To:	BRITT L. ANDERSON(pctrademarks@perkinscoie.com)		
Subject:	U.S. Trademark Application Serial No. 90742266 - SHROOMBOOM - 143131.4000		
Sent:	May 25, 2023 10:55:45 AM EDT		
Sent As:	tmng.notices@uspto.gov		

Attachments

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United States Patent and Trademark Office (USPTO) Office Action (Official Letter) About Applicant's Trademark Application

U.S. Application Serial No. 90742266

Mark: SHROOMBOOM

Correspondence Address: Britt L. Anderson PERKINS COIE LLP 3150 Porter Dr. Palo Alto CA 94304 UNITED STATES

Applicant: SHROOMBOOM, INC.

Reference/Docket No. 143131.4000

Correspondence Email Address: pctrademarks@perkinscoie.com

REQUEST FOR RECONSIDERATION AFTER FINAL ACTION DENIED

Issue date: May 25, 2023

Applicant's request for reconsideration is denied. See 37 C.F.R. §2.63(b)(3). The trademark examining attorney has carefully reviewed applicant's request and determined the request did not: (1) raise a new issue, (2) resolve all the outstanding issue(s), (3) provide any new or compelling evidence with regard to the outstanding issue(s), or (4) present analysis and arguments that were persuasive or shed new light on the outstanding issue(s). TMEP §§715.03(a)(ii)(B), 715.04(a).

Accordingly, the following refusal made final in the Office action dated November 7, 2022 is **maintained and continued**:

• Final Refusal Under Section 2(d)

See TMEP §§715.03(a)(ii)(B), 715.04(a).

Applicant's arguments with regard to the refusal under Section 2(d) are addressed below.

Similarity of Marks

Applicant's mark is identical to the registered mark, and because these marks are identical in appearance, sound, and meaning, they "have the potential to be used . . . in exactly the same manner." *In re i.am.symbolic, llc*, 116 USPQ2d 1406, 1411 (TTAB 2015), *aff'd*, 866 F.3d 1315, 123 USPQ2d 1744 (Fed. Cir. 2017). Additionally, because they are identical, these marks are likely to engender the same connotation and overall commercial impression when considered in connection with applicant's and registrant's respective goods. *Id*.

Applicant submits that in the context of the goods, the marks have different commercial impressions. Without evidence, applicant contends that the term BOOM in registrant's mark connotes a boost or improved benefits from the nutritional supplements, "which is to improve bodily health." while when used in connection with applicant's skincare products, the term is suggestive of "making one's skin flourish and thrive such that it makes a significant impact." Essentially, applicant argues that for registrant's goods, the mark means to boost health while in the other it is to make an impact on one's skin and appearance.

Simply put, the argument applicant is putting forth for distinguishing the mark as used in connection with the class 3 goods versus registrant's class 5 goods is not persuasive. First, there is no evidence of

record to support this contention. Second, it seems that the connotation that applicant is suggesting from the term BOOM in both cases has a similar meaning, i.e., intending to improve something or give one boost - whether for bodily health or from skin care. Moreover, the marks are not BOOM, but SHROOMBOOM, and even when viewed in the context of the goods, there can be no question that the marks are indeed identical.

With regard to the classes 29 and 30 goods, applicant indicates that the term BOOM is "suggestive of the suddenness of the effects such products have on consumers' energy levels, waking them up and providing immediate focus," while registrant's goods provide a "long-term, incremental result." Applicant's attempt to distinguish the effect of one set of goods from the other seems tenuous at best, and moreover, it is unlikely that consumers are going to spend much time thinking through these potential and rather superficial distinctions in order to differentiate one source from the other where the marks - in their entireties - are identical.

Again, the marks at issue are not BOOM, but rather SHROOMBOOM, and the likelihood of confusion comparison must be made with regard to the marks in their entireties. And, again, there can be no question that the marks are identical; therefore, it is difficult to see how such marks can be perceived as creating different commercial impressions - regardless of the goods on which they are used. Applicant's own website makes clear the importance and power of mushrooms for "a plethora of purposes" - which include those applicant has attributed to registrant's goods (see attached). Accordingly, when viewing the identical marks in the context of both applicant's and registrant's goods, the marks do indeed engender the same meaning and overall commercial impression.

In sum, applicant's mark is identical in appearance, sound, connotation and overall commercial impression to registrant's mark.

Relatedness of Goods

Applicant's goods are highly related to the goods of registrant. As demonstrated by evidence attached to the current actions as well as to the prior actions, the goods in question are related to the extent that the circumstances surrounding their marketing are such that they could easily give rise to the mistaken believe that they are provided by a single source. *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369, 101 USPQ2d 1713, 1722 (Fed. Cir. 2012) (quoting 7-*Eleven Inc. v. Wechsler*, 83 USPQ2d 1715, 1724 (TTAB 2007)); TMEP §1207.01(a)(i); *see Made in Nature, LLC v. Pharmavite LLC*, 2022 USPQ2d 557, at *44 (TTAB 2022) (quoting *In re Jump Designs LLC*, 80 USPQ2d 1370, 1374 (TTAB 2006)).

Applicant is correct that there is no *per se* rule when it comes to whether or not goods are indeed sufficiently related such that their marketing will lead to a likelihood that purchasers will mistakenly believe the goods are provided by a single source. On the other hand, case law is clear that the greater the degree of similarity between the applied-for mark and the registered mark, the lesser the degree of similarity between the applied-for mark and the registered mark, the lesser the degree of similarity between the goods and/or services of the parties is required to support a finding of likelihood of confusion. *Made in Nature, LLC v. Pharmavite LLC,* 2022 USPQ2d 557, at *44 (TTAB 2022) (quoting *L'Oreal S.A. v. Marcon,* 102 USPQ2d 1434, 1440 (TTAB 2012)); *In re C.H. Hanson Co.,* 116 USPQ2d 1351, 1353 (TTAB 2015) (citing *In re Opus One Inc.,* 60 USPQ2d 1812, 1815 (TTAB 2001)); *In re House Beer, LLC,* 114 USPQ2d 1073, 1077 (TTAB 2015); TMEP §1207.01(a). Thus, here, where the marks are *identical,* the fact that the goods are not the same does not obviate a finding of confusion. *See In re Country Oven, Inc.,* 2019 USPQ2d 443903, at *5 (TTAB 2019) (citing *In re i.am.symbolic, llc,* 116 USPQ2d 1406, 1411 (TTAB 2015), *aff'd,* 866 F.3d 1315, 123 USPQ2d 1744

(Fed. Cir. 2017)); TMEP §1207.01(a); *see also In re Shell Oil Co.*, 992 F.2d 1204, 1207, 26 USPQ2d 1687, 1689 (Fed. Cir. 1993). The evidence of record clearly establishes that the goods of applicant are related to those of registrant, and because the marks are *identical*, there can be no doubt that confusion as to the source of such goods is indeed likely.

However, applicant argues the goods in question are not related or marketed in such a way that they would be encountered by the same class of purchasers in situations which would create the mistaken belief that they originate from the same source - despite the fact that the marks are identical - and, therefore, confusion is not likely. In support of this, applicant cites an opposition decision, namely, *Vital Pharmaceuticals, Inc., v. Conrad J. Kronholm, Jr.*, 99 USPQ2d 1708 (TTAB 2011), where the Trademark Trial and Appeal Board (hereafter "the Board") found that, even though the marks were identical, there was no likelihood of confusion where the goods in question were cosmetics and nutritional supplements.

It is important to note that while the Board did indeed find that the that there was no likelihood of confusion, the decision did *not* find that the goods were *not* related. Rather, the decision made clear that there was *insufficient evidence* in the record to demonstrate the relatedness of the goods, i.e., that they were sold through the same channels of trade, complimentary, or likely to be purchased together. The decision was very clear that there was no evidentiary support on which to conclude that consumers would assume that the goods in question were made by a single entity, or sold under a single mark so that "we could conclude that consumers would assume that these different products emanate from a single source." In sum, the Board found that, *based on the evidence of record*, "opposer has failed to meet the burden of proving likelihood of confusion." *Id* at 1712.

In contrast, the evidence of record in the instant case clearly establishes that the same companies do indeed manufacture or provide both applicant's class 3 goods and the goods of the registrant, and that a single mark is often used on both sets of goods. Applicant is referred to the material attached to the Final Office action of November 7, 2022 which also demonstrates that such goods are indeed sold through the same channels of trade, to the same class of purchasers.

More specifically, with regard to the class 3 goods, applicant submits that it is undeniable that the goods at issue are "not of the same categorization of goods," i.e., that consumers "will naturally make the distinction between the goods," even if they are provided by the same retailer under the identical mark. Again, applicant references the decision of the Board in *Vital Pharmaceuticals*, stating that the Board reasoned that the identical marks as used on cosmetics and related goods on the one hand and on nutritional supplements on the other were found unlikely to cause confusion, noting the Board's statement that such goods "on their face" were "distinctly different."

First, the fact that the goods of the parties differ is not controlling in determining likelihood of confusion. The issue is not likelihood of confusion between particular goods, but likelihood of confusion as to the source or sponsorship of those goods. *In re Majestic Distilling Co.*, 315 F.3d 1311, 1316, 65 USPQ2d 1201, 1205 (Fed. Cir. 2003); *In re Shell Oil Co.*, 992 F.2d 1204, 1208, 26 USPQ2d 1687, 1689 (Fed. Cir. 1993); TMEP §1207.01. Moreover, the compared goods need not be identical or even competitive to find a likelihood of confusion. *See On-line Careline Inc. v. Am. Online Inc.*, 229 F.3d 1080, 1086, 56 USPQ2d 1471, 1475 (Fed. Cir. 2000); *Recot, Inc. v. Becton*, 214 F.3d 1322, 1329, 54 USPQ2d 1894, 1898 (Fed. Cir. 2000); TMEP §1207.01(a)(i).

In other words, the fact that the goods are not the same, or even that they are "distinctly different, is not dispositive. What is important is that the evidence establishes that they are "related in some manner

and/or if the circumstances surrounding their marketing are such that they could give rise to the mistaken belief that [the goods] emanate from the same source." *Coach Servs., Inc. v. Triumph Learning LLC*, 668 F.3d 1356, 1369, 101 USPQ2d 1713, 1722 (Fed. Cir. 2012) (quoting 7-*Eleven Inc. v. Wechsler*, 83 USPQ2d 1715, 1724 (TTAB 2007)); TMEP §1207.01(a)(i); *see Made in Nature, LLC v. Pharmavite LLC*, 2022 USPQ2d 557, at *44 (TTAB 2022) (quoting *In re Jump Designs LLC*, 80 USPQ2d 1370, 1374 (TTAB 2006)). Here, the evidence of record does indeed establish that the goods are *related* for purposes of the likelihood of confusion analysis.

