

## Setting the Standard for Natural Products

For the past seven years, Axiom Foods, a company hidden in our own backyard, has been quietly developing innovative technologies for the manufacture of plant-based protein ingredients for food manufacturers. Two years ago, they resolved to leverage their expertise in research, technology, quality control and information sharing to develop and launch their own brand of natural products intended to be accessible to all people. Under the Growing Naturals brand, Axiom currently markets organic brown rice protein as well as the industry's first raw pea protein.

"Our 100 percent plant-based proteins represent a great why substitute in that they offer all the amino acids without the lactose, allergens, sodium and cholesterol," explains Kay Abadee, vice president of marketing. "Also, since they are dairy, soy, corn and gluten-free, they are hypoallergenic. And, by using raw proteins, our products boost digestibility and energy production while being a greener food choice. Growing Naturals is all about natural lifestyle products for all people. We take pride that all our products have been and always will be non-GMO, gluten-free, vegan and all-natural." One key point of differentiation between Axiom and other manufacturers of plant-based proteins is their proprietary,



chemical-free, raw processes used to extract the naturally-occurring plant protein. Traditional, grain processors utilize hexane, a petroleum-based solvent and known toxin, to extract protein from the plants, and according to a report by the Cornucopia Institute, hexane can remain in the final food product.

Initially available only online, Growing Naturals has spent the past year developing their retail distribution nationally. Locally, these products are currently available at outlets such as Rainbow Acres, Erewhon and Sprouts. The products will also be available at Whole Foods in the near future.

Under the vision and leadership of founder and CEO David Janow, the Culver City-based company has aggressive expansion plans. They are currently in the pre-launch stage with a line of rice milk powders as well as Simply SoapBerry, a natural, ultra-concentrated, plant-based laundry detergent. Future plans include pet food and a line of snack foods for growing kids.

*To learn more about Growing Naturals or to purchase their products, visit [GrowingNaturals.com](http://GrowingNaturals.com) or email [info@growingnaturals.com](mailto:info@growingnaturals.com).*