

COVER HEADLINE

100% pure bird's nest. 100% peace of mind.

INSIDE

Only Pristine Farms guarantees the purity of the bird's nests we farm, harvest, process and sell.

No gum. No seaweed. No *Tremella* fungus. No bleach. No colour. No preservatives. No chemicals. No flavouring.

We add absolutely nothing to our bird's nests. Pristine Farms bird's nests are always 100% pure.

"I've been eating bird nest since I was a kid. Especially during my pregnancy, my parents always buy bird nest for me to eat almost everyday. However, my parents and I are always concerned on the chemical bleaching that some sellers use. Pristine Farms Bird's Nest is the only company that guarantees no chemical, safe nitrate level and the best cleanliness of the bird nest. That makes our family a loyal customer. Thank you."—Jasmine Chen, housewife and mother of 3, Singapore

Best of all, **the amount of nitrite in our bird's nests never exceeds 30 parts per million (ppm).**

Most white bird's nest brands available in Singapore can easily contain more than 400 ppm of nitrite. Poorly processed red or blood bird's nests may contain even more dangerous and life-threatening amounts—5,000 ppm if not more.

The nitrite limit set by the World Health Organisation is 200 ppm.

Because the amount of nitrite in our bird's nests is always below 30 ppm, Pristine Farms may be the only brand of dry white bird's nests available today to be in full compliance with the food safety regulations of the People's Republic of China's General Administration of Quality Supervision, Inspection and Quarantine.

Why can only Pristine Farms and no other bird's nest brand sold in Singapore guarantee such low nitrite levels?

Our nitrite management system is so advanced, it is a trade secret.

But here's what we can tell you about it.

Nitrite management at Pristine Farms starts right from our farms. Here, we pay as much attention to air circulation as we do to sanitation. This helps minimise the formation of nitrite in

the first place.

At our processing facilities, we use **air-pressure technology** (other brands use water) to bring down the levels of nitrite in our bird's nests to 30 ppm or below.

This way our bird's nests also retain the same natural, original shape that they had when they were harvested.

That's not all.

We even package our bird's nests in a **dry, climate-controlled environment** to slow down the accumulation of nitrite during their shelf life.

The Pristine Farms money-back guarantee of purity

When you purchase Pristine Farms bird's nests, you are covered by our money-back guarantee of purity.

If after tasting our bird's nests, you are not 100% satisfied or convinced that Pristine Farms is the 'King of Bird's Nests', you can send back any unopened pack (with the seal intact) for 100% of your money back.

"I have many friends in Indonesia selling bird nest. But I've never met one that can guarantee the pureness of the bird nest as Pristine Farms Bird's Nest. It's a great investment for my family's health and well being."—Anton Koh, F&B businessman, Indonesia

To understand how we can make such a bold promise, you need to understand . . .

The Pristine Farms story

Founded in 1988 by an Indonesian biologist (see box 'Meet the Real King of Bird's Nests'), we now own more than 300 farms in 140 locations in Indonesia. **The farms are located far away from urbanised areas to minimise pollution and heavy-metal contamination.**

The company also owns the processing facilities where the bird's nests are brought after harvesting. The processing facilities are located in Jakarta, Depok and Serang.

Unlike other brands, the bird's nests we sell are farmed and processed from start to finish by the Pristine Farms family of 1,500 employees, including bird's nest farmers.

Not even a single bird's nest is sourced from outside the company. Even the processing is done entirely by us. No third parties are involved. **That is why we can guarantee the purity of our bird's nests.**

"Because Pristine Farms exclusively harvest from its own farms and processed exclusively in their factories, they can ensure the quality and safety of the nest. Unlike other companies who only do trading. I'm a big fan and will order consistently for my health and my future! And I will recommend to my fitness clients too!"—Kevin Lim, fitness trainer, Singapore

Because many other brands buy all or part of their bird's nests from third-party sources, they

simply cannot guarantee purity.