Again, it is worth reiterating that the Board in *Vital Pharmaceuticals* did *not* make a specific finding with regard to the relatedness of the goods in that case, i.e., the Board did not find that the goods were unrelated. Rather, the Board's decision made clear that the evidence of record did not meet the burden of establishing the relatedness of those goods, i.e., the opposer failed to meet the burden of proving likelihood of confusion. *Vital Pharmaceuticals* at 1712. Here, that burden has been met. The evidence attached to the current action as well as to the prior actions (comprised of material from the internet as well as registrations from this Office's database) clearly show that one entity is likely to use a single mark on both cosmetic-related goods as well as on supplements. Such evidence also shows that these goods may be used in connection with one another and that they are sold through the same channels of trade to the same class of purchasers.

Accordingly, the fact that registrant does not use its mark on cosmetic-related goods, nor the fact that its class 3 goods do not compete with or have the same purpose as the goods of applicant, do not weigh against a finding of confusion in this case. The evidence demonstrates that the goods are indeed related such that the circumstances of their marketing are likely to give rise to the mistaken belief that they emanate from the same source.

With regard to the goods in classes 29 and 30, applicant argues that the goods are "so distant" from registrant's goods that there is "no practical market overlap" and that "it is undeniable that the goods at issue are not of the same categorization of goods." Moreover, applicant submits that the "very nature of the such goods renders them separate and distinct from each other in any and all outlets that offer both types of products." Applicant goes on to argue that consumers seeking the goods and that such goods have "a completely different purpose." In support of this argument, applicant contends that even when "near-identical marks" have been used on goods more similar than those in question, a likelihood of confusion was not found, citing *In re While Rock Distilleries, Inc.*, 92 USPQ2d 1282 (TTAB 2009).

Again, the fact that the goods are different and have different purposes or uses is not the issue. The issue is one of relatedness. And here, again, the evidence of record establishes that applicant classes 29 and 30 goods are related to the goods listed in the cited registration.

Furthermore, in *In re White Rock Distilleries*, the Board found that the prominent design feature and the term TERZA in the register mark served to visually distinguish that mark, TERZA VOLTA, from applicant's mark VOLTA. In fact, the decision states that the term TERZA "clearly dominates over the term VOLTA in the registered mark as TERZA appears in large bold letters above VOLTA." As such, the Board found that the respective marks were not similar in appearance, nor similar in sound, and when viewed in their entireties, the marks engendered different commercial impressions. Accordingly, the lack of similarity of the marks in that case weighed in favor of the applicant. *In re White Rock* at 1284. Thus, contrary to applicant's contention, this decision does not weigh in favor of the current applicant whose mark is *identical* to the mark of registrant, i.e., there are no features or elements which distinguish one mark from the other in this case.

It should also be noted that the Board in *In re White Rock* made clear that "it is sufficient that the goods are related in some manner, or that the circumstances surrounding their marketing are such that they would be likely to be encountered by the same persons in situations that would give rise, because of the marks used thereon, to a mistaken belief that they originate from or are in some way associated with the same source or that there is an association or connection between the sources of the respective goods." *Id.* at 1285. And similar to the decision in *Vital Pharmaceuticals*, the examining attorney failed to establish that the applicant's goods and registrant's goods were actually related. Thus, the Board held that confusion was unlikely because "the marks are too dissimilar and the goods have not been shown to be related." *Id.*

Here, as noted above, the marks are not just similar, but identical, and the evidence does indeed establish that the goods are related. And in fact, evidence of record clearly contradicts applicant's assertion that the goods are quite "distant" and with completely different purposes. That is, attached material shows that various types of mushrooms - including processed mushrooms - have health benefits and are utilized as ingredients in nutritional supplements as well as used for human consumption in various forms. Additionally, the material submitted with the prior actions demonstrates that the class 29 goods (dried edible mushrooms and processed mushrooms) and registrant's nutritional supplements are provided by a single entity under a single mark.

Similarly, tea - including herbal teas - are often used for health reasons and even as nutritional and dietary supplements; as such teas are often sold in connection with supplements of various kinds. This is more than amply evidenced by the attached material which, in addition to material attached to the prior actions, demonstrates that a single entity commonly uses a single mark on both sets of goods, i.e., on teas as well as on supplements. Thus again, applicant's contention that the goods are "distant" and do not have the same purposes is contradicted. Rather, for both the class 29 and the class 30 goods, such goods have the same or similar purpose as those of registrant. Simply put, the goods are not at all distant or distinct from one another. In fact, the evidence of record establishes that there is indeed a practical market overlap, that such goods are sold in connection with one another, through the same channels of trade to the same class of purchasers. In short, the evidence of record establishes that applicant's goods are highly related to the goods of registrant.

Finally, applicant contends that the goods at issue are sold under separate sections on retail websites and that this is evidence that the goods are not related or complementary. Again, merely because the goods are different and potentially categorized under separate headings, is not evidence of a lack of relatedness. Such material does show that the goods in question are sold through a single website by a single entity and under a single mark, and often sold together, for the same or similar purposes, to the same class of consumers. Furthermore, on applicant's own website, it has goods which appear to crossover or overlap from both the "Food" category and the "Beauty" category to the "Wellness" category (see attached). For example, Earth & Star has goods in both "Wellness" and "Beauty," while North Spore has goods in both "Food" and "Wellness." In fact, these goods seem to be the same or very similar, i.e., edible mushrooms are both a food item and a supplement. Similarly, The Chaga has goods in both "Food" and "Wellness" - and actually the identical goods are in both, i.e., Masala Chai is both a tea or food item as well as a supplement. Thus, not only does such material evidence that the goods at issue are indeed related, sold through the same channels of trade, encountered by the same class of purchasers, but that they overlap and that the distinction between them is not as clearly delineated as applicant claims. In fact, the evidence of record - including applicant's own website definitively demonstrates that applicant's goods and registrant's goods are indeed highly related.

In sum, it bears repeating that where the marks are identical, the degree of similarity or relatedness between the goods needed to support a finding of likelihood of confusion declines. *See In re Country Oven, Inc.*, 2019 USPQ2d 443903, at *5 (TTAB 2019) (citing *In re i.am.symbolic, llc*, 116 USPQ2d 1406, 1411 (TTAB 2015), *aff'd*, 866 F.3d 1315, 123 USPQ2d 1744 (Fed. Cir. 2017)); TMEP §1207.01(a); *see also In re Shell Oil Co.*, 992 F.2d 1204, 1207, 26 USPQ2d 1687, 1689 (Fed. Cir. 1993). Therefore, here, where the record clearly establishes that the goods are related, and the marks are identical, confusion as to the source of those goods is likely.

Accordingly, the final refusal under Section 2(d) is maintained.

If applicant has already filed an appeal with the Trademark Trial and Appeal Board, the Board will be notified to resume the appeal. *See* TMEP §715.04(a).

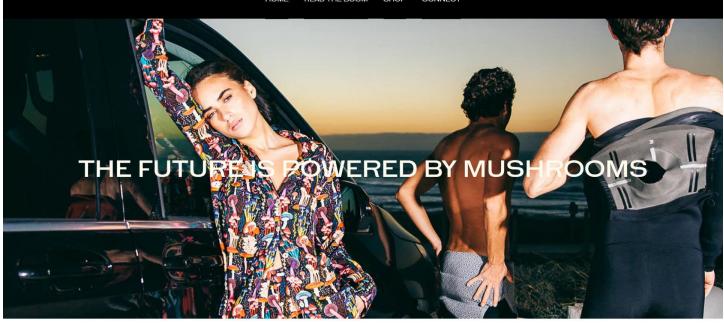
If applicant has not filed an appeal and time remains in the response period for the final Office action, applicant has the remainder of that time to (1) file another request for reconsideration that complies with and/or overcomes any outstanding final requirement(s) and/or refusal(s), and/or (2) file a notice of appeal to the Board. TMEP §715.03(a)(ii)(B).

/Susan K. Lawrence/ Susan Kastriner Lawrence Trademark Examining Attorney Law Office 116 (571) 272-9186 Sue.Lawrence@USPTO.GOV

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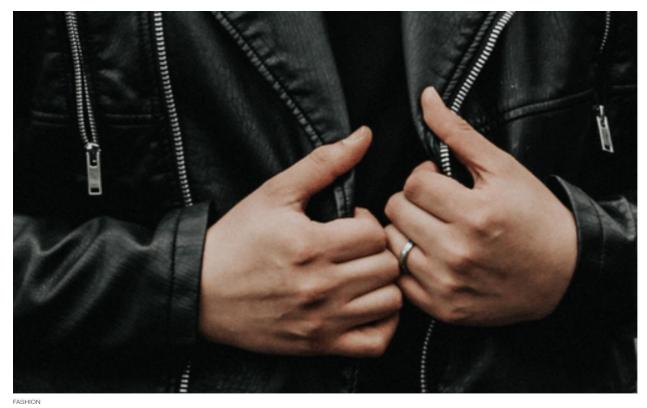


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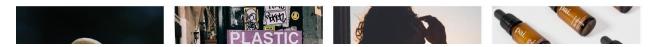
Mushroom-infused lubes are helping people have the best sex of their lives.

Modern humans weren't the first to discover the myriad benefits of fungi; mushrooms have been utilized throughout history for a plethora of purposes. One of the latest inventions to rely on the power of 'shrooms, however, is definitely novel: Enter mushroom lube.

Yes, you read that right. Various 'shrooms are now being added into plant-based personal lubricants for their pleasureenhancing properties. Familiar fungi, such as tremella, cordyceps, and shiitake, are cropping up in lubes to help increase blood flow, moisture, and even stamina. This makes sense because <u>tremella is known for its hydrating properties</u>, <u>cordyceps is</u> <u>believed to improve endurance</u>, and <u>shiitake has energizing properties</u>. Ingesting such mushrooms in order to boost libido <u>has</u>



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${f T}$ fantastic fungi

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Fantastic Fungi • Coffee, Tea & Hot Chocolate

Fantastic Mushroom Tea

Savor the moment with our limited-edition botanical powder blend created in partnership with renowned luxury tea company, TEALEAVES. Each sip is filled with the world's most revered mushrooms, deepening your connection to nature while rejuvenating your mind, body, and spirit.

Aroma: Warming fragrance, slightly earthy

Palate: Delicate umami meets robust spices

Purpose: Restore mind, body, and spirit

Ingredients: Organic red reishi, organic cordyceps, organic lion's mane, organic ginger, organic turmeric, organic cinnamon, cardamom, clove, and nutmeg

Caffeine Free

Net Weight: 30 grams; makes 8-10 servings

ONE-TIME		\$12.99
	~	\$11.69

- 1 +

DD TO CAR



Pay in 4 interest-free installments for orders over **\$50.00** with shop learn more

Why It's Fantastic

This fantastic foraged mushroom tea is a functional way to incorporate the therapeutic properties of fungi into your wellness routine.* Herbal teas and extractions are among the oldest and most traditional ways to consume mushrooms and other nutritious botanicals.



