



Real Food. Fast.

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- Whole Food Meal Replacement
- Whole Food Energy Bar
- Whole Food Smoothie Infusion
- Antioxidant EFA Oil Blend
- Suggested Pricing

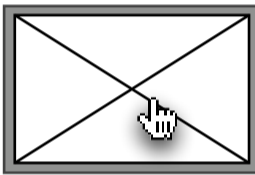
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What is Vega?

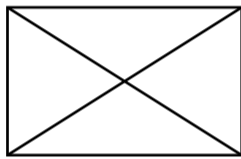
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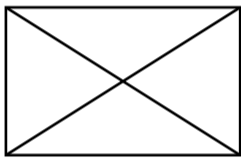
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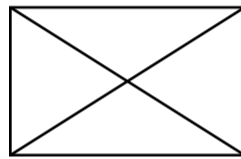
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Latest News & Events

- The Thrive Diet book, US launch in January 2008
- Sequel Naturals moves into new green building
- Brendan Selected to VegNew List of 25 Most Influential Vegetarians

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- Jan 20-21, 2008: Victoria Health Show, Victoria Conference Centre
- Jan 22-24, 2008: The Outdoor Adventure Show, Toronto

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Brendan Brazier



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“I formulated Vega using the highest quality, least processed, plant-based superfoods available. Armed with Vega, you will no longer need to compromise between whole food goodness and fast food convenience. To me, Vega is a way of life—I hope you enjoy it as much as I do.”



Brendan Brazier

Biography

Told from the onset that a plant-based diet wouldn't cut it on the professional Ironman circuit, Brendan's nutritional journey began with unpromising results. Several months of chronic hunger, the need to constantly eat and reduced energy levels culminated in a decline in athletic performance.

Brendan's stubborn curiosity persevered however, and after many years of research, trials and tribulations, he created a plant-based whole food diet that worked better than he had ever expected. Since then, Brendan has become a top professional Ironman triathlete, crediting his diet for his success competing in one of the world's most demanding sports.

Driven by the desire to share his findings with like-minded others, Brendan wrote his first book, ***THRIVE: A guide to optimal health and performance through plant-based whole foods***, available throughout North America at health food stores, major book retailers and online. The first edition of ***THRIVE*** became an immediate best-seller and a second, expanded edition was published just six months later.

Meanwhile, prompted by the success of his book and growing consumer demand, Brendan partnered with Sequel Naturals to create the Vega line of plant-based whole food products. From formulation to raw material sourcing, Brendan was instrumental in the entire product development process.

Speaking throughout North America, Brendan continues to educate on the value of a properly implemented plant-based diet for improved vitality and performance. For more information, visit www.brendanbrazier.com.

Ironman Triathlete

Swim 2.4 miles, bike 112 miles and run 26.2 miles. Call it an honest day's work for Brendan Brazier, professional Ironman triathlete. Considered one of the world's most demanding sports, the Ironman presents a stern test of body, mind and spirit for professional and amateur athletes alike. In fact, for many Ironman contestants, just crossing the finish line means victory.

Race Achievements

2006

National 50km Ultramarathon Championships – **Winner & new course record holder**

2004

Elk Lake 50km Ultramarathon – **Winner**

2003

National 50 km Ultra Marathon – **Winner**

Royal Victoria Marathon – **4th**

Cultus Lake 30 km trail race – **2nd**

2002

North Shore half marathon - **Winner**

Ironman Utah - **8th**

NewBalance half Ironman - **2nd**

Elbow Valley half Ironman - **2nd**

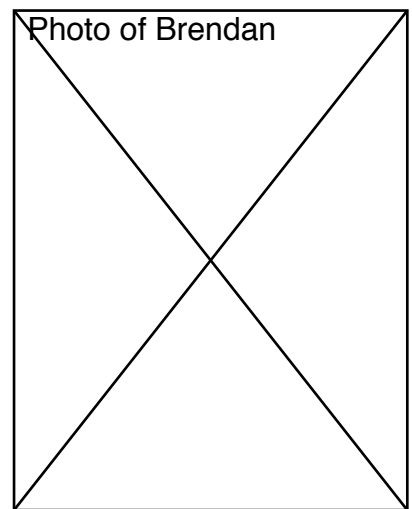
Bigfoot half Ironman - **Winner**

Seymour Forest half marathon - **Winner**

2001

Ironman Canada - **10th Pro**

Canadian National Long-Course Triathlon Championships - **3rd**



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