The Future of Supplements is Non-GMO, Clinically Proven, and Made from Plants! | Ilan Sobel | Ep. 61 Transcript

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Introduction to BioHarvest and Red Wine Polyphenols

French people, very unhealthy diet, lots of fats, lipids, but amazing cardiovascular health. Why? Moderate consumption of red wine. When the scientists went to understand what was it, they realized it was all the polyphenols inside the red one, specifically one critical polyfeno called Pycidrosveratrol.

In our final product, in each capsule, you got the same amount of Pycydroseveratol as one bottle of wine And then you don't have to deal with the toxins of the alcohol or anything else?

Joining us today is Elon Sobel, CEO of BioHarvest Sciences, a pioneering biotech company leveraging plant cell biology to revolutionize health and wellness.

With his leadership, Bio Harvest is expanding its groundbreaking work in sustainable science and innovative health solutions. You guys are doing some stuff that's just like, it's the future of medicine.

Our botanical synthesis technology allows us to unlock the secrets, those critical phytonutrients inside the plants. What are phytoneutria? Phytonutrients ultimately…

You guys are really not a product company. This is about the science, the technology of what you guys doing as a biotech company? Correct. Product is just a validation of the power of technology.

Exactly. We take the cells, we grow the cell in pet traditions. we do a process of like AI and descriptive analysis, a number of other variables and at this stage we get the sales to do two things.

One..

Podcast Intro and Guest Background

. Welcome to another episode of a healthy point of view podcast. I'm your host Sam Tahata. And as usual, we have experts from all over the world that specialize in health, wellness, beauty, and all of that other great stuff that makes us healthy.

Today, We have our guests who came here all the way from Israel. And he's the CEO of this company that's doing some very forward thinking type of things.

We're talking about a botanical synthesis is what it's called, where they basically have been able to create and get the most powerful part of the plant, of why we always eat so many green vegetables, the most powerful parts, and put it into a capsule, put into your coffee, Put it in your tea, And be able to actually feed it to your body without eating all those crazy vegetables.

This is so forward thinking here. Guys, today we have Ilan. Ilhan, pleasure to be on the podcast. Sam, it's a real pleasure. To be here and I wish you would have told me that I could wear shorts.

You're great in those shorts the next time. Please let me know. I'll show you what Israeli shorts look like. Love it, man. And you know what? Bring me up here next to you.

The floor is getting a little hot now, so now I'm actually wearing shorts, you I typically I don't do too many leg workouts. So I wear a shorts too often.

But you some people like the chicken legs. What can I say? So man, you're here from Israel. Indeed. Yeah, man. So Bio Harvest Sciences, right? That's the company.

And, um, I was reading about you guys. You guys have invested over a hundred million dollars into this company and you, guys are doing some stuff that's just like very, it's, the future of medicine.

In my word. We are, we are the global leaders in plant cell biology. We've been doing this for 17 years. Our botanical synthesis technology that I'm sure we'll get into more detail on in a second is a very mature technology and allows us to unlock the secrets, the treasure those critical phyto-medicinal compounds, phytonutrients that are contained in such small levels inside the plants in the plant kingdom.

Plant Cell Biology and Botanical Synthesis

We're able to unlock those secrets and be able bring the power of those phyrto medicinal compounds to the consumer in a consistent format with higher potency versus what's in plants.

So it's much more economically viable. and we are able to produce with unique consistency, predictability, and of course, our technology is non-GMO, so we do not in any way change the molecular structure of the actual compound from the plant that we're producing from cells.

And importantly, technology has unique sustainability credentials where we utilize a micro-fraction of land and a fraction of water and energy. So this is a couple things that you just mentioned that I think are important to highlight.

Number one, we have products here, but you guys are really not a product company. And I want to say this early on in the podcast because people have to understand this about the science, the technology of what you are doing as a biotech company, which you're publicly trading on the NASDAQ.

Correct. So so as we go through the podcast, I want the listeners and viewers to understand it's about the science and the technology. And the product is just an product, just a validation of the power of technology, exactly.

In. When you talked about that non GMO, because there's been, you know, especially right now with the Make America Healthy Again movement, a lot of different states, the governors are putting a.

