



FEARLESS  
NATURALS  
USA

QUALITY-DRIVEN, AUTHENTIC DIRECT SOURCING - [FEARLESSNATURALS.US](http://FEARLESSNATURALS.US)

## Product Ideation

## Feasibility

### Trailhead: Company Objectives

**Fearless Naturals USA**, powered by **NaturPro Scientific**, is the first natural product innovator built to address the wide range of significant gaps in our supply chain.

Together with our team of experts, we offer **end-to-end product development and technical expertise**, helping a wide range of firms innovate with confidence.

We work with high-integrity partners across dietary supplements, nutraceuticals, food & beverage, pharmaceuticals, cosmetics, and more — all through our 7-point model that raises the bar:

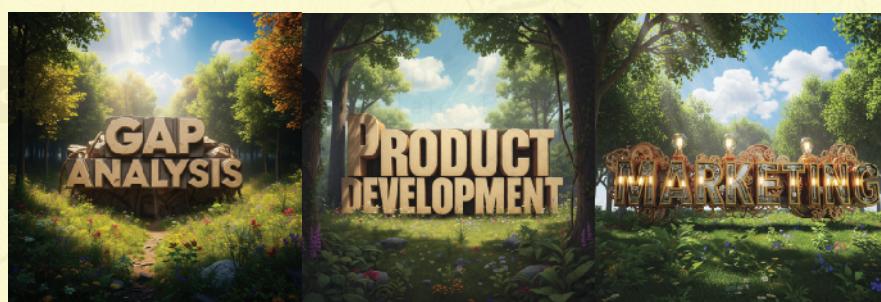
**1. Research-centered** — The world's most comprehensive science and research capabilities spread across four continents.

**2. Innovation Savvy** — Trusted by global firms reaching over a billion consumers.

**3. Exclusive Technologies & Ingredients** — A flowing pipeline of proprietary, exclusive innovations.

### Product Ideation

### Company Objectives



**4. Uncompromising Quality** — We're led by quality experts, not bean counters. Our ultra-premium products, services and technologies are second to none.

**5. Sustainability First** — Clean, renewable, and socially responsible sourcing, powered by green technologies, grown-in-USA focus, and emphasis on social due diligence, including Organic and Fair Trade certified ingredients.

**6. Legendary Partners** — partner with legacy vendors, offering transparency without the traditional obstacles and opacity.

**7. Expert Technical Support** — Scientific and regulatory guidance for formulation, claims, labeling, and R&D.

The Fearless Promise is simple: quality, innovation, and sustainability before profit — without compromise.



**Our AI-enabled team of scientific partners** include formulators, physicians, registered dietitian nutritionists and ethnobotanists with more than 200 years of combined experience.



**Fearless Naturals USA is part ingredient supplier, part comprehensive solutions provider.**

Our goal is to create lasting connections and untapped value in the natural product supply chain.

And we've got some great vendors, technologies and products.

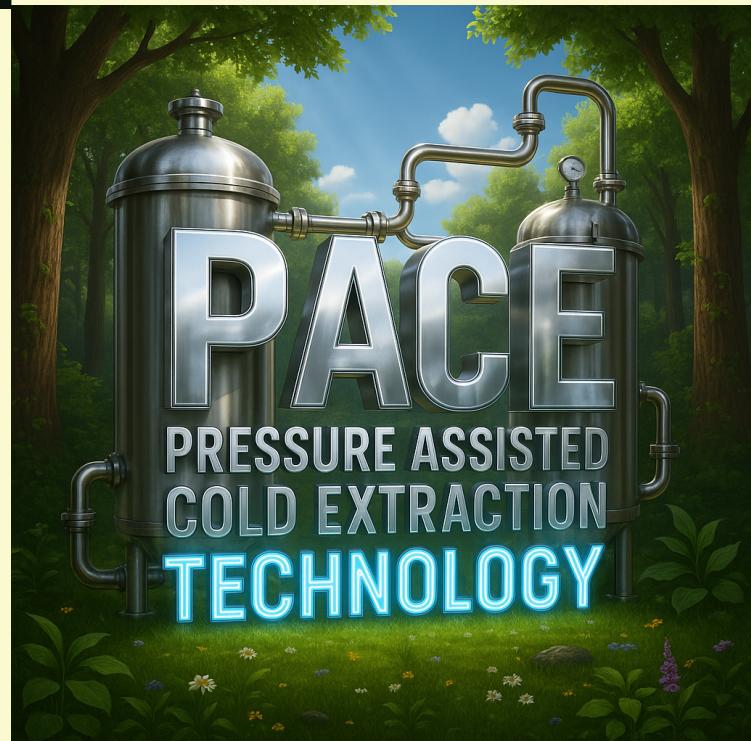
A network of R&D and QC labs.

