g of complete raw protein for easy digestion
- 6g of both soluble and insoluble dietary fiber
- 6g of sprouts, rich in enzymes and phytonutrients
- 4.5g of omega 3 & 6 essential fatty acids

Unlike traditional cooked and processed bars, Vega bars are 100% raw, alkaline and enzymatically alive, requiring less energy to digest and providing a greater net energy gain. An ideal snack for people on the go, Vega bars provide high quality convenient nutrition without compromises.

Clean and green, Vega bars contain no refined sugars, oils, gluten or soy and are GMO and pesticide-free. Moist and delicious, Vega bars are available in chocolate, berry and natural flavors.



### Hemp protein

- Alkalinizing complete raw protein comprised mainly of edestin, the easiest form of plant protein for the body to digest
- High in chlorophyll, antioxidants, Omega 6 EFA's and fiber



### Sprouted flax seeds

- Sprouted to enhance nutritional value and ease of digestion
- Loaded with enzymes, Omega 3 EFA's, probiotics, phytonutrients, lignans, antioxidants and fiber



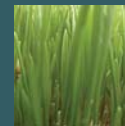
### Agave Nectar

- Extremely low glycemic carbohydrate (much lower than bread, pasta, potatoes and rice) for sustained energy and balanced blood sugar levels
- Agave nectar is raw, low in calories and easy to digest



### Sprouted mung beans

- Raw and alkalinizing complete source of high quality plant protein (complementary to hemp) for easy digestion
- Power packed with enzymes, vitamins and minerals



### Wheatgrass

- Highly alkalinizing and great source of chlorophyll, protein, vitamins, minerals, antioxidants and phytonutrients
- An enzyme rich blood booster, cleanser and energizer



### Dulse

- Rich in essential minerals, protein, trace elements and electrolytes for improved hydration, fluid assimilation and muscle contractions
- Supports healthy thyroid gland activity and function

Nutrition Facts		Amount	% DV*	Amount	% DV*
Per 1 bar (63 g)	<b>Fat</b>	10 g	15 %	<b>Sodium</b>	5 mg
	Saturated	1 g	5 %	<b>Potassium</b>	290 mg
	+ Trans	0 g		<b>Carbohydrate</b>	31 g
	<b>Omega-6</b>	3 g		<b>Fibre</b>	6 g
<b>Calories</b> 240	<b>Omega-3</b>	1.5 g		<b>Sugars</b>	23 g
	<b>Cholesterol</b>	0 mg		<b>Protein</b>	10 g
* DV = Daily Value	Vitamin A		0 %	Calcium	2 %
	Vitamin C		2 %	Iron	8 %
	Vitamin E		8 %	Magnesium	15 %

### INGREDIENTS (NATURAL FLAVOR)

Dates, hemp protein, almond butter, organic sprouted whole flax seeds, agave nectar, almonds, raisins, sesame seeds, organic sprouted mung beans, organic wheat grass, lemon juice, organic dulse.

## Brendan's Favorite Vega Recipes

"Vega is the best meal replacement I've ever taken. It works! Because it is high in fiber it suppresses my hunger for a long time and I have no cravings for junk food. Now that I feel satisfied for a long period of time it gives me time to prepare a nutritious meal that I can sit down and enjoy. The best part for me; drinking Vega was a great incentive, as I would finally get my greens, plus all the extra benefits that came with it." - Angie G.



Made with whole grains, seeds and nuts, Nature's Path Optimum Rebound cereal is organic, high in fiber, low in sodium and sugar and contains no trans fats. Plus it's vegan friendly and delicious too!  
[www.naturespath.com](http://www.naturespath.com)

I formulated Vega to be nutritionally complete when mixed only with water; but you may choose to use soy, rice or almond milk or even juice instead. Alternatively, you can blend up your own smoothie creation using your favorite fruit, juice, ice, nuts and seeds etc. Vega can also be used as a fortifying topping for your cereal.

Though I usually take Vega just shaken up with cold water, sometimes I pull out my trusty old blender and indulge myself. The following are my favorite Vega smoothie recipes – just blend together and enjoy!

### Vega ginger pear smoothie

- 1/2 serving Natural Vega
- 2 cups cold water (or 1 1/2 cups water plus 1 cup of ice)
- 1 banana
- 1/2 pear
- 1 tablespoon fresh ginger (finely grated)

### Vega chocolate almond smoothie

- 1/2 serving Chocolate Vega
- 2 cups cold water (or 1 1/2 cups water plus 1 cup of ice)
- 1 banana
- 1/2 pear
- 1/4 cup almonds (soak raw almonds overnight)

### Vega energy pudding

A nutritionally balanced blend of easily digestible high-nutrient foods, Vega energy pudding is an ideal pre-exercise snack.

