

New Wellness Surge website

1. I just bought a new Web hosting from site ground. Please let me know when to add you to it.
 - a. I plan to get rid of my current VPN and cpanel
<https://my.siteground.com/>
Username: adeola.oke@wellnesssurge.com
Password: Fivnax-zuhce1-cywxuw
2. Wellness surge wordpress site
<https://wellnesssurge.com/wp-admin>
Username: zeshanamjad101
Password: fAzW6&naXT23xF!a#zfm6qh0
3. For shop.wellnesssurge website
<https://shop.wellnesssurge.com/wp-admin/>
Username: zeshanamjad101
Password: cSArceifl9demIM5W9%o6Kvq
4. **For the main site (wellnesssurge.com):** the logo and mobile menu are on the top twice. May you please fix this. thanks!
5. **For the main site (wellnesssurge.com):** May you please move the video of Dr. Oke towards the top so people don't miss it.
6. **For the main site (wellnesssurge.com):** The testimonials are great too but on the first one there's a huge gap at the bottom since it's a lot shorter than the others. May you please pick a different testimonial that's closer to the same length (from my other pages).
7. **For the main site (wellnesssurge.com):** The section on the 3 step process could use some better structure. I think the number is too small makes it hard to tell it's a process.
8. **For the main site (wellnesssurge.com):** Oh and the copyright on this page is still 2020
9. **For the main site (wellnesssurge.com):** The top hero image doesn't really add anything. I'd probably want to see something more health oriented to connect to the message better.
10. **For the main site (wellnesssurge.com):** Also the graphic styles aren't super consistent. Like the icons for the section under her picture don't match stylistically to the ones for the 3 step process. I'd get all new icons that are more stylized to her logo and brand.

11. Address and Phone Number

9221 E. Baseline Rd.
#109-491
Mesa AZ 85209
6028659262

12. Please include bundles of different products - we can get Sara's insight on this

13. **For the current website (shop.wellnesssurge.com)**, on the mobile version the site is wider than the screen on my phone so I was unable to close the pop up at first glance and had to slide to the right to close it.

- a. Can you please ensure that the new site doesn't have the same problem.
Thanks!

14. **For the current website (shop.wellnesssurge.com)**: Visually it's clean and easy to see everything which is great **but you could make it more exciting with a nice background or separate the quiz CTA from the products with separate sections.**

15. **For the current website (shop.wellnesssurge.com)** There are also some minor spacing issues between products on the mobile version.

- a. Can you please ensure that the new site doesn't have the same problem.
Thanks!

16. Please indicate the MSRP price similar to what it below, but on my website it is currently stated as "compared to price" or "what others are selling it as"



\$49.99 ea MSRP ~~\$69.99~~ • **SAVE 28%**

17. Please include quantity discounts for Vitamin D gummy and chewable Vitamin D + K2 similar to what was done with the Premium Super Green

- Bulk discount for 3 products: 5% off
- Bulk discount for 6 products: 10% off

18. Include ability to subscribe for Vitamin D gummy and chewable Vitamin D + K2

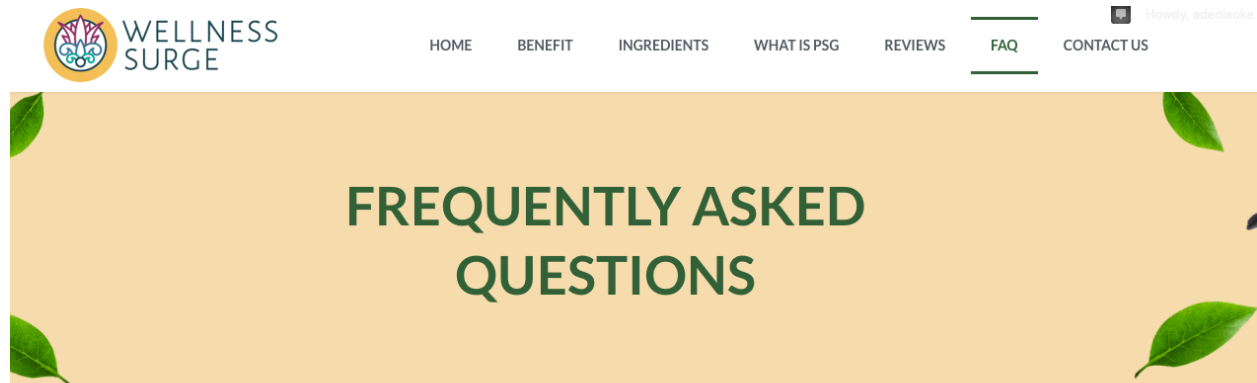
- Subscription discount:

- 1 bottle: Subscribe & Save — 5% Off + Free Shipping
- 2 bottles: Subscribe & Save — 8% Off + Free Shipping
- 3 bottles: Subscribe & Save — 10% Off + Free Shipping
- 6 bottles: Subscribe & Save — 14% Off + Free Shipping

19. Please include Supplement Facts for Premium Super Green

20. I'll be taking new pictures for the super green BOXES- which will be a gift option for 99c

21. Please don't forget to include the FAQ section of my Premium Super Green Page... the page below used to be there before, but it seems like its contents are no longer opening



PRODUCT

▶ What is Premium Super Green?

