

MUSHROOM  
SUPERFOOD  
**Om**<sup>®</sup>

# The Power of Mushrooms & Brain Health



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# THE POWER OF MUSHROOMS

Within the last decade, we've learned a great deal about the wonders of mushrooms. They've served as a staple food and nutrition supplement in Asian countries for centuries and are just recently gaining massive popularity in the U.S.

**This guide is for you if you embrace the concept of whole food as a healing or preventative alternative to traditional pharmaceuticals.**

Want to know why functional mushrooms support vitality, energy, and immunity? Interested in learning what popular species is known for promoting brain health function? Read on. We'll introduce you to the power of mushrooms, species types, best supplement format options, and convenient ways to add them to your daily diet (a key to getting the best results).

# Mushrooms as Mother Nature's Original Superfood

Remember when natural food trends were embraced mostly by hippies and hipsters? Now healthy eating is more the norm and plant-based diets are all the rage. We're filling our plates with organic vegetables and whole grains and forgoing heavily processed and GMO-laden foods.

As health-conscious consumers, we're more aware that certain natural foods can have healing benefits. And that may help explain why we're in a **'shroom boom**.



# Broad Range of Health Benefits

Several popular integrative medicine experts, including Dr. Andrew Weil, widely promote the benefits of functional mushrooms. Our own Om Mushroom co-founder, Dr. Sandra Carter, Ph.D., shifted her decades-long career in preventative medicine to promote the broad array of health benefits in functional mushrooms.

As a superfood, functional mushrooms include unique properties for health benefits and overall wellness. The emerging evidence suggests that mushrooms support stress management, sports performance and recovery, and cognitive health—the focus of this guide.



**COGNITIVE  
SUPPORT**



**IMMUNE  
SUPPORT**



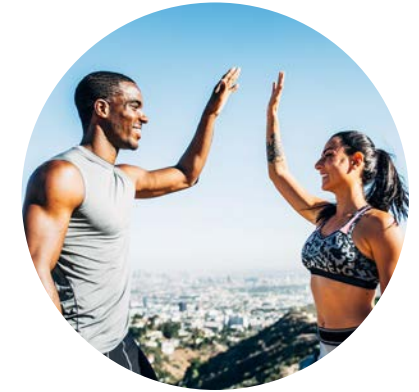
**NATURAL  
ENERGY**



**BEAUTY &  
WEIGHT**



**STRESS  
MANAGEMENT**



**FITNESS &  
RECOVERY**

# LION'S MANE FOR YOUR BRAIN

Lion's Mane may have gotten its name for its shaggy appearance, but it's anything but scruffy. This powerful mushroom has been used for many years to support memory, focus and nerve health.

Dr. Sandra Carter has been in preventative medicine for over 40 years—and she has noticed a renewed focus on brain health. Many people, young and old, are interested in ways to improve their focus, mood, and memory. Sandra is quick to recommend the Lion's Mane mushroom for cognitive support.

“With Lion's Mane, there are some key bio-actives that help with neuro transmission. And so that means it is helping with the nerve impulses that appear to support our memory and cognition. It's something that's helping us maintain and support our brains and keep them working more actively.”

— Dr. Sandra Carter, Ph.D. Om co-founder



Memory<sup>‡</sup>



Focus &  
Alertness<sup>‡</sup>



Nerve  
Health<sup>‡</sup>



Creativity<sup>‡</sup>



Mood<sup>‡</sup>

According to Steve Farrar, Om co-founder and renowned mycologist, “Lion's Mane helps support memory, cognitive function, mood enhancement, immune function, and provides a good balance of amino acids and antioxidants to support your overall health and nutrition.”

# What Makes Om Lion's Mane Special?

Among the 6 single species commonly found in mushroom supplement powders and capsules, Lion's Mane is one of our most popular-selling functional mushroom powders. It's often referred to as **“the smart mushroom”** for its traditional use to support mental clarity and overall cognitive health.

Along with its powerful antioxidants and immune-supporting polysaccharides, Om Lion's Mane contains hericenones (from fruit bodies) and erinacines (from mycelium), two nootropic compounds adding to the mushroom's neurosupportive properties.

Emerging research suggests that Lion's Mane also has the unique ability to stimulate the synthesis of nerve growth factor and brain-derived neurotrophic factor, proteins that support the growth and normal function of nerve cells.

## DID YOU KNOW?

A study published in the *International Journal of Medicinal Mushrooms* found that the Lion's Mane mushroom contains hericenones and erinacines, two compounds that upregulate the biosynthesis of Nerve Growth Factor (NGF) that, in turn, can stimulate the growth of new brain cells. And only a whole food mushroom that contains both mycelium and the fruit body provide both compounds.



# Who Should Take Lion's Mane?

Lion's Mane can help bring more focus, alertness, and clarity during high-pressure or multi-tasking days. If you struggle to maintain concentration and stay in the moment, Lion's Mane could be a great solution.



**STUDYING**



**WORKING**



**PARENTING**



**DAILY LIVING**





# WHY CHOOSE OM MUSHROOMS?

As the superfood of the day, mushrooms are hot, and supplements are an easy choice to get all the life changing benefits. When it comes to choosing what brand of supplement is best for you, be sure to factor in the growing environment and growth cycle approach.

