

Hab Shifa



TQ⁺
The science of
Black Seed Nutrition

Hab Shifa bioactive nutraceuticals, functional foods and activated personal care products deliver a new paradigm for clinically effective, organic Black Seed nutrition.

An ancient traditional medicine, Black Seed (*Nigella Sativa*) is revered by modern science for its extensive therapeutic, medicinal and cognitive benefits. Its potent power is due to Thymoquinone (TQ), the natural bioactive constituent unique to Black Seed.

Our holistic TQ⁺ Wellness System is purposefully optimised to empower everyone to live a vibrant, healthy and positive life through the power of natural nutrition.



Live life to the power of TQ

Australians spend 4 times more on CAM per year than on pharmaceuticals.

The #1 demand is for safe and effective, high performance natural products that are clinically proven to work.

The global demand for Complementary and Alternative Medicine (CAM) continues to accelerate with 2 out of 3 Australians annually investing in CAM products and related services valued at over \$4B AUD per year.

Australians spend 4 times more on CAM per year than pharmaceuticals. Research indicates growth is due to a broader awareness amongst everyday consumers towards the clinical benefit of taking an integrated natural approach to wellbeing, healing and disease management.

From health practitioners to elite sports professionals, retailers and general consumers, the #1 need pertaining to CAM is the demand for safe and effective, high performance natural products that are clinically proven to work.

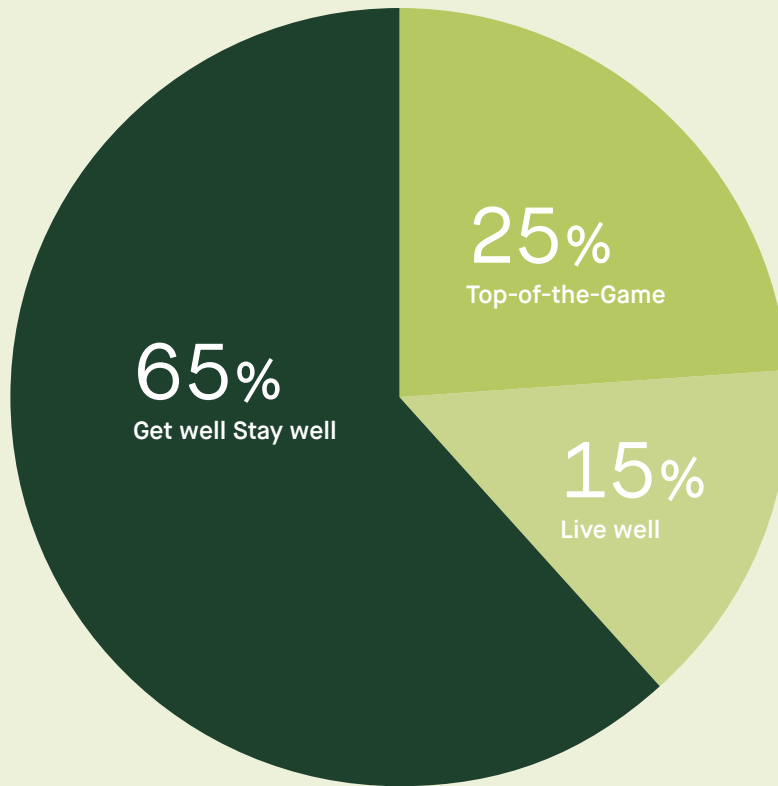
Safe and clinically effective, our integrated holistic TQ⁺ system has been purposefully designed to exceed expectations for evidence-based, clean label natural nutrition.

For over 30 years, Hab Shifa has been recommended by health practitioners and sports nutritionists across the globe, plus stocked in more than 4000 stores throughout Australia, the UK, USA, Middle East and Asia.