Lot of restrictions and pressure on companies that are creating a little genetically modified type of foods, you know, especially even the, like the lab growing meats and stuff.

This is not what we're doing here. That's something that's non-GMO. And, um, so, let's get a little bit more into it. Let's talk about the science and, and you, how you got yourself involved in this company.

So, literally, I think I have the best job in the world. It's sometimes the toughest job. I like to describe myself not just as the CEO of Bahave Sciences, but as Chief Human Utility Officer representing 500,000 plants in The Plant Kingdom.

who have these unique phytonutrients that human beings are waiting to be able to leverage the power of these nutrients. But there's never been that technology that could be the bridge between the plant kingdom And what we need ultimately when we're consuming these phyto medicinal compounds or phytonutrients, whether it's as therapeutic solutions, it is on the pharmaceutical side, on a nutraceutical side even on nutrition side or even the cosmetic side.

And ultimately what our technology does is it solves three of the major problems of why pharma companies walked away from the plant kingdom because many people don't realize but the first pharmaceutical drugs all came from The Plant Kingdom and pharma walked way because it was just too challenging working with The plant Kingdom because you had a lack of consistency because plants grow in a much bigger ecosystem and you have today specifically You have toxins in the soil, you have heavy metals, your have the challenges around global climate

change.

So your ability to get consistency of the phytonutrients is very challenging. What are phytonutreants? Phyto-nutrient ultimately are plants they produce in order to protect themselves.

It's amazing when you understand how the world was created, no matter which theory, from a spiritual side or from more practical side, how you look at it.

When you at plants, these plants ultimately are producing critical polyphenols, antioxidants, enzymes. These are all specific elements, specific compounds that they produce in most cases to protect themselves.

From like bugs and insects. Exactly, from different stressful elements within their specific ecosystem. And they happen to be unbelievably valuable for our overall health and wellness.

So the challenge has been for pharmaceutical companies to be able to utilize the power of these plants because of the lack of consistency in their production of phytonutrients because the environment.

Secondly, it's really interesting, Sam, when you look at the most important phytoneutrins or phyrtomedicinal compounds that are so important for our human body, they're found in micro-fractions, in such tiny amounts inside the plant.

So if you wanted to scale it, it's just not economically viable. And thirdly, with the pharmaceutical companies, It's very challenging to patent nature.

So that's why big pharmaceutical went to chemical synthesis, had amazing success, but one of the challenges with chemical syntheses is when you're actually synthesizing a molecule, you are always synthesising one molecule at a time.

However, what the power is inside the plant kingdom is not just the powers of one molecules, it's how multiple molecules all work together synergistically.

Right. And that's that whole synergistic effect, which is also a critical component. So when you take just one out, a lot of people say that you, you lose a little bit of the efficacy because of lack of entourage effect.

Um, and then, obviously what's, what important is when we looked at our technology, so you had chemical synthesis, your have biological synthesis where they actually produce compounds used utilizing yeast and mold, genetically modified.

right so we set out 17 years ago with this vision of unlocking the secrets of cellular plant biology and we've developed this platform technology which we call now botanical synthesis and the technology allows us to take any plant pretty much any plants in the plant kingdom and once.

And we know exactly where inside the plant are the critical cells that produce these important phyto-medicinal compounds or phytonutrients. So let me ask you something about that.

When we're talking about the polyphenols, the phydonutsrient, right, like the anti-oxidants and all that stuff. We all know, and most of the listeners know that for you to get these from plants, usually you wanna get the very potent ones like sprouts or microgreens, right?

How much sprouts are micro greens do you really have to consume versus what you guys have developed? So the best example is to look at our red grape cell superfood product, which we, we call vina, Which has Piceid Resveratrol.

Red Grape Vinea and Resveratrol Science

Okay. Now what we did is we took the red Grape. We took cells from the Red Grapes that produce these critical phytonutrients. The phytonutrients we were looking to produce were catechin, coercetin, anthocyanins, tannins and pisceid resveratrol.

And I'll come back and talk about how piscesid is different to all other types of resvertrol which your audience probably today are consuming because we're the only company in the world because of our technology that can produce Piceidros veratrol from the red grape together with all the other polyphenols because in our Technology, we increase the levels a hundred times versus what's in the Red Grape.

