



## PRESS RELEASE

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### **"Prepare to be shocked! The truth about the biggest bee pollen marketing ploy is now exposed-bee pollen capsules."**

**Sydney, 10th March 2011.** With support from the major bee keepers in Australia, a new unveiling of bee pollen is set to leave customers open mouthed and buzzing. The bee keeping industry players has never been big on marketing or advertising of their wonderful products. They are just pure Aussie country men who live for their bees and honey.

It's the wary businessmen who buy off the humble beekeepers who have really dented the 5000 year old natural substance of bee pollen. And its the end user, Jane and Bob who are being taken for a ride.

Many Australian and New Zealand companies who are selling bee pollen in Australia are opting to sell bee pollen in capsule form. They claim that bee pollen in capsule form is yields a superior and more bio-available product. They claim that by removing the outer shell of the pollen that it makes the nutrients more easily absorbed by the human gut.

Backed by Australia's leading bee keepers, Endree Saade of Bee Pollen Australia, is on a mission to reveal the truth about encapsulated bee pollen. "The market is a vulnerable place and we strongly feel that you need to know everything when buying bee pollen. Many customers are inexperienced when it comes to choosing the right bee pollen and we feel that they need to know the differences.

The recommended serving of bee pollen in its raw granule form is **10 grams (2 teaspoons)per day**. The amount of bee pollen in a capsule is 500mg .To consume the recommend amount in capsule form, you need to swallow **20 capsules per day** as bee pollen has a one to one extraction rate.

This is an amazing number of capsules you need to swallow to get the recommended intake of raw bee pollen. We would seriously suggest that you customers look into companies that recommend taking **2-4 capsules** per day. You will not get the right quantity of health goodness of bee pollen into your system."

Endree Saade also says," Hundreds of our loyal customers have requested for us to make our own bee pollen in capsule form. The underlying reason for this request is that our customers believe that they can quickly 'throw a couple of pills' in their mouth. We feel that customers are getting tricked into buying encapsulated bee pollen, trusting the recommended serving on the pack which can be anywhere from 2-4 capsules a day."

Bee pollen nutrients are all protected by nature. When you chew or swallow bee pollen, you break this down and begin the digestive process which releases the nutrients into your gastrointestinal tract to be absorbed into your system where they are delivered to your cells. By processing bee pollen and inserting it into a capsule, you change the process nature designed for us. You also expose the many nutrients to oxygen and light, both which denature the delicate molecules found in pollen.

Regarding the "potentiated process" of bee pollen, refining the bee pollen actually does more damage to the delicate nutrients than it does good. The end result is actually less nutrients being delivered to the consumer, not more. Endree Saade says, "This is just a marketing ploy by resellers. Bee pollen is not unique in its raw form so companies are trying to come up with variations to stand out amongst the rest. Evolution cannot even change the bees, so why are people trying to change what the bees give us"

The guide to buying the best bee pollen is simple; Buy granulated bee pollen and avoid buying encapsulated bee pollen. Buy bee pollen which has been freeze dried. Next, and probably the most important question to ask is, Where is the bee pollen sourced from? If within Australia, Western Australian bee pollen is absolutely the most nutritious and tasting bee pollen in the world. If it is from china or abroad, stay away.

We guarantee [Pollen Power](#) bee pollen as it is sourced from the pristine forests of Southern Western Australia. Our bee pollen is certified and sourced from the leading bee keeper in the country.

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To find out more info or to order Western Australian bee pollen, go to [www.beepollen.com.au](http://www.beepollen.com.au)

Media: For more information, to obtain a sample of WA bee pollen or to organise an interview please contact Endree Saade or Sally McGregor on 1300 536 663 or [info@beepollen.com.au](mailto:info@beepollen.com.au)