Our TGA-approved clinical range is ideal for:

- Clinical practitioners
- Sports nutritionists
- Disease management
- Immunity support
- Optimal wellbeing
- Cognitive and physical performance

<https://ccm.edu.au/complementary-medicine-industry-australia/>, Roy Morgan, April 26 2019, Finding No. 7956 (<http://www.roymorgan.com/findings/7956-australian-vitamin-market-december-2018-201904260734>), Mordor Intelligence, Australia Nutraceutical Market - Growth, Trends and Forecasts 2020 - 2025. (<https://www.mordorintelligence.com/industry-reports/australia-nutraceutical-market>)



65%

Get Well Stay Well

Has known issues. May have tried pharmaceuticals but open to natural alternatives. Needs safe, effective clinically proven medicinal solution that solves their issue.

25%

Top of the Game

Wants enhanced cognitive and physical performance. May be involved in sports.

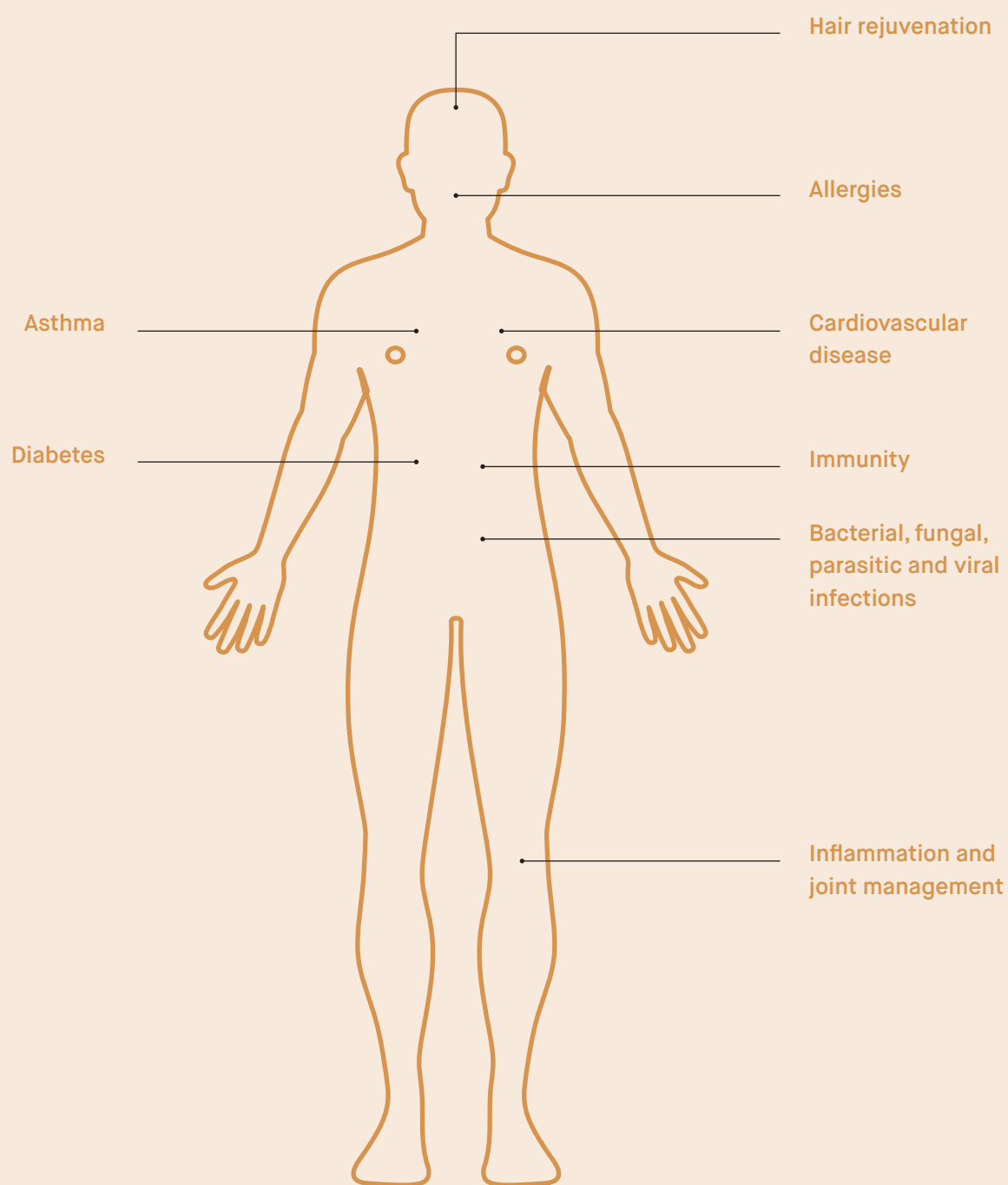
15%

Live Well

Invests daily in optimising immunity and wellbeing as a way of life.

Market opportunities

Evidence-based clinical benefits of TQ.



“Numerous clinical studies demonstrate Nigella Sativa and Thymoquinone (TQ), to be medicinally very effective against various illnesses including different chronic illness:

cardiovascular disorders, diabetes, inflammatory conditions as well as various infectious diseases due to bacterial, fungal, and viral infections¹”

¹Nigella sativa L. (Black Cumin): A Promising Natural Remedy for Wide Range of Illnesses. Hindawi Journal, Volume 2019. Ebrahim M. Yimer, Kald Beshir Tuem, Aman Karim, Najeeb Ur-Rehman and Farooq Anwar (see <https://www.hindawi.com/journals/ecam/2019/1528635/>)

Considered one of the most revered nutrient-rich herbs in history, numerous scientific studies validate the traditionally claimed medicinal uses of Nigella Sativa and Thymoquinone.

Unique to Black Seed, Thymoquinone (TQ), is the safe and clinically effective natural bioactive constituent that is the foundation for our entire Hab Shifa Black Seed range.

Simplifying the science

Formulated and manufactured in Australia in accordance with 'The Australian Code of GMP for Medicinal Products', Hab Shifa is currently the only Black Seed oil in the world to be included in the Australian Register of Therapeutic Goods (TGA).