Market-ready innovations, like patented **PCQ** for inflammation support for dogs and cats -- and their humans.

One of the most diverse polyphenol sources -- USA grown 'fox grape', a.k.a. muscadine grape.

A growing menu of certified sustainable, traceable, geo-authentic herbal materials, direct-sourced from the original farmers and producers.

Combined with the expert guidance of our partners, colleagues and marketers...



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**ALL INGREDIENTS MEET OR EXCEED FDA AND GLOBAL STANDARDS**

# RESEARCH



**The world of research is at our fingertips.**

There's our **Lab in the Woods**.

**AIHE™** (Artificial Intelligence-assisted Human Experts).

And **PACETech™** (Pressure-Assisted, Cold Extraction Technology).

We've got **advanced metabolomics**.

Plus **precision biofermentation**.

(And a worldwide clinical network. Comprehensive material characterization. Benchtop product prototyping & piloting. Plus, a bunch of other equipment in the dry cellar.)

**The natural world is left for exploration.**

**Fearless Naturals USA offers the next generation of research expertise and tools** to drive product innovation from our team of scientific partners, labs and consulting experts.

With the power of science and great minds, we help to blaze your path to design, validate and launch better natural products.

**Start Your Hike.**

<https://fearlessnaturals.us/research/>

## Key R&D Deliverables

- Research strategy, systematic reviews & evidence summaries
- Research study coordination, protocol development
- Data analysis and interpretation
- Research writing, presentation and publication
- Preclinical and clinical safety and efficacy study data/manuscript review
- Analytical or clinical method development/selection & validation
- Laboratory and contract research organization selection and negotiation
- Product ideation, formulation & prototyping R&D
- Quality systems (GMP, SOPs), specifications & risk assessment
- Regulatory strategy: claims, substantiation, labels, NDIs/GRAS
- Agricultural and supply research; ethnobotanical studies, reference materials, field audits and agronomy

# Trail Guide



We're about to start together on a rugged, steep trail.  
Your guide is a team of experts.

Like many worthwhile journeys, this one won't be easy.  
We know these Woods like the back of our hand.  
And we're here to guide you on a successful product launch

#### First, let's meet at the trailhead.

What do you seek to accomplish after this journey?  
What tools and supplies are in your pack?  
Are you physically, mentally and financially fit to handle this journey?  
Do you know where the milestones ahead are?

#### Let's get prepared before we start.

If we forget something now, we don't want to turn back.  
It's the last bathroom and water break for a while. Rest up and get ready. We're about to start walking.

#### Ideation isn't just brainstorming.

As we start to move, we're getting our footing. We're engaged with the guidance of the team that knows these parts from memory. We still have lots of questions. But we're scanning the landscape, keeping an eye on the weather, and testing the boundaries. We're digging through the scientific literature and market data. We're identifying and evaluating potential innovation drivers, benchmarks, and opportunities. We know what marketing claims will sell the product and bring a real benefit to consumers.

#### How do we feel about the competition? Where is there an unmet need in our market?

How do we compare or contrast available alternatives? What do other experts think of our ideas?

Is there a path to discover or create something completely new?

And do we have the right team on board to develop and execute our ideas?

