

NUTRIENTS SO THICK,  
THEY STICK TO THE SPOON



26  
CUPS /  
SERVES

PALEO &  
ALLERGEN  
FRIENDLY

100%  
AUSTRALIAN  
GRASS-FED BEEF

MEADOW  
& MARROW  
BONE BROTH

A stylized, high-contrast line drawing of the head and shoulders of Hippocrates, facing right. The drawing is rendered in a light beige color against a darker beige background. It features curly hair and a beard, with a focus on the profile of the face and the texture of the hair and beard.

OUR WISE ANCESTORS KNEW

# ALL DISEASE BEGINS IN THE GUT

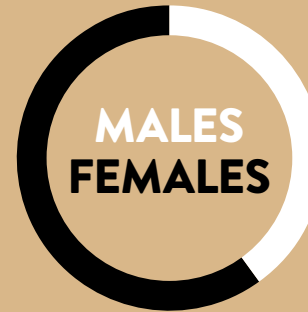
*- Hippocrates (460-370 BC), an ancient Greek physician  
who is considered the “father of medicine”*

# BUT THEN IT WAS FORGOTTEN...

~~75,000~~  
**100,000**

In Australia, Irritable Bowel Diseases are becoming more prevalent, more complex, and more severe. They affect approximately 1 in 250 people aged 5-40. **Almost 75,000 Australians have Crohn's disease or ulcerative colitis, with this number projected to increase to 100,000 by 2022.**

*Crohns and Colitis Australia Research (2013)*



**35% to 40% – of individuals who report IBS are male. Approximately 60% to 65% of individuals who report IBS are female.**

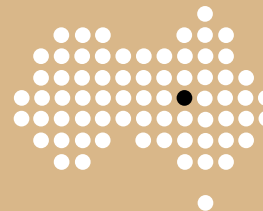
IBS is the most common condition diagnosed by gastroenterologists and is one of the most frequently seen conditions by primary care physicians.

*International Foundation for Gastrointestinal Disorders*

**\$2.7B**

**\$2.7 billion** - the annual cost of Crohn's Disease and Ulcerative Colitis in Australia.

*Crohns and Colitis Australia Research (2013)*



Coeliac disease affects on average approximately 1 in 70 Australians.

**However, around 80% of this number remains undiagnosed.**

*Coeliac Australia*



Psychology Today

Find a Therapist (City or Zip)

Melanie Greenberg Ph.D.  
The Mindful Self-Express

Verified by Psychology Today

Feeling Depressed? Gut-Brain Dysfunction May be to Blame

New theories of depression emphasize the role of gut microbiota and leaky gut.

Posted Dec 30, 2018

SHARE TWEET EMAIL MORE



Depression is one of the leading causes of disability worldwide. It has been estimated that 1 in 5 people will experience depression during their lifetimes. About 85 percent of people experiencing a first episode of depression will relapse within the next 10 years. While [cognitive therapy](#) and antidepressants that increase serotonin can be effective treatments for depression, these treatments don't work for more than a third of depressed patients. More recent theories of depression suggest that an imbalance in gut microbiota and dysfunction in the axis connecting the gut and the brain may be involved. This article will explain some of

Daily Mail AUSTRALIA

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For firmer skin, forget Botox and face creams... and drink a bowl of bone broth

- Experts are hailing soup of beef or lamb leftovers as an anti-ageing therapy
- Hollywood therapist Julia March is recommending it to clients
- But fear not - the treatment is to drink it, not rub it into the skin

By SOPHIE FREEMAN  
PUBLISHED: 12:12 AEDT, 1 March 2014 | UPDATED: 01:15 AEDT, 2 March 2014

Share 79 View comments

Forget expensive face creams and Botox. If you want younger-looking skin, try rustling up a soup from the leftovers of your Sunday roast.

Broth made from the bones of a beef joint or leg of lamb is being hailed as an anti-ageing treatment by experts, with claims it can firm the face.



Julia March, a beauty therapist to Hollywood celebrities, recommends it to clients complaining of sagging skin or redness.

However, with a bit of planning and time, it's entirely possible to [restore](#) the full health of your gastrointestinal system, which can have **major positive effects on your entire body, from mood, to memory, and more.** Healing your gut allows the body to build a stronger immune system and produce the right kind of bacteria that tells your brain that it's okay to feel good again.