▶ Do the Premium Super Green vitamins produce any negative side effects?

▶ Is Premium Super Green gluten-free?

▶ How many bottles do I need?

▶ Where is Premium Super Green made?



22. Upsells and downsells for Premium Super Green, Vitamin D gummy, Vitamin and D3 and one month e-journal. Below are samples that I currently have

WAIT! Special ONE TIME ONLY Offer

You're a SMART shopper, my friend. There's just one thing we need to mention...



Your Companion Along the path of personal wellbeing!

Personal Wellness

JOURNAL

52 WEEK PERSONAL WELLNESS JOURNAL

ATTAIN MONK-LIKE MENTAL HEALTH WITH YOUR ULTIMATE WELLNESS COMPANION WITHIN 1 YEAR

Now at \$14.99 ~~\$12.99~~

[YES! Upgrade My Order](#)

[No Thanks](#)

TrustedSite

shop.wellnessurge.com/sm-order-one-time/green/3-more-pg-b/#

Apps Google T YouTube pic CPA e mail cb amazon youtube CC CC Ads CF New folder Paid

Anti-inflammatory Supplements Customize 2 0 + New Edit Step Edit with Elementor SEO noindex is on! Perform

Popup Maker Forms

WAIT! Special ONE TIME ONLY Offer

You're a SMART shopper, my friend. There's just one thing we need to mention...

Due to an insanely high demand on Premium Super Green, we're often back ordered.

Don't worry! We have your current order secured - and it will be packed up soon...

BUT - Here's the thing: We don't want a future backorder to affect your gorgeous health goals. We don't want to see you lose momentum - so we are offering you the ability to add 3 additional jars to your order.



The **SUPER SMART** part is our 60-day iron-clad money-back guarantee. Choosing to add an additional 3 jars of Premium Super Green to your order now **does have the same guarantee.**

Activate Windows

of Premium Super Green to your order now does have the same guarantee.



YES! Upgrade My Order

No thanks – I'm confident that my life will never get so busy that I accidentally run out of Premium Super Green, leaving me stranded waiting for another jar.... AND I'd like to pay FULL PRICE every time I need an extra jar. I understand that I'll NEVER see this special page again – and it's such a fantastic deal that it's not publicly available, not even on Ebay or Amazon.

Charge my card **\$136.77** and add 3 additional jars of Premium Super Green to my order — thanks for looking out for me!

23. Order bump for blender bottle

➔ ☐ OFFER UPGRADE - Only \$4.99

Get your 20 oz capacity Tried, True and Mama Dee approved blender bottle for mixing powdered drinks, protein shakes, smoothies.



Check "One Time Offer" above to add this special offer to your order now (This offer is not available at ANY other time)

Bringing out the spoon every day to mix up your powdered drink is getting messy. Our blender bottle is made with durable material with a metal agitator to quickly blend up your powdered drink with easy clean up.

24. Free domestic shipping for orders over \$75 (United States only)

25. Please look at my current shipping rates for different countries, and please transfer to new website

26. Please re-install my Grratisfaction plugin, which I use for "loyalty" - a lot of people have accumulated lots of points on that plugin. Thanks

27. Please make it easy to put in coupons with coupon codes. Thanks!

28. When people buy from my website, on the checkout page, can you please automatically select the option to enroll in newsletter and text marketing. They will then have the option to uncheck the box. Example below

10:06
nominalx.com — Private

LIFETIME WARRANTY | HASSLE-FREE RETURNS

OR

Contact information
Already have an account? Log in

Email

☒ Keep me up to date on news and offers

Shipping address

First name

Last name

Company (optional)

Address

Apartment, suite, etc. (optional)

City

Country/region
United States

State
Arizona

this what I was asking you before

29. Please enable partial payment on all product pages- I paid for that plugin :).

e

30. Please put at the footer of the website (per my lawyer recommendations)

Specifically, the disclaimer must appear prominently (in bold face font with type size no smaller than 1/16 inch) and read as follows: "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."

31. You'll need access to my Vimeo - I'll add you when the time is right

32. Please include images on pages for the Vitamin D gummy and the D3 + K2 similar to my other product pages

33. Can you please install the Facebook pixel and Google analytics tags that are currently on my website

34. I use both Paypal and Authorize.net for capturing payments

35. Please set my shop to Arizona time

36. Free Shipping

37. I'll share new product photos

38. There is a plugin to configure my emails from my woocommerce the way I want it

(Kadence WooCommerce Email Designer) - please look at it before transferring. Thanks!

39. Below are 3 websites for inspiration

a. <https://yoursuper.com>

Bundles

RIES

OTS

I & MOOD

PPORT

HEALTH

ROTEIN

LESS

:

New



Super Brew Bundle
NEW! - Superfood Coffee Alternative
★★★★★ 26 Reviews

Best Seller



Detox Bundle
Superfoods to help you cleanse in just 5-days
★★★★★ 3461 Reviews



Ultimate Health Bundle
Plant protein and superfood smoothie mixes to improve your health
★★★★★ 1110 Reviews



Super Green Mix

★★★★★ 2332 Reviews



A powerful superfood smoothie mix with nutritious super greens to support your health.

