



Alkaline Certified Certification Guide

Introduction

About Alkaline Certified

Alkaline Certified was established in with a clear goal to become the world's company responsible for certifying alkaline food, beverage and whole-body products. Specializing in products manufactured in the United States, the company has close ties with national grocers that agree to proudly promote products carrying the certification. We bring an unparalleled level of experience to the industry with unmatched end user quality and design.

Company History

Alkaline Certified Inc., an American based corporation, registered and operating in Fort Lauderdale, Florida. Founder of Alkaline Certified, Inc., Brandon Burrell created the company in 2020. His passion for alkaline food, beverage and whole-body products and their health benefits inspired him to create Alkaline Certified, Inc. He started to understand that there was a value in eating an alkaline based diet vegetable-based, when he started experiencing major inflammation problems throughout his body. After researching and participating in various diets he truly learned how important it was to eat a diet high in alkaline foods and how vital they are to the human body. His inspiration grew tremendously during the COVID-19 global crisis as he watched minority groups suffer mass loss due to the fact of underlying health issues which many were contributed due to lack of proper nutrition. Brandon aims to drive education on the benefits of using alkaline food and beverage products.

Mission Statement

Alkaline Certified Inc., is committed to verifying and building sources of alkalinity products, educating consumers, and providing certification. We believe that all consumers have the right to know if their food is alkaline or acid based. We champion the health benefits of alkaline products and are dedicated to spreading their awareness.

Core Values

Alkaline Certified Inc., management recognizes that the company's main goal is to assist management in determining whether the company will be achieving its core values. The core values of Alkaline Certified Inc., are as follows:

- To be the sole leader in North America to provide complete transparency on Alkaline products
- To ensure consumers are confident that the products they purchase are truthful
- To educate the community on Alkalinity and the benefits of using alkaline products
- To serve our communities with our expertise, money and time
- To create winning partnerships with our suppliers

Why certify your Alkaline products?

- Customers do not know if their food, beverage, or personal care products purchased are truly alkaline or acid based.
- Establish a compliance network that can address transparency.
- Create consumer confidence and awareness for certified products.

What is Alkaline?

The pH level is a number that measures how acidic or alkaline a substance is on a scale of 0 to 14. For example, something with a pH of 4 would be very acidic and something with a pH of 12 would be very alkaline.

Retailers seek Alkaline Products

- Alkaline Certified has partnered with various retailers to certify their food, beverage and personal care products.

Consumers are seeking alkaline products for health benefits which includes:

- Uncompromise the mucous membrane
- Eliminate toxins
- Replace depleted minerals
- Rejuvenate damaged cell tissue
- Increase energy levels
- Blood nourisher
- Stimulate the brain and central nervous system
- Immune Support
- Decrease pulmonary and respiratory issues
- Supports male testosterone and prostate health
- Helps with weight loss

Testable Products

Products must be vegan, organic fruits, vegetables, grains, nuts, oils, seeds, herbal teas, water and various personal care products that have ingredients that are above 7pH level.

Non-Testable Products

Products must not be acid based or below the alkalinity scale of 7 pH. Also, products may not include soy, gluten, animal products, dairy, starches or wheat.

OUR ALKALINE CERTIFICATION SERVICES INCLUDES:



We offer fast and efficient turnaround times, comprehensive online management, and global coverage for your business. No matter the size or scope of your request, reach out to us today to start certifying your alkaline products with our premium product inspection and certification services.

PRODUCTS & SERVICES:

SYMBOL TRADEMARK RIGHTS

Identify barriers to registration with our expert analysis on potential certification obstacles. We strive to take every possible measure to afford your alkaline products with the symbol and trademark rights they need to be 100% protected.

INGREDIENT MANAGEMENT

Our ingredient management services give you the verification needed to launch your products compliantly and safely. We will also help improve your supplier's quality management systems to maximize your supply chain and sell your food or beverage items with confidence. We work together to equip you with the skills and knowledge you need to achieve certification.

AUDIT CERTIFICATES

Alkaline Certified has a wide network of auditors across the United States, who share expertise in your specific field and possess sound knowledge in processing requirements, ready to provide in-depth audit certificates to certify your alkaline products, verify your level of compliance with your code of conduct and quality requirements.

BRAND EQUITY

We work closely with you to develop strategies that amplify your product offering in the eyes of your consumers. We'll give your brand the brand equity it needs to level-up against your competitors and encourage consumer willingness to pay premium for alkaline certified products.

CLIENT ADVOCACY

Alkaline Certified is on a constant mission to meet and exceed our client's needs. No matter the size or scope of your request, we will work together to certify your alkaline products with efficiency, honesty and transparency from end to end. We take the time to listen and understand your challenges with tailored services that best meet the particular needs of our clients.

ONGOING PERSONALIZED SERVICES

Our services don't end once the deal is done. With ongoing support and personalized services, we'll be on-hand to assist you with further questions you may have. We strive to ensure the highest level of integrity throughout the alkaline product certification process within all our assessment activities and strategic decision making.

BECOMING ALKLAININE CERTIFIED

STEP ONE:

Submit Inquiry for Application on company website.

STEP TWO:

Assigned an Alkaline Specialist to assist with your application and agreement that covers our certification program, quality assurance requirements, confidentiality, insurance and indemnification.

STEP THREE:

COMPLETE ALAKLINE EVALUATION

Our team of scientist will complete an examination on your products to determine their levels of alkalinity. Your Alkaline Specialist may contact you during this period for any related documentation that may be required.

Based on your documentation being received in a timely manner this will dictate how long it will take for your products to be approved for certification. Typical procssing time is 3 months for certification.

ALKALINE CERTIFIED LABEL REVIEW

Successful participants will provide their Alkaline Specialist with their label review. Labels must follow Alkaline Certified guidelines. Please review Alkaline Certified Trademark Use Guidelines.

STEP FOUR:

MARKETING YOUR CERTIFICATION

All certified participants will receive marketing materials once from your Alkaline Specialist once your product/s have been certified. Included will be materials that will share how to you can communicate your certification.

Once your certification has been completed, your company will be announced and made visible to millions of consumers who visit our Alkaline Certified website daily. Your products will also be included in Alkaline Certified media releases.

STEP 5:

YEARLY RENEWAL

Your Alkaline Specialist oversee your account activity and will contact all necessary documents and requirements for renewing your products. Our renewal process will ensure your products stay in compliance with our Alkaline Certified Standards.

Contact us at apply@alkcertified.com

Alkaline Certified Standard specify our requirements and practices to certify Alkaline food, beverage and personal care products, and to use Alkaline Certified logo on those products.

This Manual contains Alkaline Certified standards that will apply to all applicants and certification holders.

Any changes to our polices and standards in this manual will be communicated to all Alkaline Certified holders with a minimum of 30-day notice before becoming effective.

Alkaline Certified, Inc., March 1, 2021. (Version 1)
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Alkaline Certified Standard Manual was pushed and effective April 1, 2021.
Alkaline Certified Manual is an informal document implies to our Alkaline Certification Program.
Currently, this is only listed in English as it is the official language for this document.

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