Our proprietary cold-press technology delivers the unique capability to naturally extract the highest potency of bioavailable TQ without the use of heat or chemicals.

Having pioneered the Australian Black Seed industry more than 30 years ago, Hab Shifa has continued to reset the benchmark for innovation, efficacy and ethics in practice.

As a family business, quality is paramount. We personally source our raw ingredients from small-hold farms in India and oversee the entire production process within our purpose-built, state-of-the-art facility in Melbourne, Australia to guarantee every product upholds our TQ⁺ Quality Promise.



TQ⁺ advantage

Wellness^{TQ}



Certified Organic Activated TQ⁺ Black Seed Oil Capsules

AUST L 324167/ 500mg per vege cap

Rich in antioxidants and containing an abundance of essential fatty acids, HabShifa TQ⁺ Activated Black Seed Oil capsules are formulated from the purest certified organic Black Seed.

Regular use will help to maintain a healthy immune system, giving the body power to ward off infections.

Also ideal for helping to maintain a healthy cardiovascular system, cholesterol levels and blood sugar activity in healthy individuals.





Certified Organic Activated TQ⁺ Black Seed Oil

AUST L 168980 / 1ml per ml

Safe and independently clinically certified, Hab Shifa TQ⁺ Activated Black Seed Oil is a high potency cold-pressed oil. The liquid format makes it ideal for ingestion and topical use on skin and hair.

Similar to our capsules, it is ideal for maintaining a healthy immune system. It may also help to assist with hair rejuvenation and skin conditions in addition to maintaining a healthy cardiovascular system, cholesterol levels and blood sugar levels in healthy individuals.



Performance^{TQ}



JointTQ⁺ Activated Black Seed with Glucosamine & Curcumin Capsules

AUST L 302371

JointTQ⁺ is a unique formulation of vegetarian Glucosamine, Curcumin (Turmeric) and Black Seed (Nigella Sativa) and is designed to provide anti-inflammatory support and promote healthy joint function.