The health of your gastrointestinal system is extremely important to your overall well-being. Largely responsible for the critical functions of the body's digestive and immune systems, beneficial bacteria in your digestive system have the capability of affecting your body's vitamin and mineral absorbency, hormone regulation, digestion, vitamin production, immune response, and ability to eliminate toxins, not to mention your overall mental health.

HUFFPOST

Will the Gut-Brain Connection Revolutionize Wellness?

09/11/2017 12:12 pm ET

Deepak Chopra, MD and Naveen Jain

Three decades ago, the brain lost its sovereignty as the seat of thinking, feeling, and the operation of intelligence. In fact, those processes began to escape the confines of the nervous system itself. All of this occurred when it was discovered that various "messenger molecules" associated with the brain are in fact circulating throughout the body via the bloodstream. Every cell is eavesdropping on the brain's activity, sending and receiving messages identical to those that the brain processes.

Over the next three decades, the realization that what we dub "intelligence" is a holistic feature of the body, the main difference being that outside the brain, this intelligence is nonverbal. The immune system's incredible ability to identify and combat invading bacteria and viruses. In fact, has earned it the nickname of the floating brain. Everywhere researchers find, now aware of the vast amount of information superhighway that is now everywhere, and now possible to harness, the nervous system" approach that has been used to connect the brain with the body, mind, emotions and the body, or even the mind, has been humbled. The brain is not the seat of intelligence, but rather a part of the body that receives information.

Some of the most far-reaching research centers on the so-called brain-gut connection. Without realizing it, you are experiencing this connection during any of the following common experiences: Getting butterflies in your stomach when you feel nervous, overeating when you feel anxious, feeling dull and sluggish after taking an antibiotic, contracting stomach bugs, or feeling the effects of stress on your digestive system. These are all evidence of the intimate connection between brain and gut that we ordinarily do not notice.


From before the time you sucked the wound, your body was forming an intimate and unbreakable connection between your brain and your gut, including the liver, pancreas, stomach, intestines—in fact, every organ inside the body cavity. Collectively, your gut and all the organs it contains are referred to as the "enteric nervous system," which actually contains [200-600 million neurons](#)! The enteric nervous system is in essence a second brain because of its ability to

Learning Center » Article Library » Mental Health »

Your Body's Second Brain - The Importance of Gut Health

Your Body's Second Brain - The Importance of Gut Health

Douglas Lord, M.D. | June 1, 2015



*"All disease begins in the gut." -Hippocrates*

With the variety of things that wreak havoc on our digestive systems these days, it may seem impossible to try to get back in balance and restore yourself to optimal health. But it's **not just about digestive issues alone**, as gastrointestinal health can be the root cause for many other health issues including **brain and mental health**.

However, with a bit of planning and time, it's entirely possible to [restore](#) the full health of your gastrointestinal system, which can have **major positive effects on your entire body, from mood, to memory, and more.** Healing your gut allows the body to build a stronger

NEWSLETTER

MEDICALNEWSToday

LOG IN

Could bone broth boost heart health?

By [Tim Newman](#) | Published Thursday 17 January 2019

Fact checked by Paula Field

Recently, bone broth has enjoyed a boost in popularity. To add to its new-found fame, a recent study concludes that it could have benefits for heart health, too.


Bone broth is a soup containing brewed bones and connective tissue.

Slowly cooking the bones in vinegar releases some of the nutrients that a person might otherwise discard with the rest of the carcass.

According to some quarters, drinking bone broth carries a multitude of benefits.

From reducing [inflammation](#) to improving sleep, bone broth can seemingly do no wrong.

Although some are hailing bone broths as "the new [coffee](#)," there is [little evidence](#) to support its benefits.



Bone broth may be fashionable, but is it good for your heart?

Daily Mail AUSTRALIA

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Is BONE BROTH the new coffee? Fans of the meaty soup claim it boosts energy more than caffeine - and reduces insomnia

- Bone broth is rich in amino acids - the building blocks of calcium
- It also contains calcium and collagen for bright skin and shiny hair
- Advocates claim it is nutritious and can soothe joint and stomach aches
- Sarah Maber, founder of a new company selling broth, explains why the meaty soup can give you more energy than a morning cappuccino

By MADLEN DAVIES FOR MAILONLINE  
PUBLISHED: 20:10 AEDT, 26 May 2015 | UPDATED: 20:19 AEDT, 21 October 2015

Share 869 shares 109 View comments

A bunch of meat bones simmering in a pot doesn't sound like a fashionable drink.