- Easy way for more nutritious greens
- Contains spirulina and chlorella
- Great in smoothies or a health shot

\$34.90 (\$1.16 per serving)
or 4 interest-free payments of \$8.72 with [afterpay](#)

Size: 150 grams / 30 servings

Frequency:

☒ One-time Purchase: **\$34.90**
☐ Subscribe & Save 15%: **\$29.67** ~~\$34.90~~

Qty



Item Details

Ingredients

How to Use

Sourcing

Frequently Asked Questions

Pairs well with

Add more flavor and nutrients by combining Super Green Mix with one of these delicious superfood mixes:



Pairs well with

Add more flavor and nutrients by combining Super Green Mix with one of these delicious superfood mixes:



As
Seen In
People



Forever Beautiful Mix

★★★★★ 2673 Reviews
\$34.90

Add to cart

Gut Feeling Mix

★★★★★ 720 Reviews
\$34.90

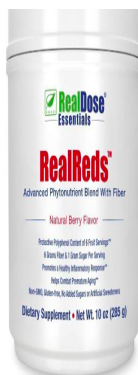
Add to cart

Skinny Protein Mix

★★★★★ 2324 Reviews
\$39.90

Add to cart

b. <https://www.realdosenutrition.com/collections/store/products/realreds>



★★★★★ 181 reviews

\$67

Quantity Discount - Choose

1 container

One-time purchase: \$67.00

AutoRefill - Save 20%: \$53.60

In Stock

RealReds - RealReds

FREE SHIPPING ON ALL USA ORDERS!

ADD TO CART



SEE PRODUCT VIDEO

PRODUCT DESCRIPTION

FAQS

SUPPLEMENT FACTS

RESEARCH CITATIONS

1. Kelly G. Inulin-type prebiotics—a review. part 1. Altern Med Rev. 2008;13(4):315-329. Review. PMID: 19152479.

2. Moshfegh AJ, Friday JE, Goldman JP, Ahuja JK. Presence of inulin and oligofructose in the diets of Americans. J Nutr. 1999;129(7 Suppl):1407S-1411S. PMID: 10395608. Available at: <http://jn.nutrition.org/content/129/7/1407S.full.pdf+html>.

3. ActiveActi™ Organic Apple Peel Raw Material Specification. Solid Pharmaceuticals Ltd. Undated.

4. Denis MC, Furtos A, Dudoonné S, et al. Apple peel polyphenols and their beneficial actions on oxidative stress and inflammation. PLoS One. 2013;8(1):e53725. Epub 2013 Jan 23. PMID: 23372666.

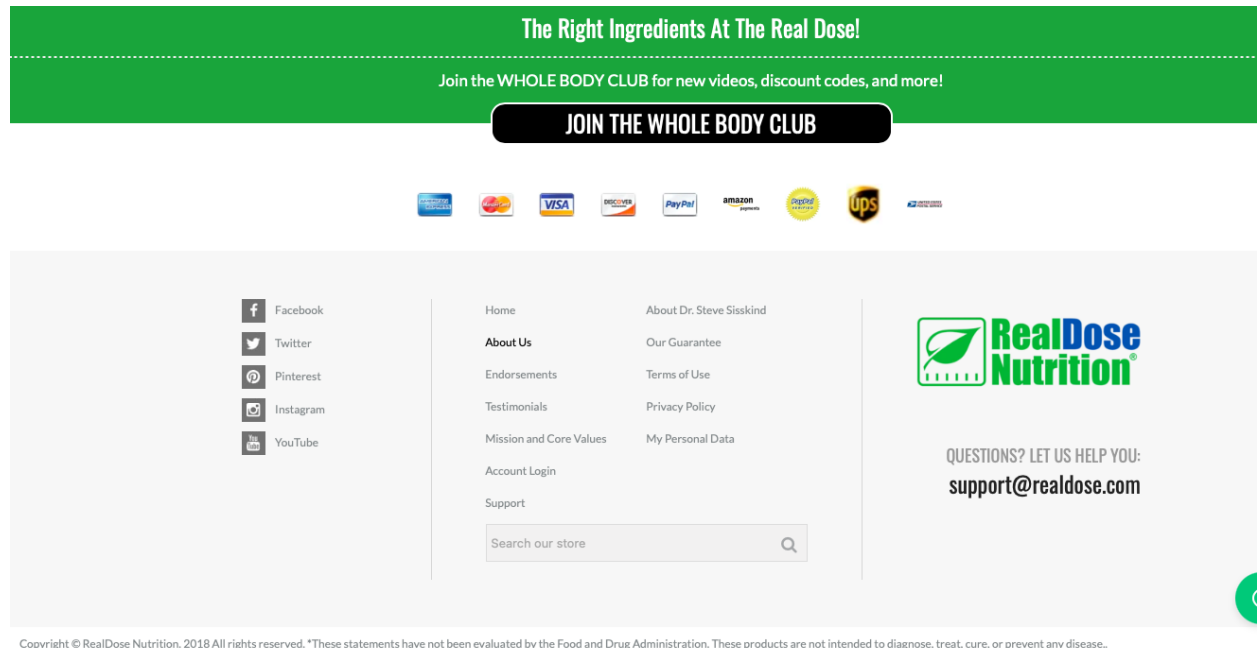
5. Denis MC, Furtos A, Dudoonné S, et al. Apple peel polyphenols and their beneficial actions on oxidative stress and inflammation. PLoS One. 2013;8(1):e53725. PMID: 23372666.