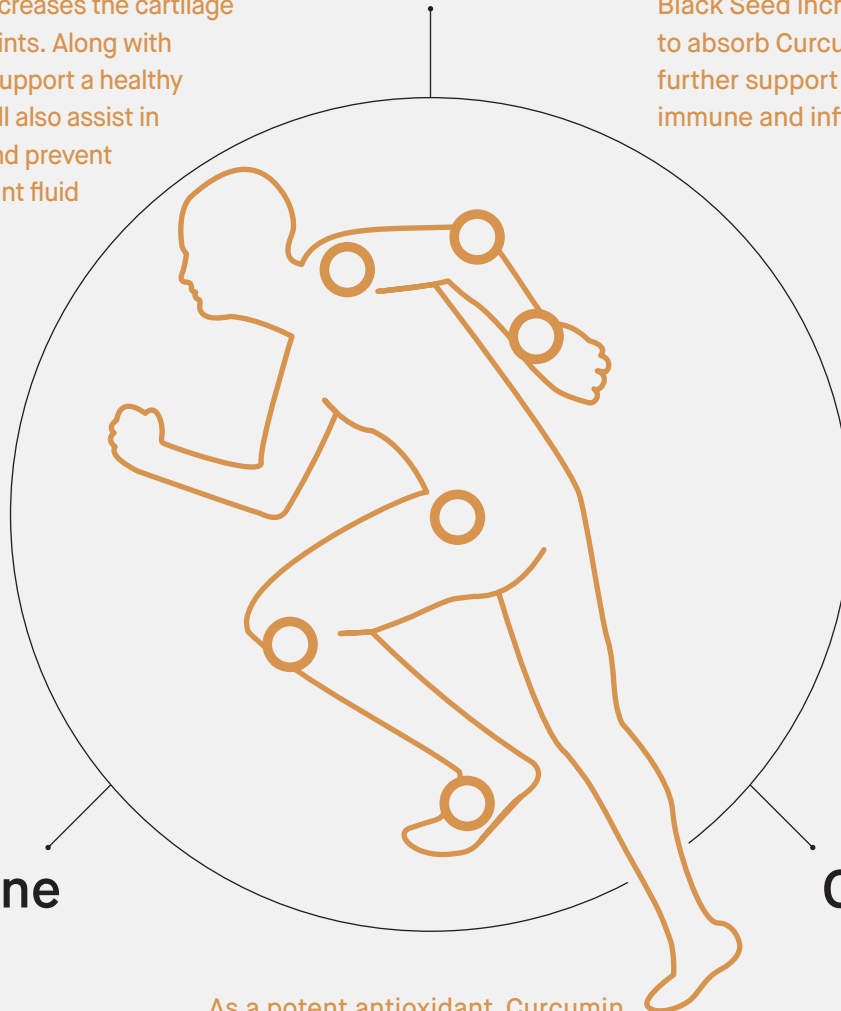
TQ has been traditionally prescribed to relieve the symptoms of mild inflammation. Curcumin provides anti-inflammatory support and Glucosamine sulphate promotes healthy joint function.



Black Seed

Glucosamine (vegan) increases the cartilage and fluid surrounding joints. Along with Black Seed's ability to support a healthy immune system, this will also assist in healthy joint function and prevent further breakdown of joint fluid and cartilage

Black Seed increases the body's ability to absorb Curcumin. It also provides further support to the body's healthy immune and inflammatory responses



Glucosamine

Curcumin

As a potent antioxidant, Curcumin assists to maintain healthy blood and joint fluid, assisting Glucosamine (vegan) to support healthy joint function and reduce cartilage wear

JoinTQ⁺ advantage



Certified Organic Black Seed

200g

A versatile ancient superfood, Black Seed is revered for its therapeutic dietary benefits and smoky peppery flavour.