The Perfect Cup of Tea

Scoop one teaspoon of botanical powder.

Add a splash of hot water and whisk.

Top up with milk or an alternative.



Key Ingredients

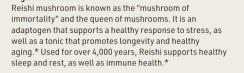
Organic Cordyceps:

Adaptogenic mushroom that promotes stamina, endurance and energy.* Popular among athletes and those who want to maintain an active lifestyle, Cordyceps' use dates back to imperial China.* In the wild, these orange mushrooms grow on caterpillars, but we only offer products made with cultivated, vegan Cordyceps.

Organic Lion's Mane: A tasty nootropic mushroom that supports the brain – including memory, focus and nerve health.* Native to Europe, Asia and North America, Lion's Mane is a large, shaggy white mushroom that somewhat resembles a brain (and a lion's mane, of course). In addition to cognitive well-being, Lion's Mane also supports gut and immune health.*

Organic Red Reishi:







Reviews



Manager Control of Con	
🖆 Share	Was This Review Helpful? 🍁 3 🏼 👎 2
Emily M. Verified Buyer	03/02/23
It's so convenient and nourishing to have this tea! Makes me feel great and I know after consuming! Thanks for gathering great products!!	v the quality and potency is high because I feel better during and
🖆 Share	Was This Review Helpful? 🍁 2 🏓 1
Susan S. Verified Buyer	04/11/23
◎ ★★★★	
great teal!!	
I found the tea to be refreshing, calming, and flavorful!	
🖆 Share	Was This Review Helpful? 🍺 0 👎 0
Louis S. Verified Buyer	12/22/22
	1.27 8.07 8.00
I never knew you could	
I never knew you could make a delicious tea from mushrooms.	
	an and a state of a state of a state
🖆 Share	Was This Review Helpful? 🍵 4 👎 0
C Share Mike B. Verified Buyer	Was This Review Helpful? III 4 4 4 004/15/23



More products you'll love, from brands we trust.



Gratitude Mushroom Drops Fantastic Fungi \$24.99



Mushroom Hot Chocolate Mix Real Mushrooms \$24.95



Turkey Tail Astragalus Toasted Maple Herbal Coffee Teeccino \$15.99

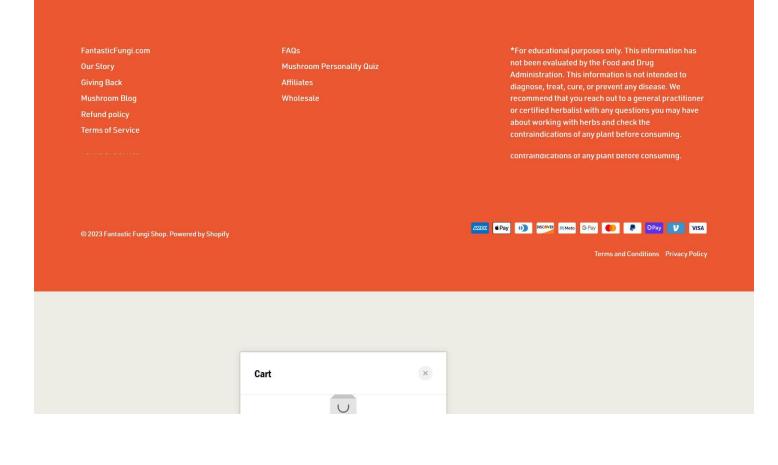


Pack)

\$30.00

The Chaga Company

Masala Chai with Chaga Six Servings (3 Immunity Peak Stat \$16.00



Your cart is empty.

Free Shipping on orders over \$49! (some exclusions apply)

T fantastic fungi

2 Q 🖞





Mindful Mushroom Drops Beauty Mushroom Drops Chill Mushroom Drops Gratitude Mushroom Drops Fantastic Fungi Fantastic Fungi Fantastic Fungi Fantastic Fungi \$24.99 \$24.99 \$24.99 \$24.99 T . Ŧ ŤŦ Ŧ . Energy Mushroom Drops Immunity Mushroom Drops Fantastic Fungi Mushroom Drops Bundle Rise & Shine Bundle Fantastic Fungi Fantastic Fungi Fantastic Fungi Fantastic Fungi \$24.99 \$24.99 \$120.00 \$149.94 \$67.50 \$74.97











Glow Girl Bundle Fantastic Fungi \$67.50 \$74.97

Day-to-Night Bundle Fantastic Fungi \$67.50 \$74.97 Travel Trio Bundle Fantastic Fungi \$67.50 \$74.97

Beauty Sleep Bundle Fantastic Fungi \$67.50 \$74.97

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Armor Up Bundle Fantastic Fungi \$67.50 \$74.97



Mojo Microdose Soft Chews Mojo \$29.99



OMFG Brain Health Gummies Noble Spore \$28.00



Advanced Immune Power Capsules Plant People \$29.99

plant people.



OMFG Immunity Gummies

11:11 Tincture

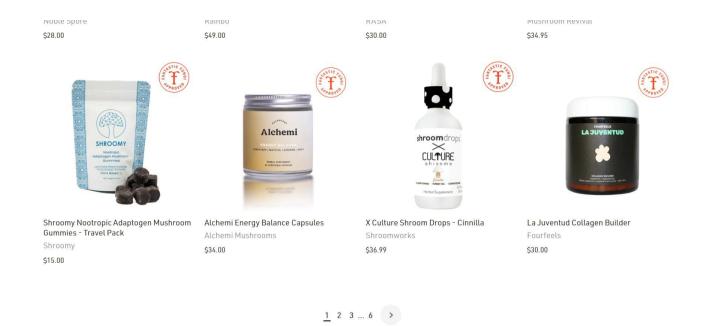


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Reishi Calm Capsules



FantasticFungi.com	FAQs	*For educational purposes only. This information has not been evaluated by the Food and Drug Administration. This information is not intended to diagnose, treat, cure, or prevent any disease. We
Our Story	Mushroom Personality Quiz	
Giving Back	Affiliates	
Mushroom Blog	Wholesale	recommend that you reach out to a general practitioner

Refund policy Terms of Service

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Terms and Conditions Privacy Policy

Cart		×
	U	
	Your cart is empty.	

THEAMAZINGKIND

Mark Punctuated THEAMAZINGKIND

Translation

Goods/Services

- IC 003. US 001 004 006 050 051 052.G & S: Bar soap; Body and beauty care cosmetics; Non-medicated skin care creams and lotions; Skin soap; Skin moisturizers used as cosmetics. FIRST USE: 20191111. FIRST USE IN COMMERCE: 20191111
- IC 005. US 005 006 018 044 046 051 052.G & S: Nutritional supplements; Muscle-rub preparations for the relief of pain; Sports cream for relief of pain. FIRST USE: 20191111. FIRST USE IN COMMERCE: 20191111

Mark Drawing Code (4) STANDARD CHARACTER MARK

Design Code

Serial Number 97083603

Filing Date 20211020

Current Filing Basis

Original Filing Basis 1A

Publication for Opposition Date 20220906

Registration Number 6905410

Date Registered 20221122

Owner

(REGISTRANT) The Amazing Kind, LLC DBA The Amazing Kind LIMITED LIABILITY COMPANY CALIFORNIA 550 Boulder Cir Claremont CALIFORNIA 91711

Priority Date

Disclaimer Statement

Description of Mark

Type of Mark

TRADEMARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record

CHOZEN ROOTZ

Mark Punctuated

CHOZEN ROOTZ

Translation

Goods/Services

- IC 003. US 001 004 006 050 051 052.G & S: Cosmetics and cosmetic preparations; hair care preparations; non-medicated skin care preparations. FIRST USE: 20211101. FIRST USE IN COMMERCE: 20211101
- IC 005. US 005 006 018 044 046 051 052.G & S: Dietary and nutritional supplements. FIRST USE: 20220101. FIRST USE IN COMMERCE: 20220101

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number 97117192

Filing Date 20211110

Current Filing Basis

Original Filing Basis 1A;1B

Publication for Opposition Date 20221101

Registration Number 7044667

Date Registered 20230502

Owner

(REGISTRANT) Tasha-Gay Whyte INDIVIDUAL BAHAMAS Suite 100N 300 Colonial Center Parkway Roswell GEORGIA 30076 (REGISTRANT) Felicia Sands INDIVIDUAL UNITED STATES Suite 100N 300 Colonial Center Parkway Roswell GEORGIA 30076

Priority Date

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ROOTS" APART FROM THE MARK AS SHOWN

Description of Mark

Type of Mark TRADEMARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record Keesonga Gore

HEALTHY, BALANCED SKIN BEGINS WITH TULA

Mark Punctuated

HEALTHY, BALANCED SKIN BEGINS WITH TULA

Translation

Goods/Services

- IC 003. US 001 004 006 050 051 052.G & S: Cosmetics; non-medicated skin care creams and lotions; non-medicated toiletries; skin soap; non-medicated skin, eye and anti-aging serum; non-medicated skin toners; skin masks; non-medicated body care soaps, lotions, gel, and preparations. FIRST USE: 20220330. FIRST USE IN COMMERCE: 20220330
- IC 005. US 005 006 018 044 046 051 052.G & S: Nutritional supplements; probiotic supplements; medicated skin care preparations. FIRST USE: 20220330. FIRST USE IN COMMERCE: 20220330

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number 97117459

Filing Date 20211110

Current Filing Basis

Original Filing Basis 1B

Publication for Opposition Date 20220503

Registration Number 7014008

Date Registered 20230328

Owner

(REGISTRANT) Tula Life, Inc. CORPORATION DELAWARE 228 Park Avenue S., PMB 23606 New York NEW YORK 10003

Priority Date

Disclaimer Statement

Description of Mark

Type of Mark

TRADEMARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record Christina L. Winsor

(5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM



Mark Punctuated OTX

Translation

Goods/Services

- IC 003. US 001 004 006 050 051 052.G & S: Cosmetic creams for skin care; Cosmetics. FIRST USE: 20221129. FIRST USE IN COMMERCE: 20221129
- IC 005. US 005 006 018 044 046 051 052.G & S: Mineral food supplements; Nutritional supplements; Vitamins. FIRST USE: 20221129. FIRST USE IN COMMERCE: 20221129

Mark Drawing Code (5) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM

Design Code

Serial Number 97033479

Filing Date 20210917

Current Filing Basis

Original Filing Basis 1B

Publication for Opposition Date 20220726

Registration Number 6982006

Date Registered 20230214

Owner

(REGISTRANT) OTx Care LLC LIMITED LIABILITY COMPANY FLORIDA 10710 NW 66th St, Suite 305 Doral FLORIDA 33178

Priority Date

Disclaimer Statement

Description of Mark

The color(s) black and blue is/are claimed as a feature of the mark. The mark consists of The mark consists of

the stylized text "OTX" with a smaller "x". The letters "OT" are in black, and the letter "x" is in blue.