Going back to your potency question. So we took the read grape, We took cells from seed, from flesh, and from skin because different parts of the plant produce different vital nutrients.

We take these cells and imagine like a massive science experiment. We take the cells, we grow the cell in petri dishes. We do a process of like AI and descriptive analysis today where we take multiple different types of food that we feed the sales, different media.

we alter lighting, We alter temperature. These are all stress levels as like you have in an ecosystem and a number of other variables that keep in our black IP box that I can't talk about.

And at this stage, Sam, we get the cells to do two things. One, to produce the exact mirror of the phytonutrients that the plant produces. We call this mirroring.

Secondly, we focus on one or two molecules that we want to increase by an order of magnitude. And we call this magnification. So in the case of the red grape, We focused on magnifying the Pisces Resveratrol because that was what we felt was the hero molecule that We felt, was most critically impactful on the human body.

And we all know the story of the French paradox, right? The French Paradox, French people, really very unhealthy diet, lots of fats, lipids, but amazing cardiovascular health.

Why? Moderate consumption of red wine, two to three glasses of Red wine. That's what they call moderate in France. When the scientists went to understand what was it, they realized it was all the polyphenols inside the red one, But specifically one critical polyfeno called Piceidrosveratrol.

Right? So that's why we magnify the levels of pisciidrosveratrol 100 times so that in our final product, in each capsule, we have the same amount of Pisciiderosverotrol as a thousand red grapes, or one bottle of red wine, of course no sugar, no calories, and no alcohol.

And at this stage, Sam, We lock the cell back. So we got a bottle of wine and a cap. You got the same amount of Pisciedra's Veratrol inside this capsule as one bottle.

And then you don't have to deal with the toxins of the alcohol or anything else. I love it. So it's important now at this stage in our, in all technology, we lock the cell bank and we never go back to the plant.

So we have this cell bank and what we figured out, which is probably one of the biggest challenges in biology, is how to get a cell that's growing in a petri dish on what call solid media to be able to grow in an industrial scale bioreactor with liquid media and all these sheer forces.

And what's amazing is that plant cells are like human cells. They have memories. And we've figured out the way to train our cells, the best word I use is to, train them.

We almost toughen up the cells so that they're strong enough. to be able to survive in this really tough environment in liquid, in a large, and in our case, we grow our cells in the largest bioreactors in world, 1,200 liter biireacters as far as plant cells are concerned.

And they're able survive with liquid media, the sheer forces coming in and multiply. and in 18 to 21 days they

multiply so you have significant cell weight and then they produce as a result of the food, the temperature, lighting and a number of other variables they elicit the critical phyto-medicinal compounds or phytonutrients And then at this stage, we harvest, call it harvest.

We harvest the bioreactor. we drain out all of the liquid and we're left with this amazingly soluble, bioavailable, rich product. We're not, because we're growing our cells in an aseptic bioreactor, we don't have to worry about heavy metals.

We are not worrying about insecticides, herbicides and fungicides. And you guys test for all of these? Of course, of course. So, at this stage then we have a clean product and all we need to do is Dry the product and it goes through a drying process and that's the final product you have in the case of our vina red grape cell circulation superfood.

This is the funnel product. And we're a science based company. So we've done multiple clinical trials. Yeah, I wanted to ask you about the clinical trials because I saw that on your website when I was doing a little bit of reading.

And you guys actually have science behind the product, actual clinical research. We spent millions of dollars on clinical trial. The one thing is, and I'm going to put emphasis on this as well too here, is that you look at a lot of these companies out here that sell supplements, they don't have signs behind their product.

So why is it so beneficial to actually Look, for me, it's a cost of entry. As a biotech company, our North Star of the company is about discovering, developing, manufacturing and democratizing life-changing compounds from plants that are going to transform positively the health and wellness of hundreds of millions of people.

and doing this in a way that preserves the planet from a sustainability perspective for generations to come. That's the North Star of the company. And when you guide a company, the north star should be driving every single decision in the companies.

So when we develop these compounds, To validate the power of our technology, you have to validate. The power. Of the compound. Right. And therefore we actually started with in vitro.

We did a number of in-vitro pieces of work. Got great success. Then we moved to animal models, got great. Success. and then we move to actual human clinical trials.