With their deep-rooted passion for mushrooms, co-founders Dr. Sandra Carter (M.A., MPH, Ph.D.), a 30+ year health and wellness expert, and Steve Farrar, a renowned mycologist, launched the Om brand with the mission of creating whole food mushroom products for daily well-being.

“Om Mushrooms is all about amazing, functional, whole food, organic mushrooms with life changing health benefits.”

— Jan Hall Om CEO

# Om Grown

Om mushrooms are expertly grown, sustainably cultivated, and carefully dehydrated at our state-of-the-art facilities.

Om mushrooms are grown in a clean, cGMP-certified facility in Carlsbad, California. Each species gets its own special growing room that's tailored to its unique light, temperature, air flow and moisture needs.

Om grows the highest-quality, 100-percent organic, functional whole food mushrooms.

After an Om product has been through the entire process and powdered or encapsulated, it's sent for third-party testing to ensure quality.

# Om In-House Process

The growth process, from start to finish, can take anywhere from 35 to 90 days depending on the mushroom, and it requires great attention to detail.

But that's only part of the equation. Check out the stages of Om's production process.





# WE GROW OUR OM

Mushrooms have several growth stages. Here is a breakdown of our process and the different stages of mushroom growth:



## GROWTH STAGE

Each species is grown in a controlled environment that's catered to the mushroom's unique needs.



## DEHYDRATION STAGE

Mushrooms are subjected to sufficient heat, eliminating the need for a "kill phase", to dehydrate them into a whole food product.



## MILLING STAGE

Mushrooms are milled into the powders used in Om products directly onsite.



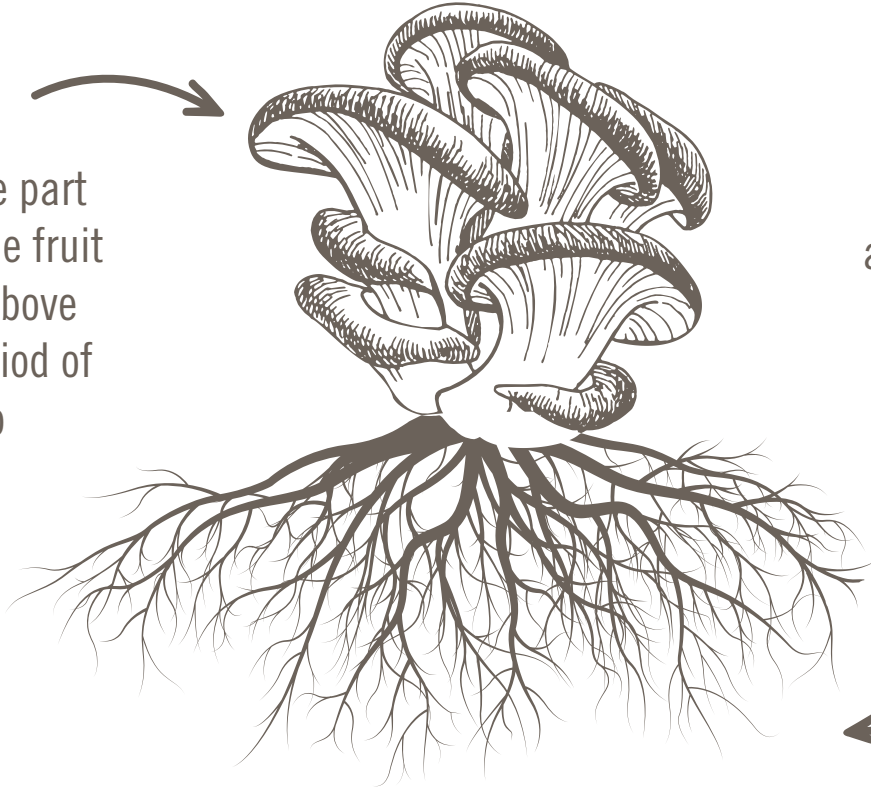
## PACKAGE & SHIP

Products are packaged and shipped from our indoor farms directly to you!

# Mushroom Lifecycle

## FRUITING BODY

The most recognizable part of the mushroom is the fruit body which appears above ground for a short period of time. Its function is to produce spores for reproduction – then it will quickly die off in a few days.



\*King Trumpet Mushroom shown above

## MYCELIUM

Mushroom mycelium serves as the “great digester” on our planet. In nature it digests organic matter so plant life can access nutrients that contribute to its growth. The mycelial stage can last for hundreds of years in nature.

1

Mushrooms begin their growth stage when the spore germinates. A germinating spore must mate with a compatible spore type to advance to the next stage of growth.

2

The second is the mycelial stage. Mycelium must survive and thrive in very competitive environments.

3

The final stage is the fruit body that produces and releases the spore for the next generation of mushrooms. Fruit bodies generally last for only a few days in most mushroom species.

Reishi Fruiting Body



# OM COGNITIVE PRODUCTS

Om Mushroom Superfood is on a mission to make functional mushrooms a part of your daily nutrition habits. That's why we offer convenient product choices.