But bone broth was all the rage at this year's New York Fashion Week.

4

**MODERN BONE BROTH  
FOR THE MODERN WORLD**



=

10X  
MORE

AMINO ACIDS / G\*



- ✓ SUPPORTS GUT HEALING
- ✓ IMPROVE SKIN, HAIR & NAILS
- ✓ AIDS IN REPAIRING JOINT, LIGAMENT, TENDON AND BONE DAMAGE
- ✓ HELPS FIGHT FOOD SENSITIVITIES
- ✓ BOOSTS YOUR IMMUNE SYSTEM
- ✓ REDUCES INFLAMMATION





## ONE JAR = 26 CUPS / SERVES

Add 1 teaspoon to a cup of hot water for  
instant 100% Grass-Fed, Hormone and  
Antibiotic Free Bone Broth



**BONE BROTH  
CONCENTRATE**

**+**



**JUST ADD  
HOT WATER**

**=**



**X 26  
SERVINGS**



# OUR STORY

In 2015 when Mark's then partner Atlanta started suffering from an assortment of ailments which included chronic food allergies, extreme exhaustion, insomnia, mood swings and anxiety, he wanted to do everything he could to help her.

With the realisation that her symptoms linked to compromised gut health, they **implemented a healing protocol with all the common dietary recommendations - remove inflammatory foods and consume lots of bone broth**. They purchased every broth they could find and slow boiled countless recipes themselves at home. However when both commercial and traditional versions brought no improvement to Atlanta's health, trials commenced on creating a truly customised broth just for her.

Armed with the knowledge that **it's only the nutrients from the bones that heal the gut** (and other added ingredients can actually prevent optimal absorption) they worked on purifying and concentrating these key nutrients, while removing all meat and vegetables. The result was a thick, light coloured, paste-like concentrate which they nicknamed 'Atlanta's body glue'.

Once **they experienced positive personal results** with Atlanta's health it was obvious this was not a product to keep for themselves but a solution that needed be made available everyone.

Fast forward to now and the Concentrate Range has been **proven to be the most advanced, nutrient dense bone broths in the world**. Manufactured using their Proprietary extraction method that delivers a more highly bio-available concentrate with **10 x more collagen based amino acids & 16 x more healthy fats per gram** compared to traditional broths - Meadow & Marrow have literally **"reinvented" Bone Broth**.







## OUR VISION

**TO BRING BACK THE  
ESSENTIAL ELEMENTS  
OF NUTRITION THAT ARE  
CURRENTLY MISSING FROM  
THE MODERN DIET BY  
COMBINING THE BEST OF  
ANCIENT WISDOM WITH  
MODERN TECHNOLOGY.**



# TWO RANGES, SEVEN FLAVOURS

SOMETHING FOR EVERYONE FROM  
HARDCORE HEALTH ENTHUSIASTS TO  
KIDS WITH THE FUSSIEST OF TASTE BUDS



# CULINARY RANGE



## NATURAL

- 🍲 DIY flavour
- 🍲 Most versatile add to any dish with ease



## LEMON & HERB

- 🍲 Easy to drink
- 🍲 Best with vegetables & white meats



## CURRY

- 🍲 Spice lovers favourite
- 🍲 Healthy curry paste alternative  
Best with red meat



Slow Cooked Lamb with  
Meadow & Marrow's Gut  
Friendly Flourless Gravy  
*See website for full recipe*

## SIP, COOK, CREATE

**Made for traditional sipping,  
self flavouring & cooking**

Non-beefy flavour

Great for fussy eaters

Stir through any meal to  
boost nutrients & flavour

---

**New recipes added weekly at  
[meadowandmarrow.com.au](http://meadowandmarrow.com.au)**



# PERFORMANCE RANGE



## A.M. CLEANSE

- ✓ Cleanse
- ✓ Detoxify
- ✓ Boost Immune System



## POPULATE

- ✓ Improve Digestion
- ✓ Anti Ageing
- ✓ Help Balance Gut Flora



## BURN

- ✓ Fat Burning
- ✓ Enhance Cognition
- ✓ Boost Metabolism



## BOOST

- ✓ Increase Energy
- ✓ Enhance Cognition
- ✓ Improve Heart Health

A black and white photograph of a woman running on a beach at sunset. She is in mid-stride, her hair is flying, and her shadow is cast on the sand. The background shows the ocean, a distant lighthouse, and mountains under a cloudy sky.