So this is just, you know, it's the discipline, the approach, at the end of the day we're a biotech company, we are bringing the power of nature and science together and therefore we have to go down this route from an efficacy, validation of efficacy perspective.

Think about dosage.

Clinical Trials and Cardiovascular Benefits

dosage studies right you know you see today and you've kind of touched on an area which is very interesting you the US market it's crazy like 56 billion dollar supplement market here in the U. S.

and so for us when we came into the market in May literally it is our four year anniversary right now In May 2021, when we came into the US market, our approach was going to be very different to every other company.

Because again, we're coming at it as a biotech company, coming into, you know, in this case, a regulatory path of supplements where ultimately we can play in multiple regulatory paths.

And we decided that the way to bring our products into market was through education. We have to educate consumers. Yeah, that's a must. about why our risveratrol, pie seed risvertrol was different to all the other riseveratols out in the market, which is called transrisverotrol or polyginum Japanese knotweed.

Now the clinical study that you did on humans, was it specifically on that component? It was on the whole compound, okay? But there were other studies that we did specifically, on pie seeds.

But what's important to understand is that unlike human beings, risiveratol is not created equal. So pie seed is a unique molecular composition where it has an extra sugar molecule so it's called a glycoside and as a result it is 25 times more water soluble than regular resveratrol which is critical because solubility is so important when you're taking supplements and from a bioavailability perspective It passes from the intestinal tract through the membrane into the plasma in 20 minutes, and we've done all the pharmacokinetics work in this area, And lasts in the body for at least 12 hours, with a peak after one hour and a peek after five hours.

Whilst regular resveratrol, transverotrol is normally in and out of the bodies in three to four hours So it was important for us to have all of this research.

To be able to, number one, understand the solubility, the bioavailability, and therefore also do the research around dosage. Dosage links to efficacy.

And then to understand ultimately what was the impact of the dosages on ultimately the critical endpoints that we were focusing on. So when we developed Vinea, We were focusing on cardiovascular health, going back to the French paradox.

And so for us, the critical marker we were focussing on is called FMD, flow mediated dilation of your arteries, elasticity, ability of the arteries to dilate, which is such a critical part of obviously our cardiovascular heath.

And Sam, as you get older, your FMD declines. It declives from the age of 30 to 70 based on multiple studies at about 65 to 75%, which is significant as part of the aging process.

So we were able to demonstrate in a clinical trial, double-blind placebo published in peer-reviewed scientific journals, all done according to the Helsinki Convention, the ability to significantly increase flow-mediated dilation of arteries.

so what does that mean who cares it's important you have 60 000 miles of arteries capillaries and veins in your body people don't understand today how important blood flow is and that is it is the most critical part of your bodies operating mechanism because if you don' t have good blood your other operating systems in your body are not working to their full capacity.

So with more blood flow, and obviously with increased dilation of arteries, you have more flood flow. And you want those 60,000 miles of arteries, veins and capillaries to be operating like you're having the US here in Miami, like four lane highways, right?

Not like little roads on the side of, on like slip roads. and with that more blood flow you have more oxygen more nutrients flowing to the body tissue cells and organs and that's all about physical energy and who doesn't need more physical Energy today and then with more Blood flow to The brain and our molecule is able to get below the blood brain barrier so we increase blood Flow to, the peripheral part of the brain, and you're able, to remove cellular toxins and And as a result, goodbye brain fog.

You have more mental alertness. So these are the key core. In addition, you know, we maintain blood pressure already within normal range. We reduce oxidative damage to cells.

we reduce the oxidation of LDL cholesterol, which is very, very important. And then you have all the other benefits of powerful blood flow. People don't realize, you know, here in the US you, as I said, have households purchasing four or five hundred dollars of supplements a year.

You want those supplements to work. Well, guess what? For those supplement to works, You've got to have good blood flows. Otherwise, the supplementation is not going to all of your body tissues and cells.

Yeah, listen, I agree. I mean, there's so many other benefits. When you talk about one of the things we do at our clinics is we have a whole division for sexual health, especially for men and even females.

It's all about circulation, making sure that blood flow is flowing smoothly throughout the body. So lots of benefit. You know, our chief medical officer was my partner, Dr.