More at <https://fearlessnaturals.us/the-hike/>

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## Product Application Key

- B** - Beauty & Skin Health
- C** - Cognitive / Mood / Sleep
- F** - Food Application / GRAS
- G** - Gut Health / Prebiotic
- H** - Heart & Circulation
- I** - Inflammation / Immune Support
- K** - Kidney / Liver Support
- L** - Longevity & Anti-Aging
- M** - Metabolism
- S** - Water Soluble
- W** - Women's Health

<b>B C F G H I K L</b>	<b>PCQ™</b>
<b>B F I S W</b>	<b>Suprosa™ Chestnut Rose</b>
<b>I K L S</b>	<b>Moridin™ Mulberry Root Bark</b>
<b>B L M S</b>	<b>Flavomin™ Vine Tea</b> <b>Fox Grape (Muscadine)</b>
<b>B C G H I L M S</b>	<b>Age-ility™</b>
<b>B G H L M S</b>	<b>Fermented Extract</b>
<b>F H L S</b>	<b>Purple Juice Powder</b>
<b>F H L S</b>	<b>Purple Juice Concentrate</b>
<b>H L S</b>	<b>Seed Extract</b>
<b>F H L</b>	<b>Seed Powder</b>
<b>B F</b>	<b>Seed Oil</b>
<b>I</b>	<i>Echinacea angustifolia</i>
<b>C</b>	<b>Valerian</b>
<b>C I L</b>	<b>Ashwagandha</b>
<b>F G M</b>	<b>Chicory</b>
<b>C</b>	<b>St. John's Wort</b>
<b>I</b>	<i>Usnea</i>
<b>C</b>	<b>Black cohosh</b>
<b>I</b>	<b>Mullein</b>
<b>C F I L</b>	<b>Red Reishi</b>
<b>W</b>	<b>Shatavari</b>
<b>F G</b>	<b>Moringa</b>
<b>B F H I K L M</b>	<b>Turmeric</b>
<b>F G I L M</b>	<b>Cinnamon</b>
<b>B C F H I L</b>	<b>Amla</b>
<b>B C F G H I K L M S</b>	<b>Black Tea</b>
<b>B C F G H I L M S W</b>	<b>Hibiscus</b>
<b>I</b>	<b>Devil's Claw</b>
<b>C</b>	<b>Bacopa</b>
<b>C F G H I L M</b>	<b>Ginger</b>



Product Type  
October 2025

### Product Type Key

**E** - Extract Powder  
**F** - Fair Trade Certified  
**G** - Geo-Authentic  
**O** - Certified Organic  
**P** - Patented  
**R** - Certified Regenerative  
**S** - Straight Herb (Whole, Cut or Powder)  
**W** - Wildcrafted Sustainably  
**US** - USA Grown and Processed

<b>E P</b>	<b>PCQ™</b>
<b>E G</b>	<b>Suprosa™ Chestnut Rose</b>
<b>E G W</b>	<b>Moridin™ Mulberry Root Bark</b>
<b>E G W</b>	<b>Flavomin™ Vine Tea</b>
	<b>Fox Grape (Muscadine)</b>
<b>E G US</b>	<b>Age-ility™</b>
<b>E G US</b>	<b>Fermented Extract</b>
<b>S G US</b>	<b>Purple Juice Powder</b>
<b>G US</b>	<b>Purple Juice Concentrate</b>
<b>E G US</b>	<b>Seed Extract</b>
<b>S G US</b>	<b>Seed Powder</b>
<b>G US</b>	<b>Seed Oil</b>
<b>S G US</b>	<i>Echinacea angustifolia</i>
<b>G O R S US</b>	<b>Valerian</b>
<b>G O R S US</b>	<b>Ashwagandha</b>
<b>G O R S US</b>	<b>Chicory</b>
<b>G O R S US</b>	<b>St. John's Wort</b>
<b>G W US</b>	<b>Usnea</b>
<b>G W US</b>	<b>Black cohosh</b>
<b>G W US</b>	<b>Mullein</b>
<b>G O</b>	<b>Red Reishi</b>
<b>F G O S</b>	<b>Shatavari</b>
<b>F G O S</b>	<b>Moringa</b>
<b>F G O S</b>	<b>Turmeric</b>
<b>F G O S</b>	<b>Cinnamon</b>
<b>F G O S</b>	<b>Amla</b>
<b>F G O S</b>	<b>Black Tea</b>
<b>F O S</b>	<b>Hibiscus</b>
<b>F G O S</b>	<b>Devil's Claw</b>
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<b>F G O S</b>	<b>Ginger</b>



