



POWER FOODS FOR THE MODERN LIFESTYLE™

## Our Story

Incan nutritional wisdom was an unexpected discovery when **Zach Adelman** created Navitas Naturals in 2003. His inquiry and research led him to encounter the wonders of a nutritiously rich root vegetable growing in the Peruvian highlands called Maca. After traveling to South America to see for himself, Zach began importing maca root powder as the company's original product. Maca has been used by the indigenous Incan culture for thousands of years.

After a successful career building a manufacturing business in Los Angeles, Zach wanted to create a new business that was directly related to health: his own and others', as well as that of the environment.

Since launching its first product, the company has grown rapidly, rooted in its original vision - to search the world for functional foods that have been used by traditional cultures for both medicine and nourishment. Navitas Naturals has increasingly added new products, importing foods from Peru, Columbia, Brazil, China and Turkey, while expanding its sales throughout North America.

From the Latin word meaning "energy" and "zest," *Navitas* follows the simple premise that ancient and powerful foods contain the essential life force. Many of these foods have been consumed for over thousands of years, but their relevance to good health is as fresh today as when they were first discovered.

Founded upon socially and environmentally responsible business practices, Zach has built a green company that honors its workers here and abroad, focuses on limiting environmental impacts and gives back to the community.

“An essential part of our mission is to create economic opportunities among indigenous people in developing countries,” says Zach. The company’s support of native agriculture helps to expand the development of global organic farming practices and economic development among indigenous people by increasing demand for the health-enhancing foods they produce.

As our partnerships grow and evolve, we will continue to introduce intriguing, exotic and delicious power foods that will help our world meet its nutritional needs simply. Please continue to visit our website to stay informed of the most up-to-date product information.