Christopher Davis. He's an interventional cardiologist in the functional medicine space. so I think he's going to love this product. Now, when it comes to those clinical studies, You mentioned about, you know, obviously the outcome that you guys had cardiovascular wise, vascular wise.

Were there any other positive outcomes that came from it as well too? So obviously we were very focused on FMD as the end point. In addition, we saw the reduction in oxidation, lipid oxidation.

Which is very important because ultimately as you get older, you have the oxidational damage to your cells. So this was also another important outcome.

Also we also saw some positive outcomes as it relates to blood pressure management, which is why we make the claim that we maintain blood pressures within already normal ranges, right?

Which we need to be making those claims here in the US from a regulatory perspective. So these are all, you know, claims which are anchored in the power of improved blood flow.

But what's really interesting as well is important for the audience to understand how what we call the mechanism of action, how Vinea actually works inside the body.

And we talked about those 60,000 miles of arteries, capillaries and veins. Well, they are lined with hundreds of millions of endothelial cells. Right.

Right? And the endothelial cells are really important because they produce nitric oxide, right? Uh, everybody, you know, nitrous oxide is a big word here in the U S but people don't really understand how the body produces nitro oxide.

And what's amazing about Vinya is it works in a most localized way because the Endothelia cells start to absorb, obviously, through the blood plasma, the phytonutrients inside our vina.

And we cause the endothelial cells to produce more of the good stuff, which is nitric oxide. We know that as you age, your body produces less and less nitrous oxide, so we produce MORE nitro oxide and more good things.

But also, it's a double mechanism of action because we reduce the bad stuff. Because what happens is when we age, our body produces more of ET1, endothelial 1. Endothelia 1 is a vasoconstrictor, whilst nitric oxide is vasodilator.

So what Vinea is able to do is it's able get the endophilia cells to suppress some of their production of Et1. As a result of more the good stuff, Nitric oxide and less of the bad stuff, ET1, we get this increased flow mediated dilation of arteries and more blood flow.

Wow, that's amazing. I can't wait to personally try this product. And what I'm going to do is I want to get a baseline on the VO2 max, and then I am also going do endothelial test, which we do at Meta Clinics.

and I'd like to see the type of progress that I make, I have no doubt that it's going make some good progress. Looking forward to seeing the test protocol and the results.

Amazing. So let's talk a little bit about as we get close to the end and wrap up here, let us talk about some of the products you guys have here as the result of science that you have put together through your biotech company.

What is it that have you here? So obviously we have our core product, which is our capsule. And then what we decided to do about 18 months ago is we looked at the American consumer and we're really a consumer driven company, whether it's clinical trials all the way through to how we actually think about our product development.

And we looked at major categories, which were unique delivery mechanisms that made sense for our type of supplement. So we started first with coffee.

Product Formats: Coffee, Tea, and Chews

America runs on coffee, right? They really do. Average American drinks three to four coffees a day. Those coffee drinkers, it's three or four coffee a days.

We thought, what an amazing combination to put our vinaigrette together with great tasting coffee. You have it in the morning from a convenience perspective.

So we did the development work and in every one of our K-cup compatible pods, we have the same amount of Pistachio Resveratrol as one capsule inside with amazing tasting, 100% arabica coffee, all of quantitatively blind taste-tested versus market leaders to make sure that we have amazing tasting coffee.

The actual compound, the red grape cell compound is very neutral taste that works really well. And this was brilliant from an overall consumer benefit perspective because now you have your vinaigrette superfood coffee, you get your caffeine benefit, And then you've got the benefits of blood flow, giving you that long lasting energy throughout the day.

So you don't need to be drinking three or four coffees. You have your one coffee and once you take this product every single day, you get your blood, flow benefits or blood.

And when it came to decaf, think about it. Decaf, people don't really know this, is the fastest growing coffee segment in the U. S. Why? Because consumers don' t want the caffeine kick, they don t the jitters, the crash, but they enjoy the taste of coffee.

Now, in our decaff version, which is amazingly popular, we've sold nearly $3 million of already direct to consumer in last 18 months. But now, consumers drinking decap can get a great taste in coffee with no jitter, no crash But they get energy from blood flow.

