



NOT ALL MORINGA POWDER IS CREATED EQUAL

What Is Moringa?

Moringa, scientifically known as *Moringa oleifera*, is a drought-tolerant tree that has provided nourishment all over the world for thousands of years. Moringa is a nutritional powerhouse and is particularly revered in Ayurvedic medicine for its multitude of benefits. The leaves are the most nutritious and widely consumed part of the moringa tree.

Why Is Moringa Quality Important?

Moringa is arguably the most nutrient-dense green on the planet. Moringa provides 46 antioxidants - more than matcha or acai - as well as all 9 essential amino acids and significant amounts of Vitamin A, calcium and iron. It is also particularly beneficial for reducing blood sugar, supporting weight management, improving lactation for breastfeeding moms, and enhancing overall feelings of natural energy and vitality. However, these benefits are only realized if the moringa leaves have been grown and processed correctly.



The Kuli Kuli Pure Moringa Difference

Kuli Kuli offers the highest quality, most nutritious moringa by sourcing directly from small farmers, prioritizing African and women-led social enterprises. We have a proven methodology for eliminating pathogens while preserving nutrients. All of Kuli Kuli's moringa powder products are organic certified, inspected and packed in the U.S.A. Kuli Kuli tests its moringa for microbiological activity, heavy metals, pesticides, and nutritional potency. Third-party research from UC Davis and Brightseed Bioactive Plant Compound testing has shown that Kuli Kuli's moringa is the cleanest on the market, and contains more plant bioactives than other leading moringa brands.



Bright Green
Accepted by Kuli Kuli



Dull Green



Brown

Not Accepted by Kuli Kuli

UC Davis Moringa Market Study

In a study of the top ten moringa brands, researchers found that Kuli Kuli's moringa had the lowest levels of aerobic plate count (APC), a major indicator of safe processing. Additionally, a full pesticide residue analysis found no pesticide residues were detected on any Kuli Kuli samples, while three competitive samples tested positive for pesticides above the USDA National Organic Program (NOP) standards.

Brightseed Bioactive Plant Compound Testing

Assessments were performed using Forager® Artificial Intelligence tools that predict with high precision the presence and identity of compounds in plants. Kuli Kuli's Pure Organic Moringa Powder was measured against the two other leading moringa powder products on the US market. Kuli Kuli's moringa was shown to contain more than 150 bioactive plant compounds, and more bioactive diversity than other leading moringa brands.

28,680
cfu/g

KULI KULI MORINGA
AEROBIC PLATE COUNT

151,438
cfu/g

COMPETITOR MORINGA
AEROBIC PLATE COUNT



COMPOUND DIVERSITY

What Makes GRADE A MORINGA POWDER

Moringa powder is created by harvesting, drying, and milling moringa leaves. As simple as that sounds, soil quality, harvesting practices, and processing procedures create varying levels of cleanliness, nutrient-density, and phytonutrient levels. There are four things to look for when purchasing moringa powder:

Temperature Controlled Drying - Moringa is a raw product and requires careful processing to avoid significant bacterial activity, pathogens, or mold. By carefully controlling the drying temperature and testing each lot thoroughly, moringa companies can eliminate harmful bacteria while preserving the nutrients.

Third Party Testing - Given the delicate nature of moringa leaves, we strongly recommend purchasing moringa from a company that validates each step of the leaf processing with third-party lab testing.

USDA Organic Verification - Moringa is a specialty crop that is not as highly regulated as other more traditional crops. Unfortunately, there is a lot of organic fraud on the moringa market. High-quality moringa companies regularly test for pesticides.

Harvesting Only Moringa Leaves - Many brands process moringa stems, and include older leaves. Premium moringa is hand-harvested when the leaves are green and tender, with great care to remove stems.

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