Type of Mark TRADEMARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record

Booty Perfect

Mark Punctuated BOOTY PERFECT

Translation

Goods/Services

- IC 003. US 001 004 006 050 051 052.G & S: Cosmetics; Cosmetic preparations; Cosmetic preparations, namely, firming creams. FIRST USE: 20161006. FIRST USE IN COMMERCE: 20161006
- IC 005. US 005 006 018 044 046 051 052.G & S: Dietary and nutritional supplements. FIRST USE: 20160921. FIRST USE IN COMMERCE: 20160921

Mark Drawing Code (4) STANDARD CHARACTER MARK

Design Code

Serial Number 97111472

Filing Date 20211105

Current Filing Basis

Original Filing Basis 1A

Publication for Opposition Date 20221108

Registration Number 6960876

Date Registered 20230124

Owner

(REGISTRANT) Meliora LLC LIMITED LIABILITY COMPANY IDAHO #345 967 E. Parkcenter Blvd Boise IDAHO 83706

Priority Date

Disclaimer Statement

Description of Mark

Type of Mark TRADEMARK **Register** PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record Erica L. Tritt

DON'T SHED ON ME

Mark Punctuated DON'T SHED ON ME

Translation

Goods/Services

- IC 003. US 001 004 006 050 051 052.G & S: Non-medicated topical liquids and spray for conditioning pet skin and hair; skin cream and skin lotion for pets; and non-medicated skin and hair care preparations for pets. FIRST USE: 20100726. FIRST USE IN COMMERCE: 20100911
- IC 005. US 005 006 018 044 046 051 052.G & S: Pet products, namely, pet food supplements, nutritional supplements for pets, vitamin and mineral supplements; nutritional supplements for pets in the nature of pet treats; dietary and nutritional supplements in the nature of pet treats used for weight control for pets; dietary supplements for pets in the nature of pet treats; pet products, namely, veterinary preparations, namely, antioxidants; medicated topical liquids and spray for treating pet skin or hair conditions; topical analgesics for pets; topical anesthetics for pets; topical first aid liquids and sprays for pets. FIRST USE: 20100726. FIRST USE IN COMMERCE: 20100911

Mark Drawing Code (4) STANDARD CHARACTER MARK

Design Code

Serial Number 97115487

Filing Date 20211109

Current Filing Basis

Original Filing Basis 1A

Publication for Opposition Date 20221108

Registration Number 6960897

Date Registered 20230124

Owner

(REGISTRANT) Ark Naturals Company CORPORATION DELAWARE c/o WHITELAW LEGAL GROUP 3838 Tamiami Trail North, Suite 310 Naples FLORIDA 34103

Priority Date

Disclaimer Statement

Description of Mark

Type of Mark TRADEMARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record Jennifer Whitelaw

Someone Loves You

Mark Punctuated SOMEONE LOVES YOU

Translation

Goods/Services

- IC 003. US 001 004 006 050 051 052.G & S: Cologne; Cosmetics; Make-up; Mascara; Perfumes; Shampoos; After-shave lotions; Aromatic oils; non-medicated bath salts; Beauty masks; Body wash; Breath freshening sprays; Cosmetic creams; Cosmetic pencils; Cosmetic preparations for baths; Cosmetic preparations for skin care; Deodorant soap; Dry shampoos; Essential oils; Extracts of flowers being perfumes; Eyebrow cosmetics; Eyebrow pencils; Eyelash extensions; False eyebrows; False eyelashes; False nails; Hair lotions; Hair spray; Lip glosses; Lotions for cosmetic purposes; Make-up powder; Makeup removing preparations; Make-up preparations; Massage creams; Massage gels other than for medical purposes; Massage lotions; Massage oil; Nail art stickers; Nail care preparations; Nail polish; Nail varnish; Pet shampoos; Scented linen water; Sunscreen preparations; Artificial eyelashes; Beauty soap; Body deodorants; Cosmetic massage creams; Cosmetic oils; Cosmetic preparations for eyelashes; Eye make-up; Facial cleansers; Facial make-up; Foundation make-up; Non-medicated hair treatment preparations for cosmetic purposes; Non-medicated cosmetic soap; Perfume oils; Personal deodorants; Scented oils; Skin cleansers; Skin soap; Feminine hygiene cleansing towelettes. FIRST USE: 20150315. FIRST USE IN COMMERCE: 20150315
- IC 005. US 005 006 018 044 046 051 052.G & S: Hygienic bandages, namely, bandages for dressings; Nutritional supplements; Protein dietary supplements; Vitamin preparations; Disinfectants for hygienic purposes; Feminine hygiene pads. FIRST USE: 20220130. FIRST USE IN COMMERCE: 20220130

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number 97254757

Filing Date 20220207

Current Filing Basis

Original Filing Basis 1A

Publication for Opposition Date 20221227

Registration Number 7000037

Date Registered

20230314

Owner

(REGISTRANT) RAYSACO LLC LIMITED LIABILITY COMPANY FLORIDA 610 Clematis St. #406 West Palm Beach FLORIDA 33401

Priority Date

Disclaimer Statement

Description of Mark

Type of Mark TRADEMARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record

NaturalSlim

Mark Punctuated NATURALSLIM

Translation

Goods/Services

- IC 003. US 001 004 006 050 051 052.G & S: Cosmetics; Dentifrice; Perfume; Bleaching preparations for laundry use; Collagen preparations for cosmetic purposes; Collagen preparations for cosmetics purposes; Essential oils; Essential oils for personal use; Face creams for cosmetic use; Gels for cosmetic purposes; Hair care lotions; Hair lotions; Skin care preparations, namely, skin peels; Skin care preparations, namely, body balm; Bath soaps; Beauty gels; Beauty lotions; Cosmetic creams; Cosmetic creams for skin care; Cosmetic preparations for skin care; Eau de perfume; Eye gels; Eye lotions; Face creams; Facial beauty masks; Lotions for face and body care; Non-medicated soaps; Perfumery, essential oils; Skin creams; Skin lotions. FIRST USE: 19990000. FIRST USE IN COMMERCE: 19990000
- IC 005. US 005 006 018 044 046 051 052.G & S: Calcium supplements; Dietary supplements; Dietary food supplements; Food supplements; Health food supplements; Herbal supplements; Homeopathic supplements; Mineral supplements; Mineral nutritional supplements; Natural herbal supplements; Nutritional supplements; Prebiotic supplements; Probiotic supplements; Protein dietary supplements; Vitamin supplements; Weight management supplements. FIRST USE: 19990000. FIRST USE IN COMMERCE: 19990000

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number 97270017

Filing Date 20220216

Current Filing Basis

Original Filing Basis 1A

Publication for Opposition Date 20230110

Registration Number 7010657

Date Registered 20230328

Owner

(REGISTRANT) Metabolic Technology Center, Corp CORPORATION PUERTO RICO 262 Ave Pinero San Juan PUERTO RICO 00918

Priority Date

Disclaimer Statement

Description of Mark

Type of Mark TRADEMARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record Nyall Engfield

TEAMI

Mark Punctuated TEAMI

Translation

Goods/Services

- IC 003. US 001 004 006 050 051 052.G & S: Facial beauty masks; facial scrubs; skin cleansers; eye cream; facial oils; collagen preparations for cosmetic purposes; moisturizing preparations for the skin; facial moisturizers; moisturizing creams; non-medicated skin care preparation, namely, body mist; skin care preparation, namely, body polish; gels for cosmetic purposes; make-up remover; non-medicated skin care preparations. FIRST USE: 20170500. FIRST USE IN COMMERCE: 20170500
- IC 005. US 005 006 018 044 046 051 052.G & S: Probiotic supplements; prebiotic supplements; nutritional supplement in the nature of a nutrient-dense, protein-based drink mix; powdered nutritional supplement drink mix containing protein, vitamins, anti-oxidants, electrolyte; dietary food supplements. FIRST USE: 20181200. FIRST USE IN COMMERCE: 20181200
- IC 021. US 002 013 023 029 030 033 040 050.G & S: Drinking glasses, namely, tumblers; pitchers; tea infuser; cosmetic brushes; bottle cleaning brushes. FIRST USE: 20141000. FIRST USE IN COMMERCE: 20141000
- IC 030. US 046.G & S: Matcha; tea. FIRST USE: 20131210. FIRST USE IN COMMERCE: 20131210
- IC 035. US 100 101 102.G & S: Online retail store services relating to tea, dietary supplements, cosmetics, tea infusers and tumblers. FIRST USE: 20131210. FIRST USE IN COMMERCE: 20131210

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number 97256263

Filing Date 20220207

Current Filing Basis

Original Filing Basis 1A

Publication for Opposition Date 20230124

Registration Number 7022634

Date Registered

20230411

Owner

(REGISTRANT) Teami, LLC LIMITED LIABILITY COMPANY FLORIDA 2400 NE 196th St Miami FLORIDA 33180 (LAST LISTED OWNER) TEAMI BLENDS, LLC LIMITED LIABILITY COMPANY CALIFORNIA 1155 E. NORTH AVENUE FRESNO CALIFORNIA 93725

Priority Date

Disclaimer Statement

Description of Mark

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record Oliver Platz

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS



Mark Punctuated VIVORIFIC HEALTH

Translation

Goods/Services

- IC 003. US 001 004 006 050 051 052.G & S: Essential Oils; Bath soaps, Loofah soaps, Toilet soaps, Shaving soaps, Liquid bath soaps; Perfumed soaps, Non-medicated cosmetic soap; Non-medicated bath soap in liquid, solid or gel form; Non-medicated soap for babies; Deodorants for body care; Body lotions, Moisturizing body lotions, face and body lotions, scented body lotions and creams, skin and body topical lotions, creams and oils for cosmetic use; Non-medicated lotions for skin, hair, face, body, hair waving; Body mask lotion; Toning lotion, for the face, body, and hands; Aromatic preparations, namely, cream, lotion, body spray; Cosmetics; Colognes, perfume and cosmetics; and Body and beauty care cosmetics. FIRST USE: 20151224. FIRST USE IN COMMERCE: 20151224
- IC 005. US 005 006 018 044 046 051 052.G & S: Multivitamin preparations; Mineral supplements; Mineral food supplements; Mineral dietary supplements; Vitamin and mineral preparations for medical use; Amino acids for medical or veterinary purposes; Amino acids for nutritional purposes; Herbal extracts for medical purposes; Medicinal herbal extracts for medical purposes; Herbal supplements; Liquid herbal supplements; Natural herbal supplements; Prebiotic supplements; Probiotic supplements; Dietary supplements; Nutritional supplements; Protein supplements; Food supplements; Liquid vitamin supplements; Dietary and nutritional supplements for endurance sports; and Dietary and nutritional supplements for enhancing memory and other cognitive function; Medicated soaps, Disinfecting perfumed soaps; Medicated bath soap in liquid, solid or gel form; Medicated soap for babies; Medicated liquid soaps; Medicated lotions for skin, hair, face, body, sunburn; Medicated cosmetics. FIRST USE: 20151224. FIRST USE IN COMMERCE: 20151224

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Code 010504

Serial Number 97328881

Filing Date 20220324

Current Filing Basis 1A

Original Filing Basis 1A

Publication for Opposition Date 20230228

20230228

Registration Number 7052962

Date Registered 20230516

Owner

(REGISTRANT) Vivorific Health LLC LIMITED LIABILITY COMPANY ILLINOIS 15941 Harlem Ave, Ste 255 Tinley Park ILLINOIS 60477

Priority Date

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "HEALTH" APART FROM THE MARK AS SHOWN

Description of Mark

The mark consists of the words "Vivorific Health" and above those words an image of a "sun" with sun rays emitting from the sun.