6. Wolfe K, Wu X, Liu RH. Antioxidant activity of apple peels. J Agric Food Chem. 2003;51(3):609-614. PMID: 12537430.

7. Vieira FG, Borges G, S. Copetti C, Gonçaga LV, Nunes Edo C, Fetti R. Activity and contents of polyphenolic antioxidants in the whole fruit, flesh and peel of three apple cultivars. Arch Latinoam Nutr. 2009;59(1):101-106. PMID: 19480352.

8. CherryPURE® Tart Cherry Powder – 80 Mesh Product Data Sheet. Shoreline Fruit. December 23, 2013.

1. Kelly G. Inulin-type prebiotics—a review. part 1. Altern Med Rev. 2008;13(4):315-329. Review. PMID: 19152479.



- c. <https://rewindgreens.com/products/rewind-greens-pineapple-breeze>
40. Plugin to inform people about cookies on my website
41. Here is a Thank You video that I like to have on my Thank you page. Below is the embed code
- a. **<iframe src="https://player.vimeo.com/video/514119856" width="640" height="564" frameborder="0" allow="autoplay; fullscreen" allowfullscreen></iframe>**

Current plugins in use on my website

- Gratisfaction plugin should be re-installed
- Stamped.io
- Klaviyo
- ProveSource
- Cart Flows/CartFlows Pro?? (I pay for it)
- Elementor/Elementor Pro?? (I pay for it)
- Facebook for WooCommerce?? - unsure if this needed because I manually enter my products in Facebook/Instagram
- Goaffpro Affiliate Marketing
- Google Listings and Ads (unsure if this needed)
- Gravity Forms
- Gravity Forms Klaviyo Add-On
- Jetpack (I pay for this)

- Kadence WooCommerce Email Designer
- McAfee
- Pixel Cafferine??
- Popup maker??
- PW WooCommerce Gift Cards
- SEOPress/Yoast SEO - which one should I use??
- Shopping Feed for Google
- Termly | GDPR/CCPA Cookie Consent Banner
- W3 Total Cache ?? (I now have siteground. Do I still need this??)
- Woo Discount Rules
- WooCommerce
- WooCommerce - ShipStation Integration
- WooCommerce Authorize.Net Gateway
- WooCommerce PayPal Payments
- WooCommerce Deposits - we use this for installmental payments
- WooCommerce Shipping & Tax
- WooCommerce Subscriptions
- YITH WooCommerce Product Add-ons Premium - I am not sure if I am using this

42. References to be added to the page for my Premium Super Green (the old developer didn't include all the references)

1. Srivastava, Kaushal K., and Ratan Kumar. "Stress, oxidative injury and disease." Indian Journal of Clinical Biochemistry 30.1 (2015): 3-10.
2. Panahi, Yunes, et al. "Mitigation of systemic oxidative stress by curcuminoids in osteoarthritis: results of a randomized controlled trial." Journal of dietary supplements 13.2 (2016): 209-220.
3. Panahi, Yunes, et al. "Antioxidant effects of curcuminoids in patients with type 2 diabetes mellitus: a randomized controlled trial." Inflammopharmacology 25.1 (2017): 25-31.
4. Anto, Ruby John, et al. " Anti-inflammatory activity of natural and synthetic curcuminoids." Pharmacy and Pharmacology Communications 4.2 (1998): 103-106.
5. Funk, Janet L., et al. " Efficacy and mechanism of action of turmeric supplements in the treatment of experimental arthritis." Arthritis & Rheumatism: Official Journal of the American College of Rheumatology 54.11 (2006): 3452-3464.
6. Funk, Janet L., et al. " Turmeric extracts containing curcuminoids prevent experimental rheumatoid arthritis." Journal of natural products 69.3 (2006): 351-355.