- 1 serving Chocolate Vega
- 2 bananas
- 1 cup blueberries
- 1/2 cup almonds (soak raw almonds overnight)
- 1 tsp lemon juice
- 1/4 tsp sea salt

Process everything in a food processor until smooth and creamy. Makes two servings. For extra flavor and crunch, I often sprinkle a cup of whole grain cereal over my energy pudding. My favorite cereal is Nature's Path Optimum Rebound.

### Vega homemade energy bars

Before we launched our new Vega Whole Food Energy Bars, I made these bars up myself, a fresh batch each week. No cooking required; all you need is a food processor

- 1 serving Berry or Chocolate Vega
- 1 cup dates (non-dried works best)
- 1/2 cup almonds
- 1/4 cup sesame seeds
- 1/4 cup cranberries or blueberries
- 1 tsp lemon zest or lemon juice

Process all ingredients in a food processor until roughly chopped (not too fine) and combined. Remove mixture from processor, put on clean surface and add 1 cup rolled oats plus 1/2 cup frozen cranberries or blueberries. Knead mixture until smooth, roll out with a rolling pin (put wax paper on top to prevent mixture from sticking to rolling pin) to desired bar thickness and cut into individual bars. As the bars dry they become easier to handle. Makes approximately 12 x 50g bars.

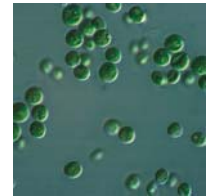
### Possible Cleansing Symptoms

Some sensitive people or those with weak or compromised digestive systems may experience some unpleasant cleansing symptoms when first consuming whole foods rich in phytonutrients. Duration of symptoms vary but usually last less than a week. The following are some of the more common ones:

- **Bloated stomach and gas:** During digestion, food undergoes decomposition, and the body quickly discharges the potentially harmful gas.
- **Diarrhea:** Your body tries to quickly excrete undesirable substances. People with weak digestive systems or those who eat few fruits and vegetables are most susceptible.
- **Constipation:** Dehydration can cause constipation. Foods high in fiber must be accompanied by water. Drink at least 8 glasses of water daily to expand and activate your intestines.

To minimize cleansing reactions, start by taking just a small amount of Vega, perhaps one-quarter to one-half of the suggested serving size and increase consumption gradually as your body adapts to it. Uncomfortable as they may be, cleansing symptoms are indicators that your health condition is improving. Discontinuing Vega during the cleansing period may retard your body's adaptation process and prolong cleansing symptoms.

"Vega has been a lifesaver for me as a mother of two young toddlers! It's been a quick and easy breakfast shake for our older child ever since she was a year old and I give both of them the Vega bar whenever we have a "fussy eater" day. I feel good giving them Vega because I know that it's organic and it has complete EFA's for my kids' brain development. I recommend Vega to all busy moms looking for healthy, convenient food for their kids." - Eve C.



### Chlorella

A microscopic green algae, power-packed with nutrition, chlorella contains more chlorophyll than any other plant. As the life blood of all plants, chlorophyll is regarded as the most effective natural blood cleanser and detoxifier. Chlorella is also the richest source of the nucleic acids DNA & RNA, the building blocks of all matter.

[www.chloressence.com](http://www.chloressence.com)

## Vega Ambassadors



### **Bif Naked**

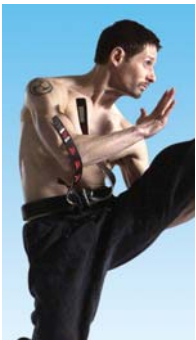
Recording Artist  
and President of  
HRM Records/  
Bodog Music  
[www.bifnaked.com](http://www.bifnaked.com)

### **Bif Naked**

As an entertainer and raw-food vegan, my career and lifestyle's physical demands are tremendous. From performing, songwriting, recording and running my own record company to touring, traveling and working out, my schedule is hectic, intense and ever-changing. Amongst the chaos I often find it challenging to eat properly.

With Vega, I've finally discovered a meal replacement that provides me with enhanced performance and contributes to my overall health and well-being! I take Vega with me whenever I travel or know I won't have time to eat a normal meal. With Vega I know I am getting a guilt-free, complete, healthy meal without compromising my nutritional needs.