## UNITED STATES OF AMERICA

### **Fox Grape** (*Vitis rotundifolia*, Purple Muscadine, Noble Variety, August Harvest)

SINGLE-ORIGIN, GROWN AND PROCESSED IN GEORGIA ON FAMILY FARMS

**Age-ility™ Whole Fruit Aqueous Extract** (Full-Spectrum, Sugarless, Water-Soluble)

**Fermented Whole Fruit Aqueous Extract** (Sugarless, Water-Soluble)

**Purple Juice Powder** (Water-Soluble)

**Purple Juice Concentrate** (Water-Soluble)

**Seed Aqueous Extract** (High-Phenolic)

**Seed Powder** (Cold-Milled)

**Seed Oil** (Cold-Pressed)

### **Echinacea** (*E. angustifolia*, Late Summer Harvest)

NATIVE, SUSTAINABLY WILDCRAFTED IN KANSAS AND MONTANA

**Root** (Whole, Cut or Powder) (Echinacoside-rich)

### **Valerian** (*Valeriana officinalis*, Late Autumn Harvest)

CERTIFIED ORGANIC AND REGENERATIVELY CULTIVATED (ROC CERTIFIED)

**Root** (Whole, Cut or Powder) (Valerenic acid-rich)

### **Ashwagandha** (*Withania Somnifera*, Late Autumn Harvest)

CERTIFIED ORGANIC AND REGENERATIVELY CULTIVATED (ROC CERTIFIED)

**Root** (Whole, Cut or Powder) (Withanolide-rich)

### **Chicory** (*Chicorium intybus*, Late Autumn Harvest)

CERTIFIED ORGANIC AND REGENERATIVELY CULTIVATED (ROC CERTIFIED)

**Root** (Whole, Cut or Powder) (Inulin-rich)

### **St. John's Wort** (*Hypericum perforatum*, June-July Harvest)

CERTIFIED ORGANIC AND REGENERATIVELY CULTIVATED (ROC CERTIFIED)