7. Aubry, Antonio V., et al. "A diet enriched with curcumin promotes resilience to chronic social defeat stress." *Neuropsychopharmacology* 44.4 (2019): 733-742.
8. Hurley, Laura L., et al. "Antidepressant-like effects of curcumin in WKY rat model of depression is associated with an increase in hippocampal BDNF." *Behavioural brain research* 239 (2013): 27-30.
9. Yu, Jing-Jie, et al. "Chronic supplementation of curcumin enhances the efficacy of antidepressants in major depressive disorder: a randomized, double-blind, placebo-controlled pilot study." *Journal of clinical psychopharmacology* 35.4 (2015): 406-410.
10. Hardy, John, and Dennis J. Selkoe. "The amyloid hypothesis of Alzheimer's disease: progress and problems on the road to therapeutics." *science* 297.5580 (2002): 353-356.
11. Zhang, Laura, et al. "Curcuminoids enhance amyloid- β uptake by macrophages of Alzheimer's disease patients." *Journal of Alzheimer's disease* 10.1 (2006): 1-7.
12. Lim, Giselle P., et al. "The curry spice curcumin reduces oxidative damage and amyloid pathology in an Alzheimer transgenic mouse." *Journal of Neuroscience* 21.21 (2001): 8370-8377.
13. Hassanien MFR, et al. Health-promoting value and food applications of black cumin essential oil: an overview. *J Food Sci Technol*. 2015;52(10):6136-6142.
14. Burt S. Essential oils: their antibacterial properties and potential applications in foods—a review. *Int J Food Microbiol*. 2004;94(3):223-53.
15. Burits M, Bucar F. Antioxidant activity of *Nigella sativa* essential oil. *Phytother Res*. 2000; 14(5):323-8.
16. Ramadan MF. Nutritional value, functional properties and nutraceutical applications of black cumin (*Nigella sativa* L.) oilseeds: an overview. *Int J Food Sci Technol*. 2007;42:1208-1218.
17. Tiruppur Venkatachallam SK, Pattekhan H, Divakar S, Kadimi US. Chemical composition of *Nigella sativa* L. seed extracts obtained by supercritical carbon dioxide. *J Food Sci Technol*. 2010;47(6):598-605.
18. Mohammad-Hosseini Boskabady, et al. Potential immunomodulation effect of the extract of *Nigella sativa* on ovalbumin sensitized guinea pig. *J Zhejiang Univ Sci B*. 2011;12(3):201-209.
19. Kalus U, Pruss A, et al. Effect of *Nigella Sativa* (Black Seed) on Subjective Feeling in Patients With Allergic Diseases. *Phytother Res*. 2003;17(10):1209-14.
20. Nikakhlagh S, et al. Herbal Treatment of Allergic Rhinitis: The Use of *Nigella Sativa*. *Am J Otolaryngol*. 2011;32(5):402-7.

21. Boskabady MH, Javan H, et al. [The Possible Prophylactic Effect of Nigella Sativa Seed Extract in Asthmatic Patients](#). *Fundam Clin Pharmacol*. 2007;21(5):559-66.
22. Daryabeygi-Khotbehsara R, Golzarand M, et al. [Nigella Sativa Improves Glucose Homeostasis and Serum Lipids in Type 2 Diabetes: A Systematic Review and Meta-Analysis](#). *Complement Ther Med*. 2017 Dec;35:6-13.
23. Benhaddou-Andaloussi A, Martineau L, Vallerand D, et al. [Multiple molecular targets underlie the antidiabetic effect of Nigella sativa seed extract in skeletal muscle, adipocyte and liver cells](#). *Diabetes, Obesity and Metabolism*. 2010;12(2):148-157.
24. Mohtashami A, Entezari MH. [Effects of Nigella sativa Supplementation on Blood Parameters and Anthropometric Indices in Adults: A Systematic Review on Clinical Trials](#). *J Res Med Sci*. 2016;21:3.
25. Najmi A, et al. [Effect of Nigella Sativa Oil on Various Clinical and Biochemical Parameters of Insulin Resistance Syndrome](#). *Int J Diabetes Dev Ctries*. 2008;28(1):11-4.
26. Badar A, Kaatabi H, et al. [Effect of Nigella Sativa Supplementation Over a One-Year Period on Lipid Levels, Blood Pressure and Heart Rate in type-2 Diabetic Patients Receiving Oral Hypoglycemic Agents: Nonrandomized Clinical Trial](#). *Ann Saudi Med*. 2017;37(1):56-63.
27. Dehkordi FR, Kamkhah AF. [Antihypertensive Effect of Nigella Sativa Seed Extract in Patients With Mild Hypertension](#). *Fundam Clin Pharmacol*. 2008;22(4):447-52.
28. Huseini HF, et al. [Blood Pressure Lowering Effect of Nigella Sativa L. Seed Oil in Healthy Volunteers: A Randomized, Double-Blind, Placebo-Controlled Clinical Trial](#). *Phytother Res*. 2013;27(12):1849-53.
29. Sabzghabae AM, et al. [Clinical Evaluation of Nigella Sativa Seeds for the Treatment of Hyperlipidemia: A Randomized, Placebo Controlled Clinical Trial](#). *Med Arch*. 2012;66(3):198-200.
30. Qidwai W, Hamza HB, Qureshi R, Gilani A. [Effectiveness, safety, and tolerability of powdered Nigella sativa \(kalonji\) seed in capsules on serum lipid levels, blood sugar, blood pressure, and body weight in adults: results of a randomized, double-blind controlled trial](#). *J Altern Complement Med*. 2009;15(6):639-44.
31. Asoom LA. [Coronary Angiogenic Effect of Long-Term Administration of Nigella Sativa](#). *BMC Complement Altern Med*. 2017;17(1):308.
32. Miczke A, Szulińska M, et al. [Effects of Spirulina Consumption on Body Weight, Blood Pressure, and Endothelial Function in Overweight Hypertensive Caucasians: A](#)