It contains a high concentration of antioxidants, Vitamin B Complex, Omega 6 & 9, essential fatty acids, vitamins, minerals and the unique bioactive Thymoquinone (TQ), renowned for maintaining a healthy immune system.

Black Seed can be taken as a supplement, on its own, sprinkled on cereals, muesli, breads and salads or mixed into smoothies.





**Certified Organic
Black Seed Grinders**

Our new range of Certified Organic Black Seed grinders are an ideal, convenient way of adding the goodness of Black Seed to any occasion.

Perfect for salads, soups, baking and sprinkled over snacks, they are made from the finest quality certified organic ingredients.

Available in three varieties including:

- Black Seed 110g
- Black Seed with Himalayan Rock Salt 200g
- Black Seed with Himalayan Rock Salt & Chilli 160g

GF
GLUTEN FREE

NF
NUT FREE

VEGAN



Manuka Honey



Active
Manuka Honey
250g

Hab Shifa Active Manuka Honey is a unique and superior grade of Australian Manuka honey.

Harvested from pristine forests and bush in Australia, Hab Shifa's Manuka honey has been tested and certified to have a high level of dietary Methylglyoxal – the compound in Manuka honey responsible for its beneficial properties.

Range includes 250g and 500g jars in three varieties:

- Manuka Honey MGO 100+
- Manuka Honey MGO 400+
- Manuka Honey MGO 700+





Superfood Manuka Honey

250g

The Hab Shifa Black Seed and Manuka Honey superfood range is a unique combination of 100% pure, cold pressed Black Seed Oil and Australian Manuka Honey. Packed with antioxidant and immune-supporting properties, these potent, yet delicious tasting blends are ideal to have on their own, as a spread or topping, or as an addition to smoothies.

Range includes:

- Manuka Honey and Black Seed
- Manuka Honey and Blueberries
- Manuka Honey and Hemp



Nourishment^{TQ}



**Black Seed
Nurturing Haircare**
250ml

The Hab Shifa hair care range is a unique and sensual blend of nature's finest ingredients.

Antioxidant rich Black Seed Oil gently works to cleanse the hair of impurities while nurturing the scalp and gently working to awaken follicles. Luscious Argan oil penetrates and rejuvenates the hair shaft restoring shine, while nutrient rich coconut oil strengthens and softens. The Hab Shifa Black Seed nurturing shampoo and conditioner contain natural and organic ingredients, is SLS, paraben and petrochemical free and is cruelty free.

Range includes:

- Black Seed Nurturing Shampoo 250ml
- Black Seed Nurturing Conditioner 250ml





Black Seed Revitalizing Skincare

250ml

Provide your skin with the ultimate daily boost. The Hab Shifa Black Seed skincare range is a sublime combination of black seed oil, organic Rosehip oil, shea butter and aloe vera.

Rich in antioxidants and essential oils, this luxurious duo is infused with the earthy essential oils of geranium, bergamot and rosewood, that will soften and rejuvenate for clean, healthy and beautiful skin.

Range includes:

- Black Seed Revitalizing Body Wash 250ml
- Black Seed Hydrating Moisturizing Lotion 250ml



Marketing^{TQ}

At Hab Shifa we believe in taking a proactive, holistic approach to driving category innovation, marketing and sales.

Our integrated marketing program ensures we connect with the right consumers, at the right time, to drive ongoing sales and baseline growth.

Key activities include

Point-of-purchase support, social media marketing, influencer marketing, through-the-line activations, trade activations, online in-house nutritionist and customer care, website and SEM digital advertising.





Smile Foundation

Smile Foundation India and Hab Shifa Australia have joined hands to support the education of underprivileged children through a cause marketing campaign.

Mission Education is a national level programme of Smile Foundation, which is committed to providing basic education and healthcare to underprivileged children. Since 2002, more than 200,000 underprivileged children have directly benefitted from the Mission Education programme.

Hab Shifa proudly supports Smile Foundation, with proceeds from every product purchased donated to this great cause.



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