And the mental focus. Exactly. The energy, the alertness. We use Swiss water coffee, and I'm not sure many of your listeners may not understand, but decaffeinated coffee to take out the caffeine A lot of companies use chemicals.

So for us, that was a no-no. We searched the world and we found an amazing company called Swiss Water. It's a Canadian company and they utilize a special water extraction process to take the caffeine out.

There's no chemicals used in the decaffeination process. so we use the best tasting 100% arabica Swiss water coffee and our de-caf business is a big proportion of our product line.

We launched it. Great success. And I started getting complaints. The complaints were, why do you have a coffee but you don't have tea? Got to have the tea.

As CEO, I get every single review that comes into our company. Today, we have more than 9,000 verified customer reviews with a 4.8 out of 5 verified rating.

I invite anybody, if you want to learn about the product, just read the reviews and you'll see how people are attached to our product because it changes their lives.

It speaks for itself. And consumers said, look, tea is a significant part of our lives and our consumption habits. So

which was the tea, the bigger one here?

So this one, this is the coffee and the cake cup compatible, and this our tea product, right? And so we developed basically with tea. After looking, you have 159 million Americans every day drink tea It's a lot of people.

I love tea. So we developed basically amazing tasting organic tea that's all Rainforest Alliance certified. Again, best in class sustainability standards.

And then in every single tea sachet, you have equivalent of one capsule of vinaigrette inside each sachets. The other product we have here, Sam, is going to be launched in two weeks time.

okay and this here is our vinea take it to the camera here this is out daily 2x formula choose so you'll see on the packaging it's it informed sport certified so this he's targeting athletes and super active people like you who are working to build a career We have a family who try who are trying every day to improve their vascularity in the gym or athletes that are looking to basically get it right on the field with more physical energy and more mental alertness.

So let me ask you, would this substitute a multivitamin? Well, you know, multivitamins have obviously broad, looking at broad aspects from a benefits perspective.

In this case, we're really focusing on improving blood flow, right? Improving oxygenation, and ultimately in the case of these super active people and athletes, giving them the benefits of bloodflow, the oxygenations so they can do better on the sports field.

And we found that from our work that in some cases, specifically athletes that already had very high oxygenation levels, we needed to increase the dosage.

So here we have a 2X formula chew, so it has two capsules inside every single chew and I'm going to hand this over for you to try. It's got a great red grape flavor.

And you can tell the audience how it tastes. We'll do a live taste test with you, Sam. If I pass out here, you guys know what it is. He's going to have a lot of energy this afternoon.

You can't go back to Israel. All right. I'm excited about this. And this comes out in two weeks from now. Yeah. So this is Informed Sports certified, so it passes all anti-doping laws.

Looks like a little starburst. Taste it. It tastes amazing. There's no sugar added. Really good. You know what the problem with this is? I'll eat the whole packet.

From how good it is. We're very clear, we recommend one per day. That's really good. Let's take a little treat. So this, again, is just a different delivery mechanism, but it's obviously higher dosage for those hardcore, super active people.

This is always a younger consumer that's going to be consuming this product. So you have multiple different choices on how you want a vinea in your life.

Amazing, man. I love what you guys are doing. It's definitely something that needs to brought to the entire world, what your guys I'm going to ask you a couple of last questions here.

Sure. Right now, you know, obviously you guys have such a healthy product and there's a big movement called Make America Healthy Again. What's your views on this whole movement here?

Wow, that's that a great question. So. In in our business today, I am really very happy to say there are so many tailwinds. behind us and make America healthy again is a major, major tailwind because ultimately when you think about what underpins make American healthy, again, it's about how we leverage the power of the plant kingdom.

You just saw it earlier this week when RFK and the FDA came out and said, when it comes to food colorings, there's very clear guidelines now. So all of a sudden, we have to look to the plant kingdom for natural food colorings.

The work we're doing today in the other business that we, all the products here is our direct to consumer business. Our direct-to-consumer health and wellness business, that goes via e-commerce and directs to doctors, to all major integrative medicine specialists across the country.

We also have another business which we call our CDMO business, Contract Development Manufacturing Organization where we made a decision last year to open our technology to allow other companies to utilize our Technology where they can go from the plant to the development of a final compound in two years working with us And we would then manufacture that compound for them under a royalty-based licensing agreement.