Unlike them, the source of each of our bird's nest is always a Pristine Farms farm and processing facility. You can prove this to yourself by simply scanning the QR code on the retail pack or tracking the pack number online at www.Lorem Ipsum.com.

Also unlike many others, Pristine Farms does not add gum, seaweed, *Tremella* fungus, bleach, colour, preservatives, chemicals or flavours during processing to unethically improve the way our nests look, feel and taste.

Our eyes and heart are set on quality

Our Integrated Quality Control (IQC) system is an important reason why Pristine Farms bird's nests are always 100% pure.

Pristine Farms may be the only bird's nest company to have such a comprehensive quality control and management system in place.

"Good price, awesome service and safe bird nest! Keep it up!"—John Leung, senior real estate division director, Hong Kong

We pay special attention to two things at Pristine Farms: 1. **Food Safety**, and 2. **Nutrition**.

The IQC system closely monitors the journey of each bird's nest from the farm through to the wholesale/retail outlets in China (including Hong Kong), Indonesia, USA, and right here in Singapore.

The IQC system ensures that each bird's nest is harvested and processed in such a way that it is safe for human consumption and contains optimum nutrition.

We even pay special attention to the microclimate of each birdhouse and make sure that the soil & air quality minimizes the buildup of nutrition-destroying bacteria.

Nutrition for the entire family

Pristine Farms bird's nests are rich in protein (about 60% of the composition), including **glycoproteins**.

Glycoproteins help strengthen the body's immune system, and also help in the production of antibodies—proteins the immune system uses to identify and fight off bacteria, viruses and other harmful invaders.

Glycoproteins are especially useful for pregnant women and the elderly.

"I purchased Pristine Farms Bird Nest during my second pregnancy. I love it because no chemical smell, the bird nest is clean and the company guarantees safe nitrate level. That assures me that I'm putting in a safe, natural, healthy bird nest for the well being of my daughter. Thanks again to Pristine Farms!"—Kelly Ang, HR director in a multinational company, Singapore

The elderly also benefit from the **glucosamine**, **valine** and **threonine** present in Pristine Farms bird's nests.

Glucosamine is found in healthy cartilage. Randomised controlled trials support the use of glucosamine in the treatment of osteoarthritis, especially of the knee.

Valine promotes muscle growth and tissue repair.

Eggs, milk and other proteins contain threonine. It is a part of our collagen—the “glue” that holds the body together. The human skin, ligaments and tendons all contain collagen. Threonine is also found in elastin, which gives elasticity to our arteries, lungs, bladder, skin, ligaments and cartilage.

Threonine may be most useful in managing spinal spasticity, a movement disorder caused by damage to the spine.

Threonine is also believed to:

- benefit the nervous, cardiovascular and immune systems
- promote and speed up wound and infection healing
- help the body absorb nutrients
- help the liver burn up fat
- promote the production of healthy antibodies
- help in the smooth functioning of the gastrointestinal tract

Threonine is also believed to promote youthful skin in women 35 years or older.

Pristine Farms bird's nests also contain **sialic acid**, which is found in a high concentration in human milk.

Most of the sialic acid in the human body is located in the brain. Sialic acid plays an important role in the development of the infant brain, and may also boost mental processes such as memorisation, learning, paying attention and reasoning in children.

Besides optimum nutrition, **Pristine Farms bird's nests contain no more than 8% water because they are processed using air-pressure technology.** Compare this with the nearly 15% water found in most other bird's nests.

Our bird's nests also expand 7-10 times their size when they are soaked in water before cooking, giving you 2-3 servings per nest.

FREE Bird's Nest Recipe Booklet

Why not try a different bird's nest recipe one of these days and surprise your loved ones? Send for the Pristine Farms Bird's Nest recipe booklet right away. No purchase is necessary. Simply send us your full name and address and we will have the booklet mailed to you. Please write to:

Stefanus Koh

[ADDRESS]
[PHONE]
[E-MAIL]
[WEBSITE]
[BLOG]
[TWITTER]
[FACEBOOK]

SIDEBARS OR INFORMATION BOXES

Meet the Real King of Bird's Nests

We like to call ourselves the 'King of Bird's Nests' because we are justly proud of the purity and quality of our bird's nests.