“This is my favorite so far. I use this when I really need to focus and it works great. When I am not well rested this is an absolute must for me. When I am rested it's twice as effective. I don't ever want to be without this in my cupboard.”

— Susan G.





**TIP:**  
For added support consider doubling the daily dose during the first 3 weeks

# Lion's Mane

It's the brain health superfood that helps support memory, focus, nerve health, creativity, and mood.

## Lion's Mane Powder

[SHOP NOW](#)

- ✓ Blend into juice, smoothies, recipes and more
- ✓ 2g of organic whole food Lion's Mane per serving
- ✓ USDA Organic, Non-GMO, gluten free, vegan and grown in the USA

## Lion's Mane Capsules

[SHOP NOW](#)

- ✓ A convenient way to get your daily dose of Lion's Mane powder
- ✓ 2g of organic whole food Lion's Mane per serving
- ✓ Non-GMO, gluten free, vegan and grown in the USA

## KEY BENEFITS



Memory<sup>‡</sup>



Focus & Alertness<sup>‡</sup>



Nerve Health<sup>‡</sup>



Creativity<sup>‡</sup>



Mood<sup>‡</sup>

**DID YOU KNOW?** Om Lion's Mane includes 2 nootropics: hericenones (from fruit bodies) and erinacines (from mycelium).

# Brain Fuel

With a world so full of stress, Brain Fuel is an ideal recommendation for people dealing with occasional anxiety and worry.

Brain Fuel pairs the cognitive benefits of Lion's Mane with other ingredients known for stress support and cell growth. It's available in two formats: a capsule and a drink powder.

## Brain Fuel Capsules

[SHOP NOW](#)

- ✓ Made with a blend of Lion's Mane and Reishi mushrooms
- ✓ Includes folate, one of the body's key building blocks
- ✓ Non-GMO, gluten free, vegan and grown in the USA

## Brain Fuel+ Drink Mix

[SHOP NOW](#)

- ✓ Individual drink sticks with a monk fruit-sweetened mocha flavor
- ✓ Made with a blend of Lion's Mane and Reishi mushrooms
- ✓ Contains Rhodiola, an adaptogen, folate and naturally occurring caffeine

## KEY BENEFITS



Mental Clarity<sup>†</sup>



Focus & Alertness<sup>†</sup>



Help Manage Occasional Stress<sup>†</sup>



**TIP:**  
Mix Brain Fuel+  
Drink Mix powder into  
a smoothie bowl



# Lion's Mane Blend Hot Drinks & Broths

There are even more innovative Om Mushroom products powered by Lion's Mane.

Consider giving these hot drinks and broths a try:

- Beef Bone Broth
- Veggie Miso Broth
- Coffee Latte Blend
- Coffee Blend
- Matcha Latte Blend
- Hot Chocolate Blend

Click a product to learn more!



# TIPS FOR SUCCESS

## ROUTINE

Pick a product and routine you can stick with. **Consistency is key!**

## DOSAGE

Om products typically contain 2,000 mg of mushroom powder in each serving for the best results in maintenance of everyday health.

## DOUBLE UP

If you're just starting out with Lion's Mane, keep in mind it's recommended that you double your dose for the first three weeks for added results.

**Beta-glucans are abundant in the cell walls of functional mushrooms. Since beta-glucans aren't produced by the human body, taking one dose of 2 grams of mushroom supplements daily will help to maintain healthy gut bacteria that support your cholesterol level, blood sugar management, and immune system functionality. They are a soluble fiber that carries powerful benefits!**





# Adding superfood mushrooms to your daily routine is so easy!

There are so many ways to add Lion's Mane Mushroom Supplements to your daily diet. With the wide variety of Om products, it's easy to find a format that fits your lifestyle.



Smoothies



Coffee or Tea



Soups



Stirfry



Sauces  
(pasta, pizza,  
barbecue)



Eggs



Desserts  
(brownies,  
milkshakes, cookies)



Dips  
(guac, hummus,  
bean dip)



“Highest quality mushrooms on the market. Lion's Mane by Om is the only way to start your day on the right foot. I add a scoop to my breakfast fruit smoothy. Great taste.”

— Kevin K.

[Learn how you can incorporate your smart mushroom into your favorite recipes here.](#)

**TIP:** Click a species to view the corresponding Om products

# OM MUSHROOM SPECIES INCLUDE:



## AGARICUS BLAZEI

Helps manage cholesterol & helps support the immune system.‡



## ANTRODIA

Helps support immune health.‡



## CHAGA

Helps support youthful radiance & anti-aging.‡



## CORDYCEPS

Helps support natural energy & vitality, power & endurance.‡



## KING TRUMPET

Helps support cholesterol management & bone health.‡



## LION'S MANE

Helps support memory, focus & nerve health.‡



## MAITAKE

Helps support weight management & blood sugar levels.‡



## REISHI

Helps manage occasional stress & helps support the immune system.‡



## SHIITAKE

Helps support the immune system & heart health.‡



## TURKEY TAIL

Helps support the immune system.‡



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‡These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