Type of Mark TRADEMARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record Felix A. Gonzalez

CatGiant

Mark Punctuated CATGIANT

Translation

Goods/Services

- IC 003. US 001 004 006 050 051 052.G & S: Cosmetics for animals; Deodorants for animals; Non-medicated bath preparations for animals; Non-medicated mouth washes for pets; Non-medicated paw balms for pets; Pet fragrances; Shampoos for animals; Sunscreen preparations for animals. FIRST USE: 20201105. FIRST USE IN COMMERCE: 20201105
- IC 005. US 005 006 018 044 046 051 052.G & S: Animal feed additive for use as a nutritional supplement for medical purposes; Animal feed additives for use as nutritional supplements; Animal feed additives, namely, enzymes for use in animal feeds to assist in digestion; Animal feed supplements; Dietary supplements for animals; Dietetic foods and beverages adapted for medical use; Food supplements; Medicated supplements for foodstuffs for animals; Mineral food supplements; Protein supplements for animals; Vitamins and dietary food supplements for animals; Vitamins for animals. FIRST USE: 20201105. FIRST USE IN COMMERCE: 20201105
- IC 031. US 001 046.G & S: Animal beverages; Animal feed; Foodstuffs and beverages for animals; Milk replacers for animals; Pet beverages; Powdered milk for pets. FIRST USE: 20201105. FIRST USE IN COMMERCE: 20201105

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number 97320583

Filing Date 20220319

Current Filing Basis

Original Filing Basis 1A

Publication for Opposition Date 20230207

Registration Number 7036065

Date Registered 20230425

Owner

(REGISTRANT) Hatchsun Inc. CORPORATION TEXAS 6827 La Paseo St Houston TEXAS 77087

Priority Date

Disclaimer Statement

Description of Mark

Type of Mark TRADEMARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record

ARAMORE

Mark Punctuated ARAMORE

Translation

Goods/Services

- IC 003. US 001 004 006 050 051 052.G & S: Cosmetics; cosmetic creams for skin care; cosmetic preparations for skin renewal; cosmetics and cosmetic preparations; moisturizing solutions for the skin; skin fresheners; skin lotions; skin moisturizing gel; skin toners; skin whitening preparations. FIRST USE: 20221120. FIRST USE IN COMMERCE: 20221120
- IC 005. US 005 006 018 044 046 051 052.G & S: Dietary supplements for human consumption; dietary and nutritional supplements. FIRST USE: 20221120. FIRST USE IN COMMERCE: 20221120

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number 97975440

Filing Date 20210922

Current Filing Basis

Original Filing Basis 1B

Publication for Opposition Date 20211214

Registration Number 7057299

Date Registered 20230516

Owner

(REGISTRANT) New Frontier Bio, Inc. CORPORATION DELAWARE Suite 5600 48 Dunham Ridge Beverly MASSACHUSETTS 01915

Priority Date

Disclaimer Statement

Description of Mark

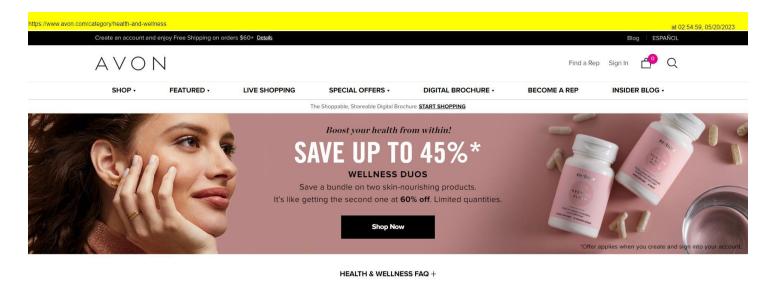
Type of Mark

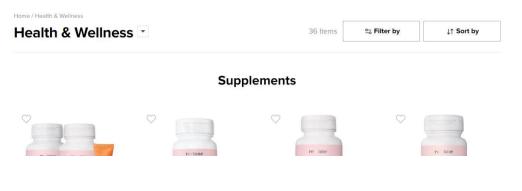
TRADEMARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record Heather E. Balmat







Inner Beauty Set

★ 0.0 - Reviews 0
 \$70.76
 \$35.99 with an account

Add to Bag



re:tune Inner Beauty Hydration ★ 4.5 - Reviews 26

\$27.00 \$22.00 with an <u>account</u>

Add to Bag





re:tune Inner Beauty Be Calm

* 5.0 - Reviews 4

\$38.00

\$31.00 with an account

Add to Bag

re:tune

re:tune Inner Beauty Hunger

Block

* 4.2 - Reviews 20

\$31.00

\$25.00 with an account

Add to Bag





HE OLISH

re:tune Inner Beauty

Metabolism Boost

* 4.3 - Reviews 20

\$35.00

\$28.00 with an account

Add to Bag

re:tune Inner Beauty Restful

Sleep Duo

* 0.0 - Reviews 0

\$50.00

\$28.00 with an account

Add to Bag

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RE FUL S EP

une

RE FUL

re:tune Inner Beauty Restful Sleep ★ 4.2 - Reviews 19

RE FRUL

\$25.00 \$20.00 with an <u>account</u>

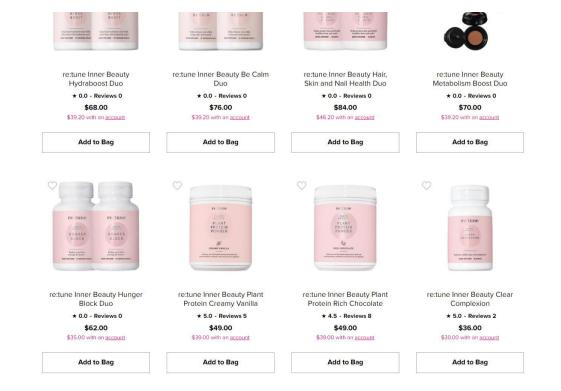
Add to Bag



re:tune Inner Beauty Clear Complexion Duo ★ 0.0 - Reviews 0 \$72.00 \$42.00 with an account

Add to Bag













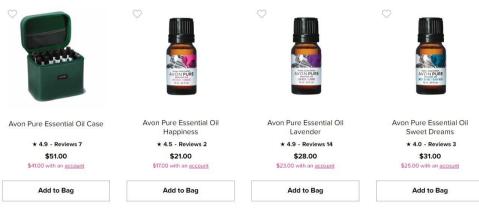
re:tune Inner Beauty Hair, Skin & Nail Health

re:tune Inner Beauty Hydraboost ★ 5.0 - Reviews 1 \$34.00 \$28.00 with an account

Add to Bag

* 5.0 - Reviews 13 \$42.00 \$33.00 with an account Add to Bag

Essential Oils

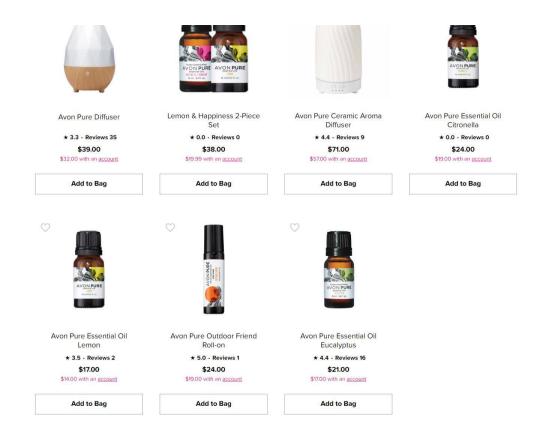


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Gift & Value Sets



re:tune Inner Beauty Be Calm Duo ★ 0.0 - Reviews 0

\$76.00 \$39.20 with an <u>account</u>

Add to Bag



Hydraboost Duo

* 0.0 - Reviews 0

\$68.00

\$39.20 with an account

Add to Bag

re:tune Inner Beauty

re:tune Inner Beauty Metabolism Boost Duo ★ 0.0 - Reviews 0 \$70.00

\$39.20 with an <u>account</u> Add to Bag



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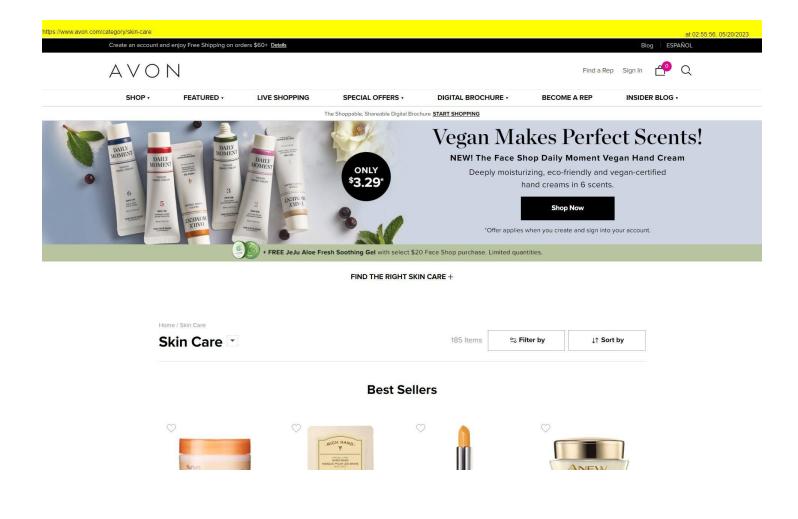
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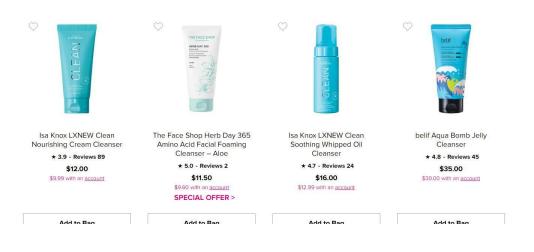