## **FORMULATED WITH FUNCTIONAL INGREDIENTS FOR TARGETED RESULTS**

Cleanse & detox

Burn fat

Boost energy

Feed good bacteria

---

**#BROTHFORMULATIONS**

**#BROTHR<sub>X</sub>**

**#NOPRESCRIPTIONNEEDED**

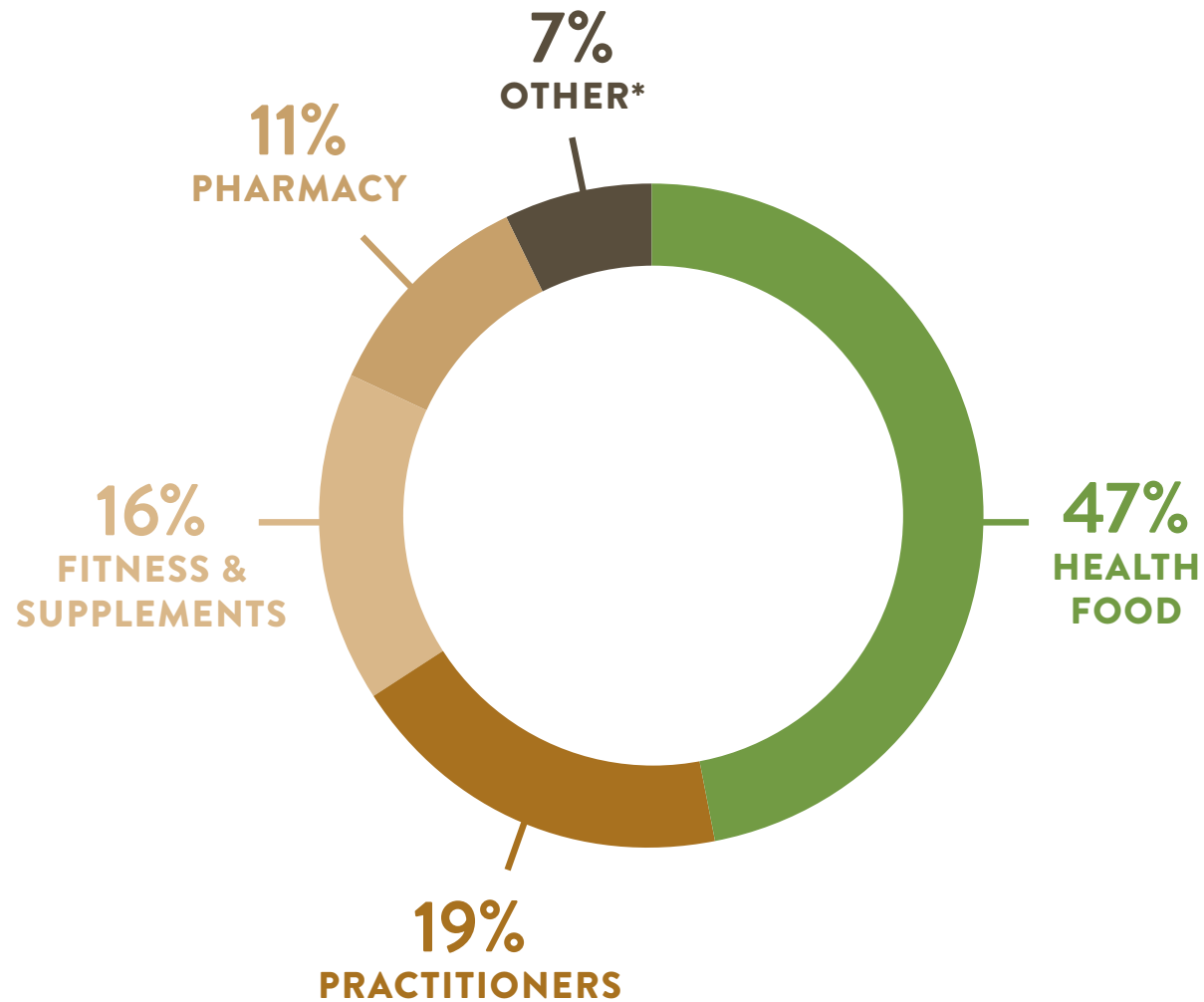


# COMPETITOR COMPARISON

	MEADOW & MARROW	BROTH OF LIFE	NUTRA ORGANICS	BEST OF THE BONE	BROTH & CO	HOMEMADE TRADITIONAL STOVETOP BROTH
MEAT FREE	✓	✗	✗	Undisclosed	✗	✗
CONCENTRATED	✓	✗	✗	✓	✗	✗
PRACTITIONER PREFERRED	✓	✗	✗	✗	✗	✗
TRANSPARENT LABELLING WITH KEY AMINO ACIDS	✓	✗	✓	✗	✗	✗
SIPPING AND COOKING FRIENDLY	✓	✗	✗	✓	✗	✗
FULL POS SUITE OF SUPPORT MATERIALS	✓	✗	✓	✗	✗	✗
KETO FRIENDLY	✓	✗	✗	✓	✗	✗
PALEO FRIENDLY	✓	✓	Undisclosed	✓	✓	✓
GLUTEN FREE	✓	✓	✓	✓	✓	✓
DAIRY FREE	✓	✓	✓	✓	✓	✓
SHELF STABILITY (FROM DATE OF MANUFACTURE)	12 Months	Undisclosed	Undisclosed	12 Months	Undisclosed	✗

*"Comparisons" are relative. Meadow & Marrow is a nutrient dense 'concentrate' - not a dehydrated powder or stock like others. With the introduction of our performance range infused with functional ingredients this has been a world first.*

# MEADOW & MARROW MARKET OVERVIEW



\*OTHER relates to selected grocery, deli and butchers

# RETAILER TESTIMONIALS

“

**...WE HAVE ALREADY HAD TO REORDER TWICE AND THE CUSTOMERS ARE LOVING...**

Just wanted to say thank you for all your support with the Meadow and Marrow range and how well the Bone Broth concentrates have been selling! After initially trying a few items of each line per your suggestion, we have already had to reorder twice and the customers are loving the Burn, A.M. Cleanse and the Natural of course. The brochures you sent out have really helped educate our customers who have gone from being skeptical to now loving your products. Thanks for making such a great product and how quick and easy you make it to get the products in store!

**Emma - Southern Cross Go Vita**



“