- Double-Blind, Placebo-Controlled, Randomized Trial. *Eur Rev Med Pharmacol Sci*. 2016;20(1):150-6.
33. Juárez-Oropeza MA, Mascher D, Torres-Durán PV, Farias JM, Paredes-Carbajal MC. *Effects of dietary Spirulina on vascular reactivity*. *J Med Food*. 2009;12(1):15-20.
34. Mazokopakis EE, Starakis IK, Papadomanolaki MG, Mavroeidi NG, Ganotakis ES. *The hypolipidaemic effects of Spirulina (Arthrospira platensis) supplementation in a Cretan population: a prospective study*. *J Sci Food Agric*. 2014;94(3):432-7.
35. Torres-Duran PV, Ferreira-Hermosillo A, Juarez-Orozpezo MA. *Antihyperlipemic and antihypertensive effects of Spirulina maxima in an open sample of Mexican population: a preliminary report*. *Lipids Health Dis*. 2007; 6:33.
36. Huang H, Liao D, et al. *Quantifying the effects of spirulina supplementation on plasma lipid and glucose concentrations, body weight, and blood pressure*. *Diabetes Metab Syndr Obes*. 2018;11:729-742.
37. Parikh P, Mani U, Iyer U. *Role of Spirulina in the Control of Glycemia and Lipidemia in Type 2 Diabetes Mellitus*. *J Med Food*. 2001;4(4):193-199.
38. Stratton IM, Adler AI, Neil HA, Matthews DR, Manley SE, Cull CA, Hadden D, Turner RC, Holman RR. *Association of glycaemia with macrovascular and microvascular complications of type 2 diabetes (UKPDS 35): prospective observational study*. *BMJ*. 2000;321(7258):405-12.
39. Srikanth S, Deedwania P. *Management of Dyslipidemia in Patients with Hypertension, Diabetes, and Metabolic Syndrome*. *Curr Hypertens Rep*. 2016;18(10):76.
40. Szulinska M, Gibas-Dorna M, Miller-Kasprzak E, et al. *Spirulina maxima improves insulin sensitivity, lipid profile, and total antioxidant status in obese patients with well-treated hypertension: a randomized double-blind placebo-controlled study*. *Eur Rev Med Pharmacol Sci*. 2017;21(10):2473-2481.
41. Farooq SM, Boppana NB, Devarajan A, Sekaran SD, Shankar EM, Li C, Gopal K, Bakar SA, Karthik HS, Ebrahim AS. *C-phycocyanin confers protection against oxalate-mediated oxidative stress and mitochondrial dysfunctions in MDCK cells*. *PLoS One*. 2014;9(4):e93056.
42. Romay Ch, González R, Ledón N, Ramirez D, Rimbau V. *C-phycocyanin: a biliprotein with antioxidant, anti-inflammatory and neuroprotective effects*. *Curr Protein Pept Sci*. 2003;4(3):207-16.
43. Martinez-Galero E, et al. *Preclinical antitoxic properties of Spirulina (Arthrospira)*. *Pharm Biol*. 2016;54(8):1345-1353.

44. Demelash S. [Spirulina as a main source of tryptophan for mental illness: Improving level of serotonin through tryptophan supplementation.](#) GJMEDPH. 2018;7(2):1-5.
45. Nishizawa S, Benkelfat C, et al. [Differences between Males and Females in Rates of Serotonin Synthesis in Human Brain.](#) Proc Natl Acad Sci U S A. 1997;94(10):5308-5313.
46. Jenkins TA, Nguyen JC, Polglaze KE, et al. [Influence of Tryptophan and Serotonin on Mood and Cognition with a Possible Role of the Gut-Brain Axis.](#)2016;8(1): pii: E56.
47. Sayin I, Cingi C, Oghan F, Baykal B, Ulusoy S. [Complementary therapies in allergic rhinitis.](#) ISRN Allergy. 2013;2013:938751.
48. Cingi C, Conk-Dalay M, Cakli H, Bal C. [The effects of spirulina on allergic rhinitis.](#) Eur Arch Otorhinolaryngol. 2008;265(10):1219-23.
49. Selmi C, Leung PS, Fischer L, German B, Yang CY, Kenny TP, Cysewski GR, Gershwin ME. [The effects of Spirulina on anemia and immune function in senior citizens.](#) Cell Mol Immunol. 2011;8(3):248-54.
50. Weiss, David J., and Christopher R. Anderton. “ [Determination of catechins in matcha green tea by micellar electrokinetic chromatography.](#)” Journal of Chromatography A 1011.1-2 (2003): 173-180.
51. Wu, Dayong, et al. “ [Green tea EGCG, T cells, and T cell-mediated autoimmune diseases.](#)” Molecular aspects of medicine 33.1 (2012): 107-118.
52. Riegsecker, Sharayah, et al. “ [Potential benefits of green tea polyphenol EGCG in the prevention and treatment of vascular inflammation in rheumatoid arthritis.](#)” Life sciences 93.8 (2013): 307-312.
53. Leichsenring, Anna, et al. “ [Long-Term Effects of \(–\)-Epigallocatechin Gallate \(EGCG\) on Pristane-Induced Arthritis \(PIA\) in Female Dark Agouti Rats.](#)” PloS one 11.3 (2016): e0152518.
54. Unno, Keiko, et al. “ [Stress-reducing function of matcha green tea in animal experiments and clinical trials.](#)” Nutrients 10.10 (2018): 1468.
55. Unno, Keiko, et al. “ [Stress-reducing effect of cookies containing matcha green tea: essential ratio among theanine, arginine, caffeine and epigallocatechin gallate.](#)” Heliyon 5.5 (2019): e01653.
56. Xu, Ping, et al. “ [The effects of the aqueous extract and residue of Matcha on the antioxidant status and lipid and glucose levels in mice fed a high-fat diet.](#)” Food & function 7.1 (2016): 294-300.
57. Wolfram, Swen. “ [Effects of green tea and EGCG on cardiovascular and metabolic health.](#)” Journal of the American College of Nutrition 26.4 (2007): 373S-388S.

