



WHITE CHIA™ “THE RUNNING FOOD”

The Ancient Civilization Endurance Superfood

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THE HISTORY OF CHIA

Since 3,500 B.C., Chia has served as a valuable food source for the ancient Aztecs, Mayans, and Incas. The Mayan language word “Chian” means energizer and fortifier. Chia seed was consumed by warriors as an energy source for endurance, strength, and hydration. Mayan runners used Chia when running great distances and due to this fact, Chia seeds have been called the “Running Food”. Chia has the ability to provide a steady release of energy, a feeling of fullness, and assists in maintaining blood sugar levels. All of which are helpful in maintaining a healthy body weight.

Chia was a central dietary component, not only to Aztecs, but to other great Pre-Columbian civilizations in Mesoamerica. During the Spanish conquest, the natives were repressed, traditions were eliminated, and their agriculture destroyed. The Spaniards destroyed the core diet of Chia and replaced it with foreign species, such as wheat, barley, and carrots that were in great demand among the conquerors.

Some 500 years later we now know that Aztecs’, Mayans’, and Incans’ pre-Columbian diets were far superior to the ones being consumed today in the same region. After being forced into oblivion, Chia is re-emerging and sky rocketing to the top of the nutritional industry as a product loaded with protein, amino acids, a natural source of omega 3 fatty acids, antioxidants, and dietary fiber.

ADVANTAGES OF NEW SPIRIT’S WHITE CHIA

- White Chia™ is grown organically in a protected area
- A proprietary milling system was developed with razor sharp blades to cut the seeds without crushing them which avails the seed of nutritious benefits
- A good source of protein 2.5g per 11g serving (25% protein).
- Over 22 grams of protein per 100 grams
- A good source of natural dietary fiber 4 grams per serving (36% dietary fiber)
- Over 2,200 mg of Omega 3’s per serving (Alpha linoleic acid)
- 75mg of Calcium per serving
- A good tasting, slightly nutty flavor
- Only 60 calories per serving
- A high ORAC™ value per 100 grams of White Chia™ (approximately 8,000 ORAC units)
- Heart Healthy
- Great for Diabetics
- Effective aid for weight control and curbing appetite
- Great for runners and athletes

BENEFITS OF NEW SPIRIT’S WHITE CHIA™

Endurance ☀ Hydration ☀ Electrolyte Balance

White Chia™ contains soluble fiber which, when added to water and left for 20 minutes, will form a soft gelatin structure. This gel forming phenomenon takes place in the stomach when Chia is eaten. The gel creates a physical barrier between carbohydrates and the digestive enzymes that break them down, slowing the conversion of carbohydrates into sugar, which is beneficial (especially for diabetics). The process of prolonging the conversion into sugar, stabilizes metabolism, lessens the surges of high and low blood sugar levels and lengthens the duration of the fueling effect of Chia.

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BENEFITS (CONT.)

Another exceptional quality of Chia is its hydrophilic properties. Chia is able to absorb more than 12 times its weight in water. This absorbable property of Chia helps in prolonging hydration and helps regulate the body's absorption of nutrients and bodily fluids thus leading to a better balance of electrolytes.

SUGGESTED SERVING SIZE

Suggested Serving: Use 1 Tbl. (11g) of White Chia™ daily with plenty of water or sprinkle on food (yogurt, cereal, salads, soups, or baked goods).

Storage: After opening, reseal bag after each use and store at room temperature. May be refrigerated if desired.

Allergen Statement: Non-GMO, non-irradiated, free of milk, egg, fish, shellfish, tree nuts, peanuts, wheat/gluten, and soy. No preservatives.

SUGGESTED USES

New Spirit Natural's proprietary milled White Chia™ seed is readily available for quick absorption.

White Chia™ can be added to recipes, smoothies, mixed with baked goods, such as muffins, flour, breads, or add to cereal, yogurt, salads, or simply consume with water.

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SUPPLEMENT FACTS

Item#1015

Package size 1 lb. (454g)

Serving size: 1 Tbl. (11g)

Servings per container: 41

	Amt. Per Serving	%DV*
Calories 60		
Calories from fat 32		
Total fat	3.5g	5.0%
Saturated fat	0g	0%
Monosaturated fat	0g	
Polyunsaturated fat	3g	
Cholesterol	0g	0%
Total Carbohydrate	4.5g	1.5%
Dietary fiber	4g	16%
Protein	2.5g	5%
Calcium	75mg	7%
Iron	1mg	5%
Omega 3 (alpha linolenic acid)	2200mg	†
Omega 6 (linoleic acid)	660mg	†

*Percent Daily Value based on a 2,000

†Daily Value not Established

