

# The Power of Kosher Certification

The pursuit of excellence is the power behind Bluebonnet Nutrition. Over the years, we've never strayed from our roots – always investing in the world's finest natural ingredients, state-of-the-art manufacturing, quality control, packaging, distribution and our invaluable partners: natural food retailers.

## Why Kosher?

For many, a kosher symbol is like a Good Housekeeping Seal, ensuring that the product and its ingredients are being carefully supervised with each ingredient tracked to its origin and strict rules imposed on hygienic processes. Keeping kosher has become synonymous with eating foods that have been manufactured at a higher standard. In fact, the word “kosher” was first used in the Bible to mean “fit, good and proper.”

## Kosher Quality Benefits

Quite simply, Bluebonnet's kosher-certified dietary supplements offer unique quality benefits. From the selection of raw materials through final packaging, they undergo more rigorous hygienic control measures than non-kosher supplements. In fact, Bluebonnet supplements undergo the scrutiny of KOF-K Kosher Supervision, one of the world's largest and most respected organizations known for demanding the most scrupulous standards of kosher certification.

The kosher parve symbol  also guarantees that Bluebonnet supplements are suitable for both vegetarians and lactose-intolerant individuals. As well as individuals with certain allergens to shellfish and crustacean meat can be rest assured that the kosher-certified Bluebonnet supplements they take daily are free of both.

We are enthusiastic about moving forward, not simply by keeping kosher, but also by embarking on a lifelong commitment as this industry's leading advocate for clean and healthy living.

*Only those products bearing the KOF-K emblem are kosher-certified.*



- *Approximately one-third of all supermarket products are kosher-certified.\**
- *An estimated 5 million U.S. consumers shop specifically for kosher products.\**
- *More than half of the top brands on Brandweek's list of top consumer foods sport kosher symbols.*
- *Kosher products range from the traditional to the offbeat, including baby formulas, fine chocolates, cleaning agents for sanitizing the kosher kitchen – and now, kosher-certified, natural dietary supplements from Bluebonnet Nutrition.*

*\* Source: [www.kosherquest.org](http://www.kosherquest.org)*

  
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NUTRITION TO THE FIFTH POWER  
NATURE · SCIENCE · QUALITY · TRUTH · KNOWLEDGE