**Flowering Aerial** (Whole, Cut or Powder) (Hypericin-rich)

SUSTAINABLY WILDCRAFTED

**Flowering Aerial** (Whole, Cut or Powder) (Hypericin-rich)

### **Usnea** (*Usnea spp.*)

NATIVE, SUSTAINABLY WILDCRAFTED

**Root** (Whole, Cut or Powder) (Usnic acid, polyphenol-rich)

### **Black cohosh** (*Cimicifuga racemosa*)

NATIVE, SUSTAINABLY WILDCRAFTED

**Root** (Whole, Cut or Powder) (Triterpene glycoside-rich)



## USA, CONTINUED

### **Palmitoylethanolamide-Curcuminoids-Quercetin** (U.S. Patent 11,523,998)

FREE FROM ALLERGENS, CONTAMINANTS AND ADDITIVES. PRODUCED IN U.S. FROM IMPORTED INGREDIENTS

**PCQ™** Patented 5:2:1 Blend for Human and Animal Health)

### **Collagen Peptides** (*Bovine*, Grass-fed)

CONTAMINANT-FREE, KOSHER CERTIFIED, GROWN AND PROCESSED IN WISCONSIN

**Bovine Collagen Peptides** (Water-Soluble, Tasteless Powder) (90%+ Protein)

### **Mullein** (*Verbascum thapsus*, Mid-Summer Harvest)

SUSTAINABLY WILDCRAFTED IN INDIANA

**Leaf and Flowering Parts** (Whole, Cut or Powder)

## CHINA

### **Chestnut Rose** (Cultivated *Rosa roxburghii*, Cili Fruit, Mid-Summer Harvest)

GEO-AUTHENTIC, SUSTAINABLY CULTIVATED IN GUIZHOU PROVINCE

**Suprosa™ Whole Fruit Extract Powder** (PACE™ Technology, Full-Spectrum, std. for SOD & polyphenols)

### **Vine Tea** (Cultivated *Ampelopsis grossedentata*, Early to Late Summer Harvest)

GEO-AUTHENTIC, SUSTAINABLY CULTIVATED IN GUIZHOU AND HUNAN PROVINCE

**Flavomin™ Extract Powder** (PACE™ Technology, Full-Spectrum, std. for Dihydromyricetin & Flavonoids)

### **Red Reishi** (*Ganoderma Lucidum*, Cultivated)

CERTIFIED ORGANIC, GEO-AUTHENTIC, SUSTAINABLY CULTIVATED IN LIAONING PROVINCE

**Mushroom Fruiting Body** (Powder) (Beta-glucan & Triterpene-rich)

### **Mulberry** (*Morus alba*, Cultivated)

GEO-AUTHENTIC, SUSTAINABLY CULTIVATED IN GUIZHOU PROVINCE

**Moridin™ Bark Extract Powder** (PACE™ Technology, Full-Spectrum, std. for Morusin & Sanggenons)

## INDIA

### **Shatavari** (Cultivated *Asparagus racemosus*, March-May Harvest)

CERTIFIED ORGANIC & FAIR-TRADE, GEO-AUTHENTIC, SUSTAINABLY CULTIVATED

**Root** (Whole, Cut or Powder)

### **Moringa** (Cultivated *Moringa oleifera*, Early to Late Summer Harvest)

CERTIFIED ORGANIC & FAIR-TRADE, GEO-AUTHENTIC, SUSTAINABLY CULTIVATED

**Leaf** (Whole, Cut or Powder)

### **Turmeric** (Cultivated *Curcuma longa*, Late Winter Harvest)

CERTIFIED ORGANIC & FAIR-TRADE, GEO-AUTHENTIC, SUSTAINABLY CULTIVATED

**Root** (Whole, Cut or Powder)



## INDIA, CONTINUED

**Cinnamon** (Cultivated *Cinnamomum zeylanicum*, Monsoon Harvest)

CERTIFIED ORGANIC & FAIR-TRADE, GEO-AUTHENTIC, SUSTAINABLY CULTIVATED

**Bark** (Quills or Powder)

**Amla** (Cultivated *Emblica officinalis*, October to December Harvest)

CERTIFIED ORGANIC & FAIR-TRADE, GEO-AUTHENTIC, SUSTAINABLY CULTIVATED

**Fruit** (Powder)

**Black Tea** (Cultivated *Camellia sinensis*, Seasonal Harvest)

CERTIFIED ORGANIC & FAIR-TRADE, GEO-AUTHENTIC, SUSTAINABLY CULTIVATED

**Leaf** (Whole, Cut or Powder)

**Hibiscus** (Cultivated *Hibiscus sabdariffa*, October to December Harvest)

CERTIFIED ORGANIC & FAIR-TRADE, SUSTAINABLY CULTIVATED

**Calyx** (Whole, Cut or Powder)

## NAMIBIA

**Devil's Claw** (Cultivated *Harpagophytum procumbens*, Rainy Season Harvest)

CERTIFIED ORGANIC & FAIR-TRADE, GEO-AUTHENTIC, SUSTAINABLY CULTIVATED

**Root** (Whole or Powder)

## COSTA RICA

**Bacopa** (Cultivated *Bacopa monnieri*, Summer Harvest)

CERTIFIED ORGANIC & FAIR-TRADE, SUSTAINABLY CULTIVATED

**Aerial Parts** (Whole or Powder)

**Ginger** (Cultivated *Zingiber officinale*, Traditional Harvest)

CERTIFIED ORGANIC & FAIR-TRADE, SUSTAINABLY CULTIVATED

**Root** (Whole or Powder)