So one of our partnerships we have is with the largest sweetener company in the world called Tate and Lyle. And if you go back to Make America Healthy Again, if we look at the underlying, one the biggest problems we had in this country is the consumption of sugar in our diet.

Right. We all know the effects on the body of more sugar consumption than we need. Stevia has been a great breakthrough, monk fruit stevia, but they have limitations.

And you know, some people like the taste of stevias. Some people don't. So we're now partnering with Tate and Lyle to develop the next generation of zero calorie, natural sweetness.

And Tate and Lyle's an amazing company. They had identified a few plants around the world that had unique amounts of sweet proteins inside the plant. So we recently sourced the plants and we're now working through our process, mirroring, magnifying, multiplying, and with the aspiration of developing that next generation non-nutritive sweetener.

And if we get that right, Sam, we can change the whole food system. Because if you're able to bring the holy grails, to bringing a non nutritive, i.e.

MAHA, Sweeteners, and Future Plant-Based Innovation

zero calorie natural sweeteners to the market, which has no taste compromise. And that's obviously a big aspiration that we're focusing on. Because in our technology, we are able to increase the good stuff.

So we'll focus on magnifying through changing the variables, magnify Basically the sweet protein. And then if there's any types of components, any type of nutrients that leave a bad taste, like in stevia, the RebM is amazing, but you have stevianoids that are very bitter.

That's why people don't like steva. But because you're growing it in the field and you using extraction, you're not able to control the stevia noise which leaves the bad taste.

So this is what we're now trying to develop with the plant which will remain nameless. It's under high secrecy that we are working on to be able magnify the sweet protein inside the and then suppress anything else that may have negative impact on the overall taste profile.

And like I said, it's all about our Northstar as a company of developing life-changing compounds. Because if we get that right, as I've said it is a game changer.

Ultimately, the technologies like ours are critical technologies that companies, whether they're pharmaceutical, all the way through to nutraceutical and nutrition.

Finally, there's a bridge between the plant kingdom, which is able to leverage the power of all of the phytonutrients, phytomedicinal compounds from the plan kingdom and bring it to industry in a way that's consistent, in way

economically viable, and for those companies that are making big, big investments there are patents.

now to protect them based on the big investments that they're making. And that's how we're going to, one of the routes that is going obviously be hopefully a contributor in this movement of change being make America healthy again.

by us driving our movement of change, which is about unlocking the treasure in plants, by doing it in a way which protects the plant kingdom, because we're just taking the plants once.

And that's the win-win. Wow. That is amazing stuff of what you guys have going on, man. You guys, it's changing the course of life is what your doing.

It's bringing something that is revolutionary and I'm excited to see exactly when this other stuff is coming out and how I can be a part of that. Ilan, if there's one person that's listening to this podcast that really resonates with the message today, what is one thing that you can leave that person with?

Wow, you're hitting me with some deep questions today. I would say we've talked a lot today about the importance of driving movements of change. And I know out there, in your audience, there are people that really do understand the power of the planned kingdom.

Absolutely. I'd say to those people, whether it's companies like us or other companies that are trying to harness the powers of planned kingdoms, but in a way that protects the plan kingdom, come and join our movement of change or other companies movements of changing this area because This if you think about it, I you know, i'm fortunate to be a father of three children I have a 19 year old 16 year-old and a 13 year.

Old and Sam I I often think to myself like if I was gonna have children today would I? Have three Children and bring three. Children into this world because you you.

Think about. It soon. We're gonna be 10 billion people in this well Okay, look at the challenges we have with climate change. Look at our soils. look At the nutrition in a loaf of bread today versus 10 years ago versus 20 years.

Right. It's a magnifiable difference. We have an opportunity now to really change this. We have a focus on longevity, right? A movement of change on. That's understanding that industry has been behaving.

with a motivation for economic rationale, but not in driving the balance between human utility value and shareholder value. And as a company, I always say to our shareholders that we're maniacally focused on human, utility, value, and human.

Utility value is all about driving transformational changes, positive changes in people's health and wellness. Because if we do this right, guess what?