**...THE SALES SPEAK FOR THEMSELVES, WITH NO SIGNS OF SLOWING...**

Having used Meadow and Marrow myself I had experienced the benefits first hand. This lead me to trial the product at a few stores and what a great decision that has been. The sales speak for themselves, with no signs of slowing. We now have Meadow and Marrow a core line in all our stores, and is amongst our top performers. The ordering is easy, the support is second to none, and the product innovation is impressive.

Today's shoppers are more educated.

They want good gut health, reduction of inflammation, prevention of joint/ligament injury.

Where else can you have a product that not only complements existing supplementation but can be a solution to a lot of the health issues we face today. Ranging Meadow and Marrow has been a decision I have not looked back on, I look forward to what the future holds.

**Grant - Nutrition Warehouse**



“

**...MEADOW AND MARROW HAS BEEN A FANTASTIC COMPANY TO DEAL WITH...**

Meadow and Marrow has been a fantastic company to deal with. The product is of premium quality and is elegantly presented.

The staff are extremely professional and knowledgeable and the customer service and order fulfilment has been excellent. Thanks for your wonderful product - our customers love it!

**Jack - Low Carb Emporium**





# PRACTIONER TESTIMONIALS

“

**...MANY OF OUR CLIENTS LEAD EXTREMELY BUSY LIVES AND THE CONVENIENCE OF MEADOW AND MARROW BONE BROTHS PROVIDES EASY, TASTY...**

At Brisbane Naturopaths and Wellness Centre we just love stocking Meadow and Marrow nutrient condensed Bone Broths. The natural gelatine, collagen, glucosamine, calcium, magnesium, and phosphorus have numerous healing powers for the body and, they are in a form that is easily absorbed. The health benefits of bone broth are limitless, these nutrients are necessary for gut health, bone growth and repair, collagen restoration and for fighting infections. So many of our clients lead extremely busy lives and the convenience of Meadow and Marrow bone broths provides easy, tasty, nourishing and quick meals for the whole family. This is particularly great for our “fussy eaters” as you can add it to any sauces, soups, dips and treats. Even your dogs will love it!