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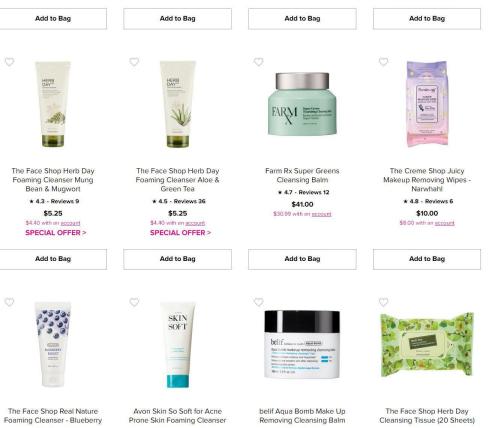
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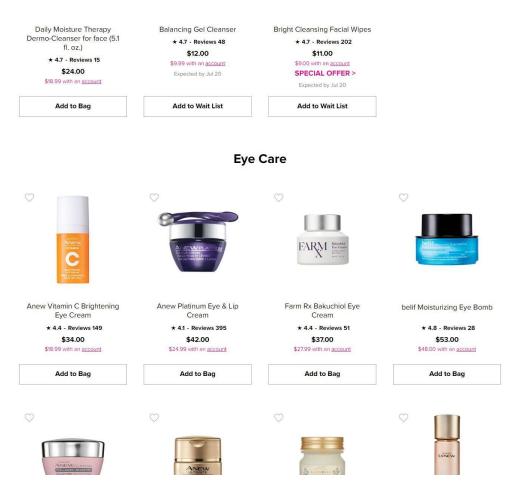
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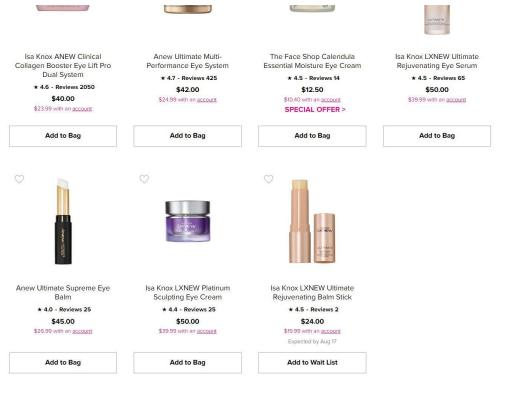


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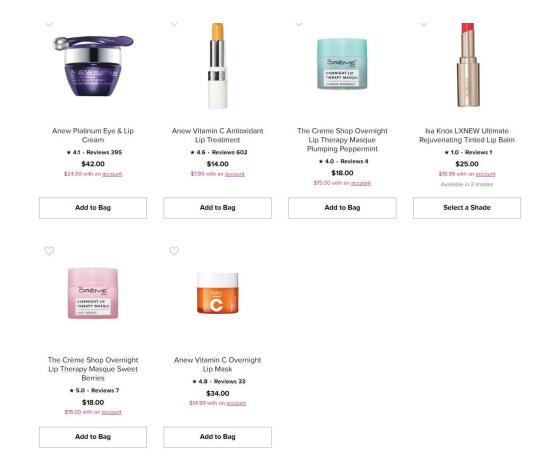
The Face Shop Rice Water





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* 4.6 - Reviews 20

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belif The True Cream Moisturizing Bomb ★ 4.8 - Reviews 113

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The Face Shop Rice & Ceramide Emulsion	Mission Luxereve Lotion	belif Aqua Bomb Hydrating Body Moisturizer	The Face Shop Calendula Essential Moisture Cream
* 4.6 - Reviews 10	★ 0.0 - Reviews 0	* 5.0 - Reviews 2	* 4.1 - Reviews 15
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Anew Platinum Day Cream Broad Spectrum SPF 25

Anew Platinum Regimen Set (\$128 value)

★ 5.0 - Reviews 1 \$44.00 \$32.99 with an <u>account</u>	* 5.0 - Reviews 35 \$11.00 \$8.99 with an account SPECIAL OFFER > Expected by Aug 03	* 4.7 - Reviews 995 \$42.00 \$24.99 with an <u>account</u> Expected by Jun 08	* 4.6 - Reviews 288 \$128.00 \$54.99 with an <u>account</u> Expected by Jul 06
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* 4.6 - Reviews 8

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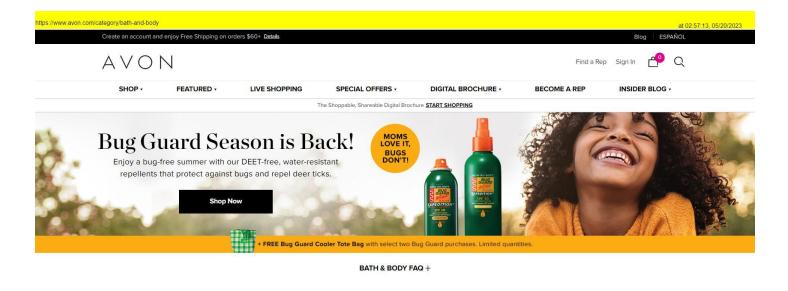


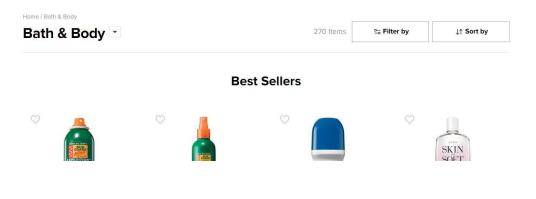
belif Aqua Bomb Sleeping Mask

★ 5.0 - Reviews 13

\$42.00 \$38.00 with an <u>account</u>









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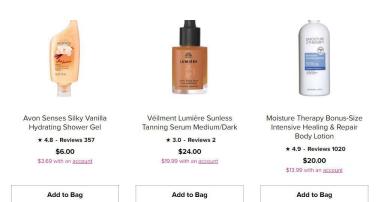
Skin So Soft Bug Guard Plus IR3535® Gentle Breeze® SPF 30 Lotion

* 4.8 - Reviews 979

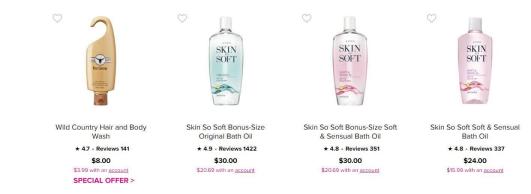
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* 5.0 - Reviews 5	* 5.0 - Reviews 5	* 4.6 - Reviews 23	* 5.0 - Reviews 1
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Haiku Body Lotion	On Duty Original Roll-On Antiperspirant Deodorant	Feelin' Fresh Original Roll-On Antiperspirant Deodorant	On Duty Sport Roll-On Antiperspirant Deodorant
* 4.7 - Reviews 249	* 4.9 - Reviews 326	* 4.8 - Reviews 626	* 4.8 - Reviews 442
\$10.00	\$3.60	\$3.60	\$3.60
\$6.99 with an account	\$1.79 with an account	\$1.79 with an account	\$1.79 with an account
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Deodorant	Antiperspirant Deodorant	* 4.9 - Reviews 611	* 4.7 - Reviews 318
* 4.9 - Reviews 300	* 4.9 - Reviews 517	\$3.60	\$3.60
\$3.60 \$1.79 with an <u>account</u>	\$3.60 \$1.79 with an <u>account</u>	\$1.79 with an account	\$1.79 with an account
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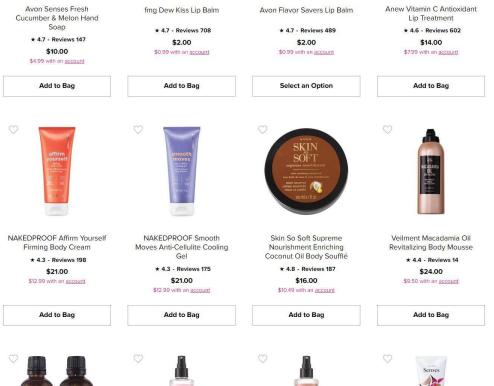
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Rare Gold Roll-On Antiperspirant Deodorant ★ 4.9 - Reviews 83 \$3.60 \$179 with an account	Haiku Roll-On Antiperspirant Deodorant * 4.8. Reviews 239 \$3.60 \$1.79 with an account	Night Magic Evening Musk Roll-On Antiperspirant Deodorant * 4.8 - Reviews 114 \$3.60 \$179 with an account	Odyssey Roll-On Antiperspirant Deodorant ★ 1.7 - Reviews 73 \$3.60 \$1.79 with an account
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* 4.8 - Reviews 502	* 4.8 - Reviews 138	* 4.9 - Reviews 320	* 4.6 - Reviews 116
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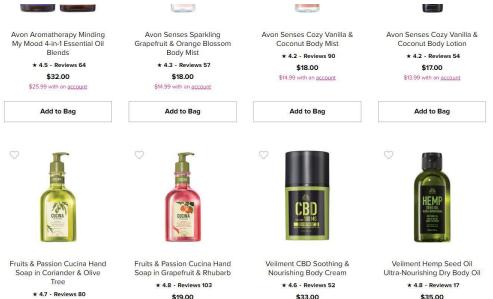
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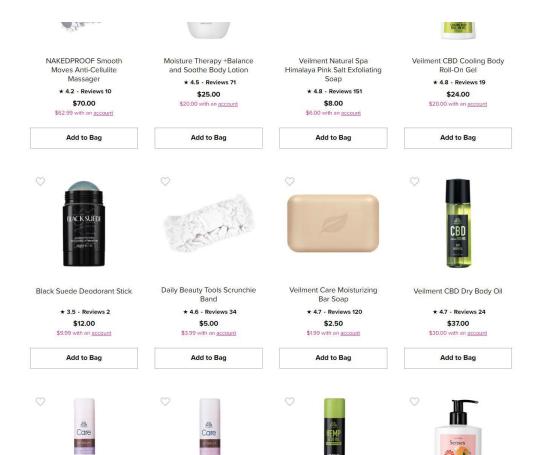
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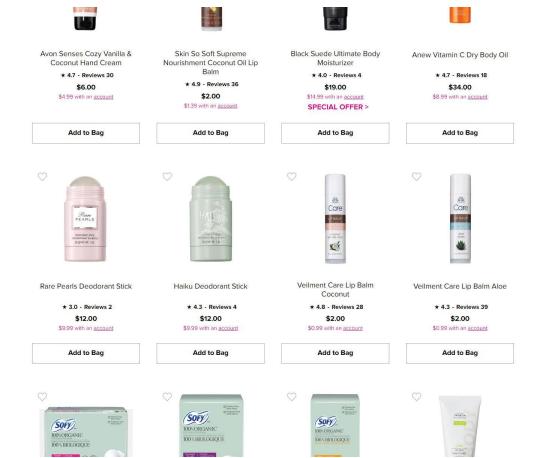


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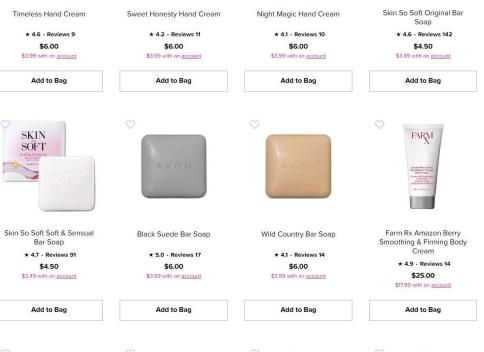