Vega is the very sustenance I need to strengthen and energize myself, allowing me to totally honor my body and mind. Taking care of myself is very important to me, and as someone who believes wholeheartedly that "you are what you eat", I am therefore one living, natural girl, full of life-force and love. With Vega, I am ready to ROCK!



### **Cameron Shayne**

Personal Trainer and  
Creator of Budokon  
[www.budokon.com](http://www.budokon.com)

### **Cameron Shayne**

I travel all over the world teaching Budokon - a holistic training program I created which combines yoga, martial arts, holistic nutrition and self-empowerment techniques for physical, emotional and mental health.

My client list includes some of the world's top athletes including Carolina Panthers Quarterback Rodney Peat and Volleyball Gold Medalist Kerri Walsh. Many of my clients are in the entertainment business, including Jennifer Aniston, David Arquette, Courteney Cox, Renee Russo, Amber Valetta, Kirtsy Hume and Meg Ryan.

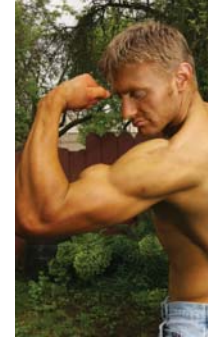
Because my clients and I eat a wide range of foods including meat and dairy I advocate Vega as it is the perfect balance of nutrients for any diet. For me there is no other meal replacement on the market with such high standards of quality and integrity. I highly recommend Vega to my clients and students and I don't leave home without it!

### **Robert Cheeke**

As a vegan bodybuilder, I want to show others that it is possible to gain significant muscle and strength on a vegan diet and I want to inspire others to follow this lifestyle. I love being vegan and knowing that I am having a positive impact on our society. I believe that a plant-based diet is one of the best things you can do for your health, and the well-being of our environment.

One of my favorite foods when I'm running short on time is a meal replacement called Vega. Made exclusively from natural, plant-based whole foods, Vega meets all my nutritional needs and it tastes great too! For me, it is the ultimate post-workout meal replacement - I drink a Vega shake after each workout to replenish all the nutrients lost through intense training.

With Vega I know I'm giving my body the premium fuel it needs to maximize my athletic potential. I believe taking a Vega shake daily helped me win the 2005 INBA Northwestern USA Natural Bodybuilding Overall Novice Championship.



### **Robert Cheeke**

President of Vegan  
Bodybuilding  
& Fitness  
[www.veganbodybuilding.com](http://www.veganbodybuilding.com)

### **Thomasina Pidgeon**

I strongly believe that we are what we eat and by eating healthy we are more likely to reach our potential of having healthy bodies and minds as well as reducing our ecological footprint. Being a discerning customer when it comes to what I put in my body, I favor natural and organic products that are made with ethical standards.

I find Vega helps me perform better and recover faster after a long day of climbing. It is also the best tasting meal replacement I've ever tried; it has a nice creamy texture and all you need to add is water. Another thing that I really appreciate about Vega is that it is free of many ingredients that many people are unknowingly allergic or sensitive to, such as soy, whey, gluten, wheat and sugar.

Finally with Vega I've found a high protein meal replacement shake out there that not only works and taste great, but most importantly, is made with a conscience that includes people and the environment!



### **Thomasina Pidgeon**

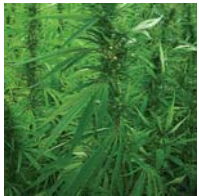
The first Canadian  
woman to climb V10

## What People are Saying About Vega



### Flax

Flax contains more Omega-3 essential fatty acids than any other plant. Rich in fiber, protein and lignans, the benefits of flax include enhanced immunity, hormonal support, normalized cholesterol, reduced inflammation, improved digestion, reduced body fat, cancer protection and healthy skin.



### Hemp

One of the most efficient and productive crops known to man, hemp grows incredibly fast without the use of pesticides and produces more protein per acre than any other land plant, while requiring less water.

Hemp is raw, alkaline forming, high in chlorophyll and, unlike its cousin marijuana, hemp grown for food contains no THC.