58. Adikesavan, Gokulakrishnan, et al. “ (-)-Epigallocatechin-gallate (EGCG) stabilize the mitochondrial enzymes and inhibits the apoptosis in cigarette smoke-induced myocardial dysfunction in rats.” *Molecular biology reports* 40.12 (2013): 6533-6545.
59. Chung, L. Y., et al. “ Induction of apoptosis by green tea catechins in human prostate cancer DU145 cells.” *Life sciences* 68.10 (2001): 1207-1214.
60. Sugiyama, Tomomi, and Yasuyuki Sadzuka. “ Theanine, a specific glutamate derivative in green tea, reduces the adverse reactions of doxorubicin by changing the glutathione level.” *Cancer letters* 212.2 (2004): 177-184.
61. Kimura, Ryohei, and Toshiro Murata. “ Effect of theanine on norepinephrine and serotonin levels in rat brain.” *Chemical and pharmaceutical bulletin* 34.7 (1986): 3053-3057.
62. Yokogoshi, Hidehiko, et al. “ Effect of theanine, r-glutamylethylamide, on brain monoamines and striatal dopamine release in conscious rats.” *Neurochemical research* 23.5 (1998): 667-673.
63. Roberts JE, Dennison J. *The Photobiology of Lutein and Zeaxanthin in the Eye.* J Ophthalmol. 2015;2015:687173.
64. Cheng J, Zhou ZW, et al. *An Evidence-Based Update on the Pharmacological Activities and Possible Molecular Targets of Lycium Barbarum Polysaccharides.* Drug Des Devel Ther. 2014;9:33-78.
65. Jyonouchi H, Sun S, Mizokami M, Gross MD: *Effects of various carotenoids on cloned, effector-stage T-helper cell activity.* Nutr Cancer. 1996;26:313-324.
66. Paiva SA, Russell RM. *Beta-carotene and other carotenoids as antioxidants.* J Am Coll Nutr. 1999;18(5):426-33.
67. Chew EY, Clemons TE, Agrón E, Sperduto RD, Sangiovanni JP, Kurinij N, Davis MD, Age-Related Eye Disease Study Research Group. *Long-term effects of vitamins C and E, β-carotene, and zinc on age-related macular degeneration: AREDS report no. 35.* Ophthalmology. 2013; 120(8):1604-1611.
68. Heinrich, U., Gartner, C., Wiebusch, M., Eichler, O., Sies, H., Tronnier, H., and Stahl, W. *Supplementation with beta-carotene or a similar amount of mixed carotenoids protects humans from UV-induced erythema.* J Nutr 2003;133(1):98-101.
69. Kopcke, W. and Krutmann, J. *Protection from sunburn with beta-Carotene – a meta-analysis.* Photochem.Photobiol. 2008;84(2):284-288.
70. Tian X, Liang T, et al. *Extraction, Structural Characterization, and Biological Functions of Lycium Barbarum Polysaccharides: A Review.* Biomolecules.2019;9(9):389.

71. Ding Y, Yan Y, Peng Y, et al. [In vitro digestion under simulated saliva, gastric and small intestinal conditions and fermentation by human gut microbiota of polysaccharides from the fruits of *Lycium barbarum*](#). *Int J Biol Macromol*. 2019; 125:751-760.
72. Patel S, Vajdy M. [Induction of cellular and molecular immunomodulatory pathways by vitamin A and flavonoids](#). *Expert Opin Biol Ther*. 2015;15(10):1411-28.
73. Conaway HH, Henning P, Lerner UH. [Vitamin a metabolism, action, and role in skeletal homeostasis](#). *Endocr. Rev*. 2013;34(6):766-97.
74. Aukrust P, Müller F, Ueland T, et al. [Decreased vitamin A levels in common variable immunodeficiency: vitamin A supplementation in vivo enhances immunoglobulin production and downregulates inflammatory responses](#). *Eur J Clin Invest*. 2000;30(3):252-9.
75. Stephensen CB. [Vitamin A, infection, and immune function](#). *Annu Rev Nutr*. 2001;21:167-92.
76. Cohen HA, Varsano I, Kahan E, Sarrell EM, Uziel Y. [Effectiveness of an herbal preparation containing echinacea, propolis, and vitamin C in preventing respiratory tract infections in children: a randomized, double-blind, placebo-controlled, multicenter study](#). *Arch Pediatr Adolesc Med*. 2004;158(3):217-221.
77. Suh SY, Bae WK, et al. [Intravenous Vitamin C administration reduces fatigue in office workers: a double-blind randomized controlled trial](#). *Nutr J*. 2012; 11: 7.
78. Cai H, Fukang Liu F, et al. [Practical Application of Antidiabetic Efficacy of *Lycium barbarum* Polysaccharide in Patients with Type 2 Diabetes](#). *Med Chem*. 2015;11(4):383-390.
79. Preis SR, Hwang SJ, Coady S, Pencina MJ, D'Agostino RB, Savage PJ, Levy D, Fox CS. [Trends in all-cause and cardiovascular disease mortality among women and men with and without diabetes mellitus in the Framingham Heart Study 1950 to 2005](#). *Circulation*. 2009;119:1728-1735.
80. Long YC, Tan TM, Takao I, Tang BL. [The biochemistry and cell biology of aging: metabolic regulation through mitochondrial signaling](#). *Am J Physiol Endocrinol Metab*. 2014; 306(6):E581-E591.
81. Rusconi M, Conti A. [Theobroma cacao L., the Food of the Gods: a scientific approach beyond myths and claims](#). *Pharmacological research*. 2010;61(1):5-13.
82. Montagna MT, Diella G, Triggiano F, et al. [Chocolate, "Food of the Gods": History, Science, and Human Health](#). *International journal of environmental research and public health*. 2019;16(24):4960.