More than that, it is to honour our founder Dr. Boedi Mranata and his contributions to the bird's nest industry.

Dr. Mranata holds a doctorate (summa cum laude) in biology from the University of Hamburg, Germany.

His story is much like our own—rooted in humble beginnings.

Not only is Dr. Mranata our founder, he is also the:

- honorary board member of the Indonesian Chinese Community
- vice-president of the Singapore-based Asian Bird's Nest Trade Association
- head of the Indonesian Bird's Nest Traders and Farmers Association
- member of the board responsible for overseeing the restoration and conservation of the Harapan Rainforest in Sumatra, Indonesia
- patron of Burung Indonesia, a BirdLife International affiliate working to conserve bird sites, species and habitats
- editorial advisor to *Trubus* magazine ('Swiftlet' column), Indonesia's leading nature magazine
- deputy secretary-general of the Indonesian Flora and Fauna Business Association

A true visionary, Dr. Mranata is credited with pioneering several science-based benchmarks in bird's nest farming and processing.

Dr. Mranata is the man behind such well-known wholesale bird's nest brands as Xiao Niao, BM and Thousand Farms. Buyers of these wholesale brands include Traditional Chinese Medicine retailers.

It is mainly because of our founder's leadership that our business group is today the most trusted wholesale brand in China (including Hong Kong).

With Pristine Farms, Dr. Mranata's obsession with purity and quality directly benefits the most important end users of our bird's nests: you and your family.

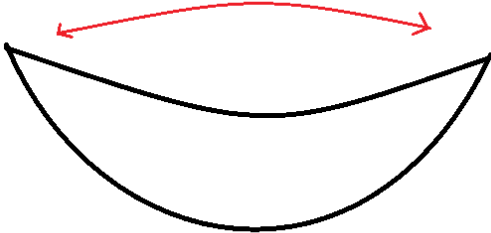
Pristine Farms Money-Back Guarantee of Purity: *If you don't agree our bird's nests are the 'King of Bird's Nests' for any reason, you can return any unopened pack (with the seal intact) for 100% of your money back.*

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Bird's Nest Buyer's Checklist

How can you tell if you are buying pure bird's nest or not? Here's what to look out for:

CHECK	PRISTINE FARMS	OTHERS
Shape	<p>More or less like a cup. Pure bird's nests (like Pristine Farms bird's nests) are usually cup-shaped. Only a quality-conscious company like Pristine Farms will have a quality control and management system in place to ensure the bird's nests retain their original shape even weeks after harvesting and processing. And because we use air-pressure technology to bring down the amount of nitrite to 30 ppm or below, the shape of each of our bird's nests is always as nature intended it to be.</p>	<p>Varies and is inconsistent. Or is too perfect—a sure sign the nest has been tampered with.</p>
Colour	<p>Not uniformly white or yellowish. Translucent. Does not reflect light. Water in which the bird's nest is soaked before cooking remains colourless, and foams when bird's nest is stirred. The whitest bird's nests usually have the least amount of nitrite in them. But, some unscrupulous brands use bleach to fool buyers into thinking they are buying genuine white bird's nests. Bleach contains sodium hypochlorite, which can cause everything from mild stomach irritation to a coma depending on the amount ingested. If the bird's nest appears to be consistently white/yellowish and/or reflects light, then you can be sure that bleach has been used or it has been tampered with in some other way. With Pristine Farms you don't have to endure the dilemma of bleach vs. nitrite</p>	<p>Consistently white or yellowish. Reflects light. Loses its colour when soaked in water. Foreign particles clearly visible in muddied water. No foam when stirred. The darker the colour, the greater the nitrite content.</p>