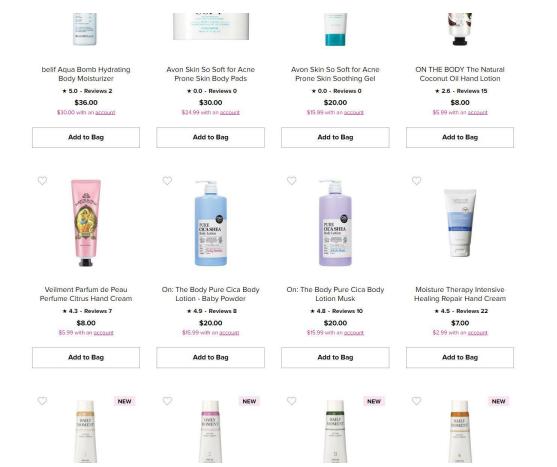








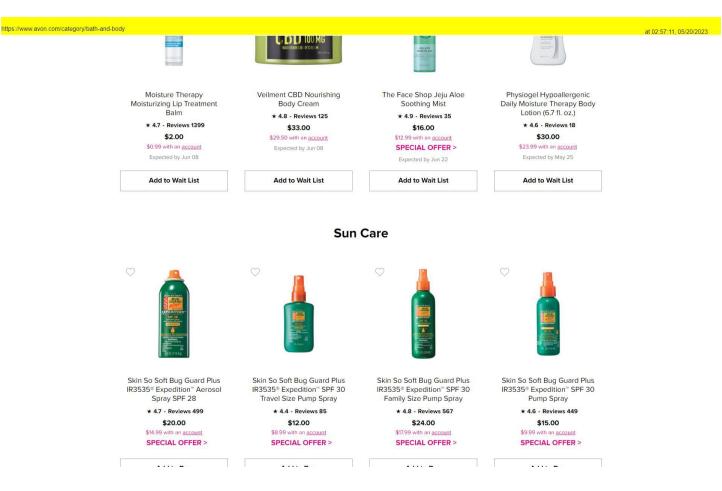




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The Face Shop Daily Moment Vegan Hand Cream in Sunrise Bedroom	The Face Shop Daily Moment Vegan Hand Cream in Morning Florist	The Face Shop Daily Moment Vegan Hand Cream in Noon Park				
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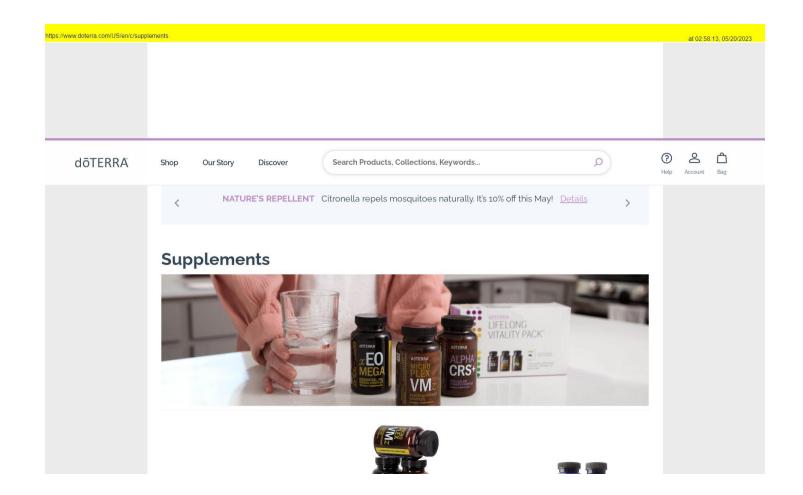
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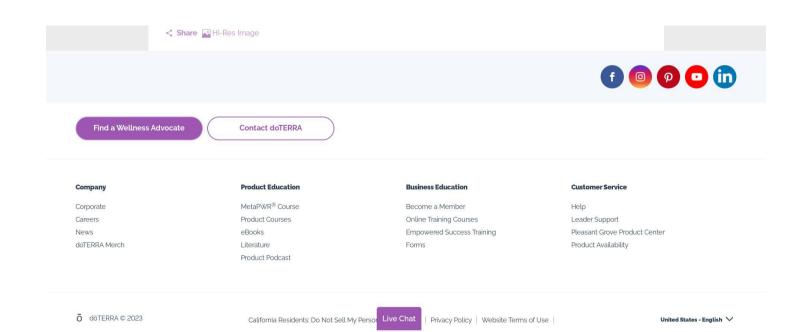
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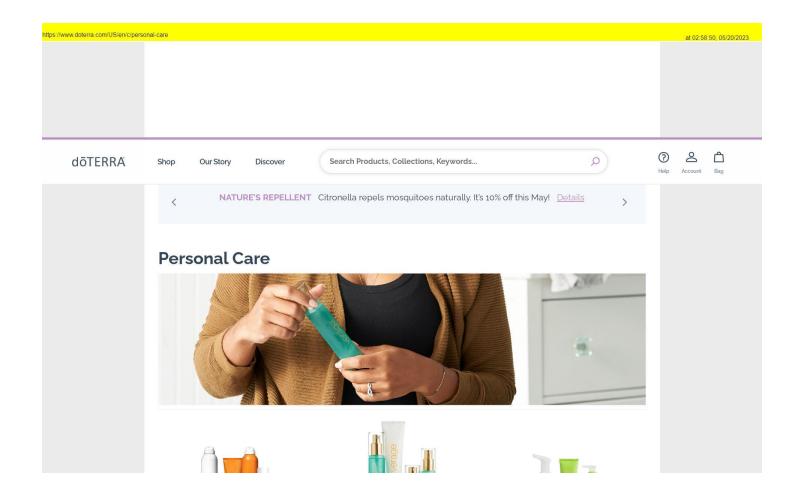


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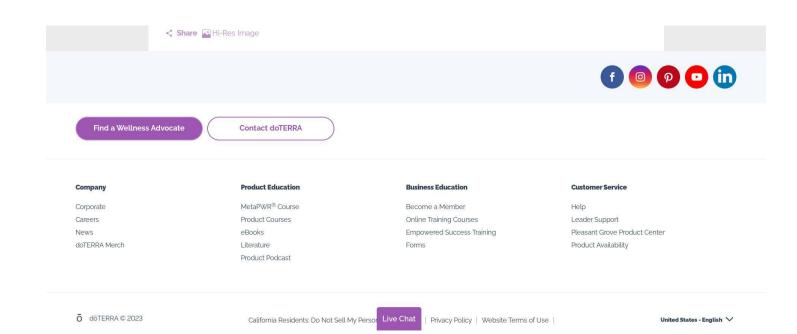
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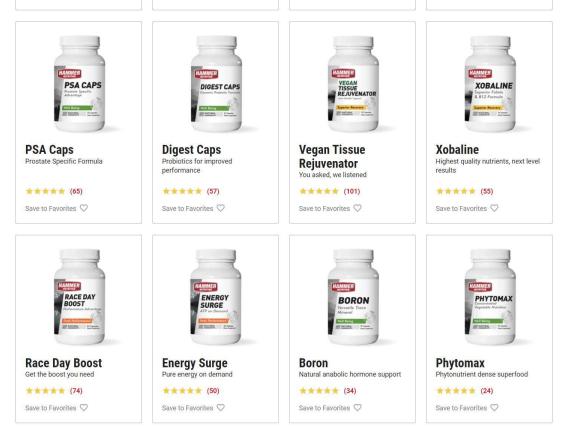
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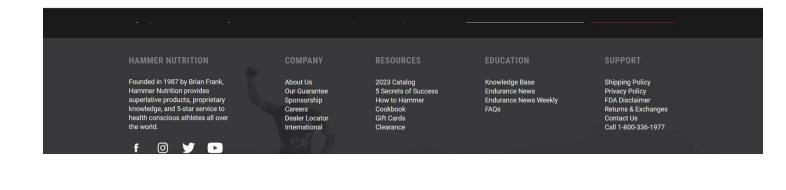
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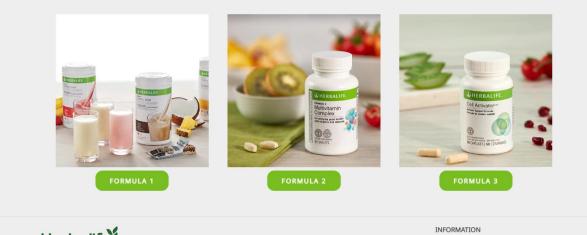
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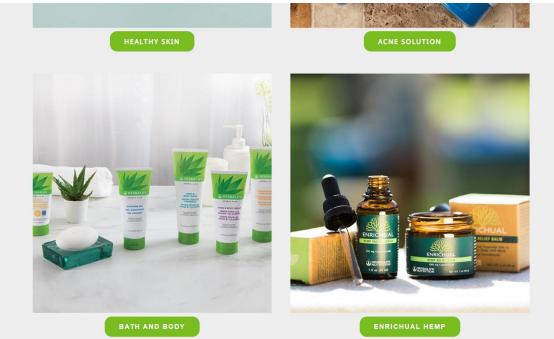
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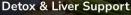






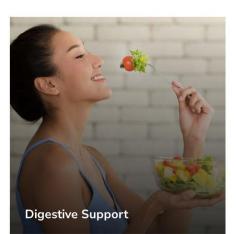








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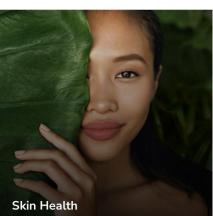




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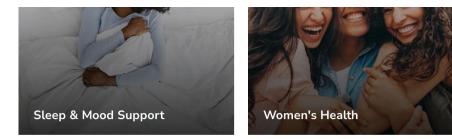


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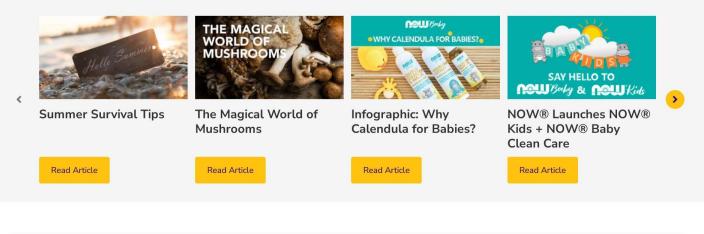








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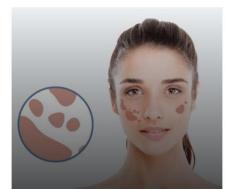
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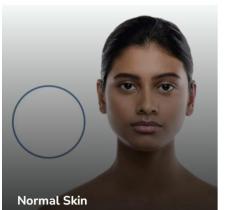