83. Katz DL, Doughty K, Ali A. Cocoa and chocolate in human health and disease. *Antioxidants & redox signaling*. 2011;15(10):2779-2811.
84. Garcia JP, Santana A, Baruqui DL, Suraci N. The Cardiovascular effects of chocolate. *Reviews in cardiovascular medicine*. 2018;19(4):123-127.
85. Persson IA, Persson K, Hägg S, Andersson RG. Effects of cocoa extract and dark chocolate on angiotensin-converting enzyme and nitric oxide in human endothelial cells and healthy volunteers—a nutrigenomics perspective. *Journal of cardiovascular pharmacology*. 2011;57(1):44-50.
86. Hanhineva K, Törrönen R, Bondia-Pons I, et al. Impact of dietary polyphenols on carbohydrate metabolism. *International journal of molecular sciences*. 2010;11(4):1365-1402.
87. Martin FP, Rezzi S, Peré-Trepat E, et al. Metabolic effects of dark chocolate consumption on energy, gut microbiota, and stress-related metabolism in free-living subjects. *Journal of proteome research*. 2009;8(12):5568-5579.
88. Marsh CE, Green DJ, Naylor LH, Guelfi KJ. Consumption of dark chocolate attenuates subsequent food intake compared with milk and white chocolate in postmenopausal women. *Appetite*. 2017;116:544-551.
89. Greenberg JA, O'Donnell R, Shurpin M, Kordunova D. Epicatechin, procyanidins, cocoa, and appetite: a randomized controlled trial. *The American journal of clinical nutrition*. 2016;104(3):613-619.
90. Rasyid HN, Ismiarto YD, Prasetya R. The efficacy of flavonoid antioxidant from chocolate: bean extract: prevention of myocyte damage caused by reperfusion injury in predominantly anaerobic sports. *Malaysian orthopaedic journal*. 2012;6(3):3-6.
91. Panossian A, Wikman G. Effects of Adaptogens on the Central Nervous System and the Molecular Mechanisms Associated with Their Stress-Protective Activity. *Pharmaceuticals (Basel)*. 2010;3(1):188-224.
92. Rhodiola rosea. Monograph. *Alternative medicine review : a journal of clinical therapeutic*. 2002;7(5):421-423.
93. Spasov AA, Wikman GK, Mandrikov VB, Mironova IA, Neumoin VV. A double-blind, placebo-controlled pilot study of the stimulating and adaptogenic effect of Rhodiola rosea SHR-5 extract on the fatigue of students caused by stress during an examination period with a repeated low-dose regimen. *Phytomedicine : international journal of phytotherapy and phytopharmacology*. 2000;7(2):85-89.
94. Darbinyan V, Kteyan A, Panossian A, Gabrielian E, Wikman G, Wagner H. Rhodiola rosea in stress induced fatigue—a double blind cross-over study of a standardized extract SHR-5 with a repeated low-dose regimen on the mental performance of

- healthy physicians during night duty. *Phytomedicine : international journal of phytotherapy and phytopharmacology*. 2000;7(5):365-371.
95. Olsson EM, von Scheele B, Panossian AG. A randomised, double-blind, placebo-controlled, parallel-group study of the standardised extract shr-5 of the roots of *Rhodiola rosea* in the treatment of subjects with stress-related fatigue. *Planta medica*. 2009;75(2):105-112.
96. Noreen EE, Buckley JG, Lewis SL, Brandauer J, Stuempfle KJ. The effects of an acute dose of *Rhodiola rosea* on endurance exercise performance. *Journal of strength and conditioning research / National Strength & Conditioning Association*. 2013;27(3):839-847.
97. De Bock K, Eijnde BO, Ramaekers M, Hespel P. Acute *Rhodiola rosea* intake can improve endurance exercise performance. *International journal of sport nutrition and exercise metabolism*. 2004;14(3):298-307.
98. Mao JJ, Xie SX, Zee J, et al. *Rhodiola rosea* versus sertraline for major depressive disorder: A randomized placebo-controlled trial. *Phytomedicine : international journal of phytotherapy and phytopharmacology*. 2015;22(3):394-399.
99. Amsterdam JD, Panossian AG. *Rhodiola rosea* L. as a putative botanical antidepressant. *Phytomedicine : international journal of phytotherapy and phytopharmacology*. 2016;23(7):770-783.
- 100.