**Denise - Brisbane Naturopaths & Wellness Centre**



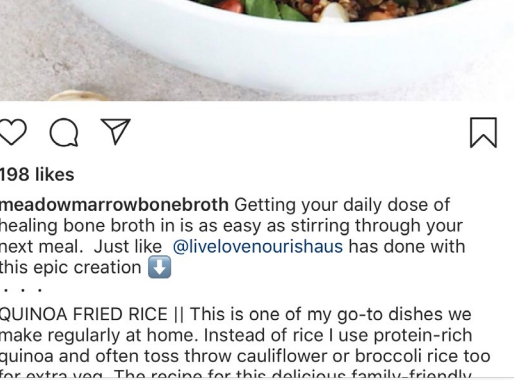
“

**...BY FAR THE BEST TASTING BONE BROTH ON THE MARKET AND HAS THEREFORE BEEN WELL RECEIVED BY OUR GUT HAPPY CUSTOMERS**

Here at Gut Happy we focus on making your gut as happy as it could be and bone broth is a staple of any healthy gut protocol. At Gut Happy we believe that food truly is medicine so the Meadow and Marrow range fits our philosophy perfectly. It is by far the best tasting bone broth on the market and has therefore been well received by our Gut Happy customers. They have told us that it is easy incorporate the Meadow and Marrow bone broth into their busy lifestyles. Apart from all the scientific research that indicates how beneficial bone broth is to our immunity, digestion, alkalinity and overall gut health, it tastes great and here at Gut Happy we are so pleased to offer it as part of our range.

**Tamara - Gut Happy**

gut  happy



198 likes  
**meadowmarrowbonebroth** Getting your daily dose of healing bone broth in is as easy as stirring through your next meal. Just like @livelovenourishaus has done with this epic creation . . .  
QUINOA FRIED RICE || This is one of my go-to dishes we make regularly at home. Instead of rice I use protein-rich quinoa and often toss throw cauliflower or broccoli rice too for extra veg. The recipe for this delicious family-friendly



151 likes  
**meadowmarrowbonebroth** RAMEN BOWLS.. so many good things in one easy to make bowl. .  
Today I'm picking up all the ingredients I need to make this recipe by @iamstevecollins for our dinner tonight. I'm going to give the original recipe a little tweak, switching out our Natural Broth for all new POPULATE for some epic miso flavour. Literally cant wait (obviously, as I'm thinking about dinner and it's only 6am) .  
While the Performance Range wasn't designed with



174 likes  
**meadowmarrowbonebroth** Who doesn't love a nourish bowl? Especially when then look like this 🍴  
#Repost @emsswanston . . .  
Deliciously simple, 3 ingredient, BBQ chicken nourish bowls because sometimes less really is more! . . .  
In the bowl we have ;  
• Leftover chicken, shredded and mixed with a little BBQ sauce (I ❤️ @tessemaes ) + a spoonful of @meadowmarrowbonebroth natural broth concentrate for an extra dose of gut healing goodness . . .  
• Roasted pumpkin - just sliced & tossed in @fourthandheart ghee (live happy using the rainfall beard



145 likes  
**meadowmarrowbonebroth** Great news for all our Western Australia customers and followers - 60 new stockists in your state just added to our store finder 📍  
Head to our website and pop in your suburb to find your nearest. And if you local health store, pharmacy, grocer or

151 likes  
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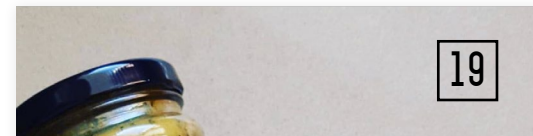
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189 likes  
**meadowmarrowbonebroth** Decisions, decisions with @myloveisedible . . .  
Who else is torn between smoothie bowls and bone broth at the moment? 🍴  
Cooler mornings have got me craving all the nutrient dense goods of @meadowmarrowbonebroth Currently obsessed with the Lemon and Herb - AH-MAZING!!! What's your favourite way of getting your



142 likes  
**meadowmarrowbonebroth** After another long day at @naturallygoodex I would be stoked with this #thisisfood #goodex #meadowmarrowbonebroth



## #SOCIAL PROOF

### ONLY AUSTRALIAN BONE BROTH WITH 10K+ FOLLOWERS



## **TO RANGE MEADOW & MARROW CONTACT**

Your local Perth Health Account Manager or our Customer Service Team at  
(08) 9240 2088 or [info@phfwa.com](mailto:info@phfwa.com)

**[perthhealth.com.au](http://perthhealth.com.au)**



**MEADOW  
& MARROW**  
BONE BROTH

**MODERN WORLD.  
MODERN BONE BROTH**

**[www.meadowandmarrow.com.au](http://www.meadowandmarrow.com.au)**