*As long as I have Vega around I will always have a sound and smart choice for a meal. I don't feel guilty or like I am missing anything and have to play the guessing game with supplements. With Vega it is a simple morning: Wake up, work out, take Vega. Thank you for creating such a great product that has become a staple in my diet. Not only does my Vega have a permanent spot beside the blender, now I really feel like I have the tools to create the body I desire. - Phil L.*

*Your Vega bar is one of the best products I've used. Unlike other 'energy bars' I've tried, it's easy to digest and doesn't leave me hungry and out of energy an hour later. Training for endurance sports and working full time requires a lot of fuel and your Vega bar gives me access to high quality nutrition at any time, no matter where I am. - Ryan M.*

*I have been diagnosed with Fibromyaglia, and have been struggling with the pains and discomfort. Since I've been using Vega, the pain and discomfort have been suppressed, and has enabled me to do things that I couldn't do before. Vega has brought about some major changes, which have improved my health and mind. I have since recommended your product to family, friends, and colleagues and will continue to do so, as my results speak for themselves. - John K.*

*I am writing to compliment you on your Vega whole food energy bar. I just had the opportunity to try one and it was very impressive. From the moment I opened the package it was appealing. It smells great; it's so moist and mouthwatering that it feels like you are eating a desert square while at the same time, nourishing your body with incredible, natural vitamins and nutrients. Now 2 1/2 hrs later, I still feel the fullness from the bar. - Joanne M.*

*I just wanted you to know how much I appreciate your Vega product! I am now on my second container of it and it is the first time that I have consumed a meal replacement that actually kept me feeling satisfied. I love the flavor and the consistency of the product. It is really nice to see a product so unique and with such a wide spectrum of healthy ingredients! - Valerie C.*

*These Vega bars have obviously been well researched in their creation. They are highly nutritious and taste great. I love the convenience of having such a good quality meal replacement readily available. - Trent N.*

*I have been taking Vega for about 5 months now as a part of my diet and fitness program. I thought it might help curb my cravings for junk food and sugar. Did it ever! I went from a soft 215 lbs down to a rock hard 190lbs! The most dramatic "side effect" from taking Vega has been the fact that I am off my anti-anxiety drugs (Zoloft), which I had been taking for over 8 years for my panic attacks! It's been months and no attacks. Lots of people have seen the dramatic effects Vega has had for me and I have family and friends all trying it now as well. - Jason C.*

*Since having a daily Vega bar, I have found that I now have a more balanced bowel function. While working in a very busy office, the bar satisfies the need for food until I can eat lunch. Thank you for such a great convenience food, which nutritionally would help everyone, especially children and the elderly. - Sonia M.*

*I'm a new user of Vega and was skeptical at first as I have tried so many meal replacements during my life and I am also a meat lover. But after having it for the first time, I knew I was going to be a regular! Vega sits easy on the stomach and you are actually "naturally" not hungry. In other words, it's not like your stomach is "forced" into comfortableness. The overall feeling after consumption is excellent and I haven't found anything else like it on the market. - William A.*

*Congratulations on making such an awesome bar! Vega whole food energy bars are loaded with nothing but healthful ingredients with no junk or fillers. They are the perfect bars for me when I'm busy working or before or after a training session. - Shelly H.*

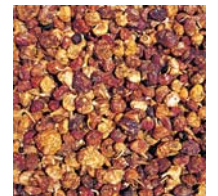
*As a vegan expecting mother I am thankful to Sequel naturals for introducing Vega to the market. It was the only 100% plant based complete formula I could find. As for the taste, it was so delicious I double-checked all the ingredients; I couldn't believe it was good for me and tasted so good. My husband and I are both hooked on Vega. I love the product and would recommend it to absolutely everyone. Whether you're a top athlete or a pregnant woman, anyone can benefit from Vega. - Ilana B.*

*I chose Vega for my protein, fatty acids, fiber, antioxidant, vitamin and mineral supplement. I must say, it is the best tasting, most complete whole food meal replacement out on the market that is alkalizing. The best thing about Vega is that it's a fast, easy and practical solution anyone can incorporate in his or her lifestyle and achieve great health benefits. - Mark B.*



### Sprouts

Not quite a plant yet nor longer a seed, sprouts occupy a special transitional phase in the plant life cycle. Power packed with vitamins, minerals, chlorophyll and enzymes, sprouts greatly enhance the efficiency and nutrient value of the seed. Possessing a high pH level, sprouts also help alkalize the body.



### Maca

Also called "Peruvian Ginseng", maca is a hardy root vegetable that grows where no other crop can survive. Native Peruvians have used maca for thousands of years as food and medicine to increase energy and stamina, deal with stress and treat numerous sexual dysfunctions ranging from infertility to impotence.

[www.macasure.com](http://www.macasure.com)