The shareholder value follows. But it's in that order. So we have a chance of companies doing the right things, leveraging the power of the plan kingdom, but protecting our scarce, scarce resources for generations to come.

And for those listeners, if this is something that you're passionate about, find those companies. You've heard about us. There are other companies out there that have similar aspirations.

Honestly, as a father, I hope in our world of botanical synthesis, Five years ago, there was nobody. It was just us. I was a lonely, lonely CEO out there.

Today, There's maybe 15, 20 companies that are starting to figure out tissue culture, how to do mirroring. We're obviously much more mature from a magnification perspective and the scale of our facility.

we have the largest plant cell biology facility, manufacturing facility in the world. But at the end of the day, I want

there to be a thousand companies out there, right?

All focused, because there's so many different compounds that we need to harness the power of from the plant kingdom in a responsible way. But we needed to feed the world from a nutrition perspective, and we did it for the next generation of science-based therapeutic solutions.

Obviously, we want to make sure we're continuing to lead the pack. But there needs to be a thousand, 10,000, there's enough space. But it's these companies that the audience out there and needs be supporting.

Needs to supporting by buying their products. Need to support by investing in them. Because ultimately the movement of change that's gonna make America healthy again, it gonna come in a large way from companies like us.

I agree with that Elon, I really do. Elon. If somebody wants to tap in online and order some of the product, is there any kind of special discount for our listeners or viewers?

You've hit me on that, but just given you've been such a gracious host and you wore your best shorts today. So we'll do the following. Okay, firstly, you can go to vinea.com.

Which is our website, obviously free delivery here in the USA and Canada. We also now do international shipping. And you'll see exactly what the costs are when you're looking to purchase a product from the UK or from New Zealand or Australia, where we actually have a larger following and I'm going to have special Discount code right for you.

We typically go with healthy POV for healthy point of view. Okay Okay, so we'll do a healthy P O V which will give you a 15% discount amazing on the first order First order get that 15 percent off.

Yeah Yeah, let's get people to try this thing. This is the future of medicine. I will say as well, it's important for your audience, that as a company that really looks to give back to the community, which is really important, I always learned in all my time in other companies that when you're involved in the Community, you have to Give back To the communities.

So here in The USA, we have a program called Vinea Heroes program, where we give all first responders Okay, so firefighters out there, police officers out their emergency workers, military and veterans.

And we just added teachers because teachers are so important in building the future of our communities. We give them a 20% discount off for life, Sam.

For life. 20% off, not the first order, but for life. You just go into our website, you'll see a first responders tab. If you're a firefighter, if you have a code, a number, enter your number and you are in.

20 percent off whatever you want. I appreciate that, man. That's amazing to me because obviously 12 years as a firefighter paramedic.

Closing Thoughts, Discounts, and Contact Info

Wow, I didn't see that. It's so amazing. I've retired, obviously, but 12 year I come from a family of firefighters, first responders, military. My brother was ground troops in Iraq Marine Corps.

So that's amazin'. We have thousands of first responders. We recently aired a show with some of these responders. we had a gentleman who was responsible for finding Bin Laden.

We had a gentleman who's responsible for all of the security of US embassies. What we learned is that once you're a first responder, you are always a First Responder.

It's in your blood. For your life, your serving the community. So that's why we decided to give the discount for life. I love it. Ilan, where can people find you?

You can find the company bioharvest.com. Okay. You could find me and I have a service level agreement with everybody who sends me emails. 48 hours you'll get a response from me.

It's elan, I-L-A-N at biohavest. com. If you want to learn more about the Company, you can email me or you could also email Justin who heads up our investor relations.

That's Justin, J-U-S-T-I- N at Bioharvests. Com. Amazing, which will include all those links down below. Thank you. So, brother, it was a pleasure to have you on the podcast.

This was amazing and I appreciate you Thank you for the opportunity. Guys, you guys heard it. This here is part of the future. Technology is changing.

There is better and better products and technology every single day. You have to stick with the times. you have the introduce these things. So you can't just keep on eating those Flintstone vitamins.

That's not gonna do the job. We got new technology, more powerful nutrients. And we're talking about phytonutrients. Check them out. Make sure you subscribe, share, Like leave all the fun stuff with the comments and everything else.

Make it happen and we'll see you for the next one.