	because our bird's nests contain 0% bleach and no more than 30 ppm of nitrite.	
Smell	Pleasant smell. Smells like eggs. No mouldy odour, which is a sure sign of high water content. Taking a quick sniff is another way to find out if a bird's nest has been bleached or had chemicals added to it. Bird's nests with high moisture content in them give off a mouldy odour. The smell of a Pristine Farms bird's nest will always remind you of eggs.	No smell. Mouldy/unpleasant odour. NOTE: Some bird's nests may give off a faint eggy smell only after they have been boiled/cooked.
Size & Weight	No two Pristine Farms bird's nests will weigh exactly the same or be of the same size. If bird's nests weigh the same or are unusually heavy, it is a sure sign they have had gum, seaweed and/or fungus added to them.  Heavy bird's nests also usually contain more water—as much as 15%. A Pristine Farms bird's nest will crack if you try folding it as shown above because it will contain no more than 8% water. By buying Pristine Farms bird's nests you are getting your money's worth and not just water.	Consistent size and weight. Won't easily crack when folded.
Safety certification	Pristine Farms bird's nests are certified by Singapore's Agri-Food & Veterinary Authority to be free of dangerous pollutants. Unlike most other brands that have their bird's nest farms in or near urban areas for logistical convenience, our farms call Indonesia's countryside home. This allows the Swiftlets to thrive in a relatively pollution-free environment. The nests these	May not be certified safe because they are farmed in or close to urbanised areas. May be heavily contaminated with potentially dangerous amounts of pollutants and heavy metals.

	birds create are naturally large. They are neither wrinkly nor greyish in colour like many other brands. Wrinkled bird's nests are a sure sign that the Swiftlets have been farmed in urbanised areas with insufficient and/or improper food supply. Such bird's nests may even contain potentially dangerous amounts of pollutants and heavy metals such as mercury, arsenic and lead. Mercury is especially harmful to pregnant women and the foetus. Arsenic is especially dangerous to children, and can cause severe damage to the nervous system, including the brain, and cause anemia. Among other things, lead poisoning is linked to organ cancer.	
Consistency	Fragile. Breaks into small pieces. Expands as much as 7-10 times when soaked in water before cooking. 2-3 servings per nest. Pure bird's nests contain just the saliva of the Edible-nest Swiftlet. A number of factors (health of the bird, environment, the age of the nest, farming and processing methods, etc.) determine the quality of each bird's nest. Pristine Farms guarantees the purity and quality of the bird's nests we farm, process and sell.	Fragile. Breaks into large chunks. Expands barely if at all.

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The Edible-nest Swiftlet & the 'Caviar of the East' (or 'White Gold')

The Edible-nest Swiftlet is found in Southeast Asia, especially Indonesia and neighbouring countries. Indonesians have been harvesting its nests for more than four centuries.

The bird lives in caves or man-made birdhouses. It cannot be farmed in captivity like poultry. Weighing about 6-18 grams its diet consists entirely of insects. It hunts on the wing.

The Edible-nest Swiftlet (called 'walet' in Indonesia) takes several weeks to build a nest. The nest of the white-nest Swiftlet (*Aerodramus fuciphagus*) is made up entirely of saliva. Compare this with the nest of the black-nest walet (*Aerodramus maxima*) which also contains leaves, twigs and feathers.

Pristine Farms only farms, harvests, processes and sells bird's nests of the white-nest variety.

Bird's nests are called the 'Caviar of the East' because of the high price they command. A

kilogram of this delicacy contains more than a 100 nests.

The Chinese have been enjoying bird's nests for over 1,000 years.

Bird's nests are also used in Traditional Chinese Medicine, and cosmetics.

Contrary to popular belief, a red or blood bird's nest is really a white bird's nest. Various factors, including humidity and soil & air quality work together to give the nest its distinct colour. It does not contain any blood.

However, a red or blood bird's nest does contain dangerous and life-threatening amounts of nitrite. Like the discolouration, this accumulation of nitrite happens naturally. No nitrite is added to the white bird's nest after it is harvested to dye it red/reddish brown. In fact, adding nitrite to a white bird's nest does not change its colour in any way.

Pristine Farms harvests, processes and sells only 100% pure white bird's nests.