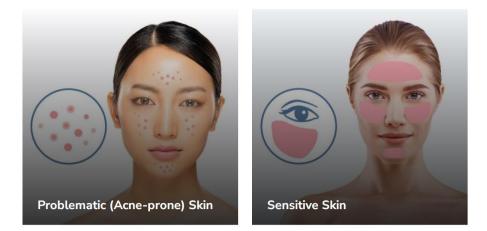












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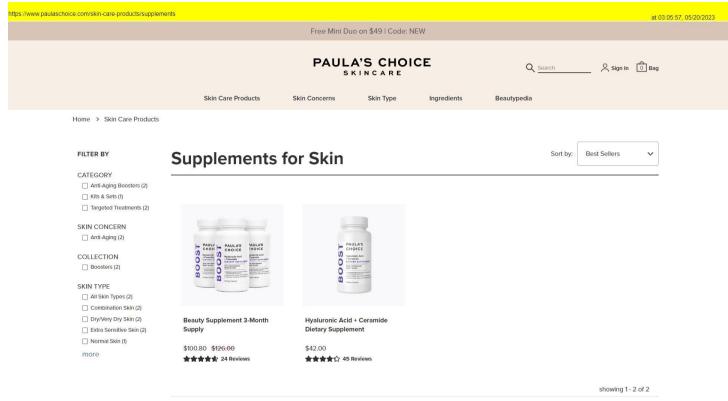
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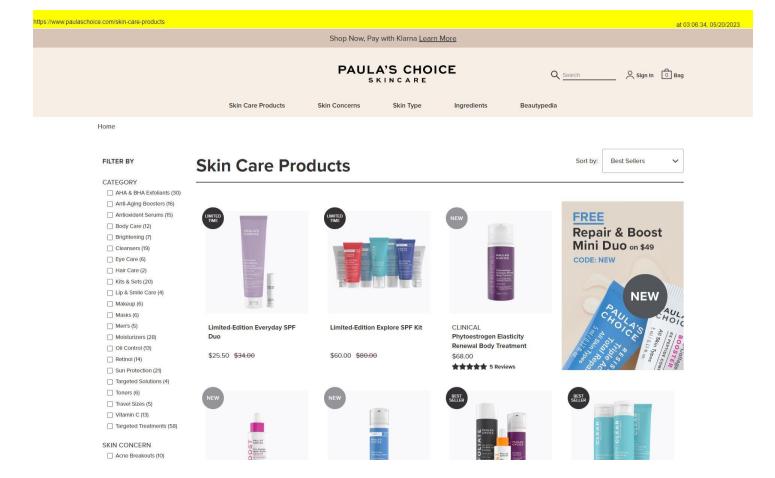
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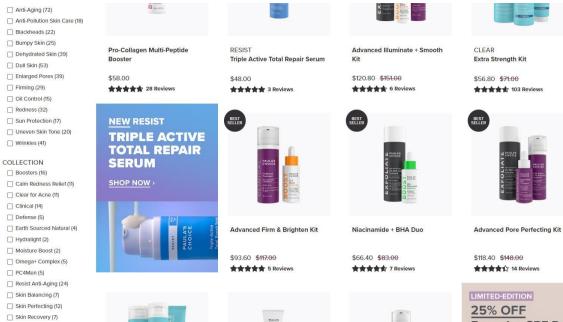


Beauty skin supplements give skin vital nutrients that enhance its natural glow & amplify the results of topical skin care. Discover which supplements are right for you and which ingredients to look for. Adding skin supplements to your routine is important to improve the skin's appearance and moisture barrier. Learn more about beauty supplements for skin.

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- SKIN TYPE
- All Skin Types (89) Combination Skin (121) Dry/Very Dry Skin (120) Extra Sensitive Skin (47) Normal Skin (129)
- more
- CLEAR **Regular Strength Kit**

\$56.80 \$71.00 ★★★★☆ 69 Reviews



Niacinamide + Azelaic Acid Duo

\$70.40 \$88.00 ***** 19 Reviews

RESIST Ultra-Light Super Antioxidant Concentrate Serum \$43.00 ★★★★☆ 416 Reviews







Essential Kit for Normal to Dry Skin

RESIST

\$106.40 \$133.00



BHA for Face & Body Kit

\$50.40 \$63.00

***** 1 Reviews

Ni Dillassi

HYDRALIGHT Shine-Free

Mineral Complex SPF 30

★★★★☆ 384 Reviews

\$33.00

AWARD WINNER





\$105.60 \$132.00 ★★★★☆ 40 Reviews





\$100.80 \$126.00 **** 24 Reviews





SKIN BALANCING Invisible Finish Moisture Gel

\$33.00



RESIST Travel Kit for Normal to Dry Skin

\$32.80 \$41.00 ★★★★☆ 15 Reviews















SKIN BALANCING **Oil-Reducing Cleanser**

\$29.00 ★★★★☆ 468 Reviews



CLEAR Extra Strength Travel Kit

\$20.80 \$26.00 **** 1 9 Reviews



SKIN BALANCING

Super Antioxidant Concentrate Serum with Retinol \$39.00

★★★★☆ 378 Reviews

CLEAR Regular Strength Travel Kit

\$20.80 \$26.00 ★★★★☆☆ 13 Reviews



Electrolyte + Hyaluronic Acid Duo

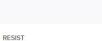
\$59.20 \$74.00 ***** 2 Reviews

CLEAR Purifying Clay Mask

**** 28 Reviews

PC4 MEN

\$29.00



Travel Kit for Normal to Oily Skin



Daily Replenishing Body Cream

\$25.00 ★★★★☆ 52 Reviews



Pore Clarifying Charcoal Gel Mask

\$34.00 ★★★★☆ 52 Reviews



PC4MEN Soothe + Smooth

\$36.00 **** 24 Reviews

\$19.00 ★★★☆☆ 187 Reviews

Perfectly Natural Cleansing Gel

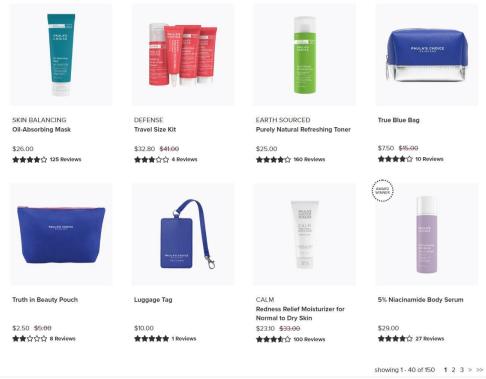
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PC4MEN

Shave

★★★★☆ 51 Reviews



Keep your skin at its healthiest with non-irritating, fragrance-free formulas backed by decades of research. Our skin care products offer solutions to fix skin care concerns such as acne, wrinkles, oily skin, dry skin and more.

YOUR RECENTLY VIEWED ITEMS



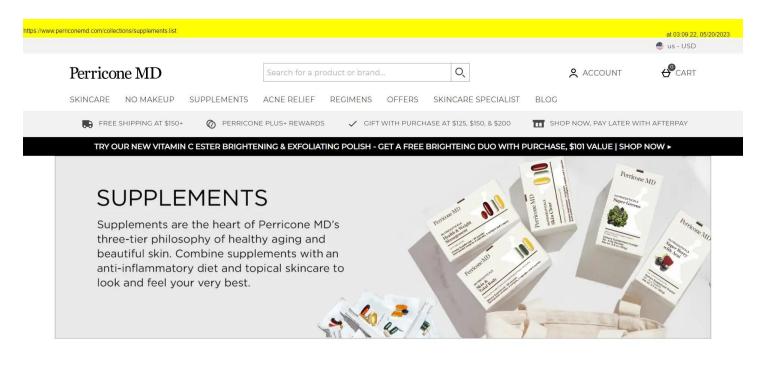
RESIST Triple Active Total Repair Serum

\$48.00

\$34.00 ★★★★☆ 4194

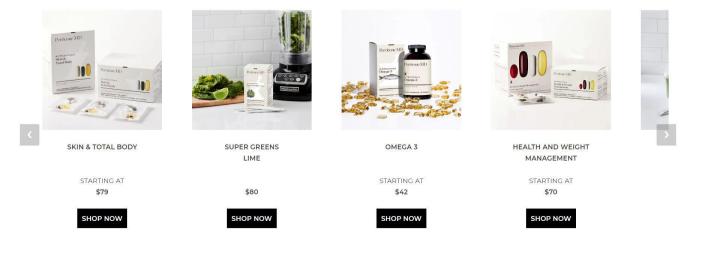
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Defense	Skin Balancing	Sustainability & Recycling	Private Consultation	
Earth Sourced	Skin Perfecting	Careers	My Account	
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3 TIERS TO A HEALTHY NEW YOU

THREE TIER PHILOSOPHY

At Perricone MD, we believe in beauty from the inside-out and outside-in. What we feed our bodies and what we put on our skin directly impact one another. We take a holistic approach to promote healthy-looking skin and body through our Three-Tier Philosophy. It consists of a healthy diet, nutritional supplements and botent topical skincare.



TIER 1: AN ANTI-INFLAMMATORY DIET

The best nutrition plan to minimize the visible signs of aging and reduce inflammation is to eat lean sources of protein, make low-glycemic choices about carbohydrates and choose fruits and vegetables rather than refined, processed foods. Some foods we love are chicken, wild salmon, old-fashioned oats, berries, fresh vegetables, and healthy fats, like those found in avocados, nuts and olive oil.





TIER 2: NUTRITIONAL SUPPLEMENTS

Since our antioxidant levels are difficult to measure at any given moment, the best way to ensure you have steady protection is to control your dietary intake



of antioxidants. Our supplements are designed to provide our bodies with the appropriate nutrients they need that aren't always obtainable from the foods we eat.

TIER 3: ADVANCED TOPICAL SKINCARE

Designed to promote the most visible signs of healthy-looking skin, our formulations are rich in antioxidants and nutrients that our bodies naturally create on their own. Because our bodies recognize these ingredients as their own, you will see dramatic results more quickly. The "Three P's" of Tier 3 are: Performing Ingredients, Patented Sciences and Powerful Results.

3 TOPICAL SKINCARE



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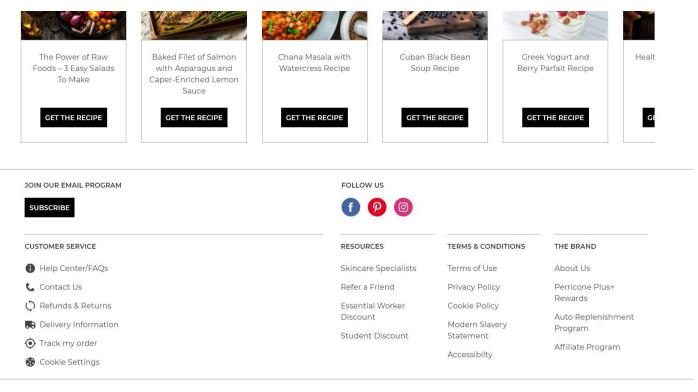












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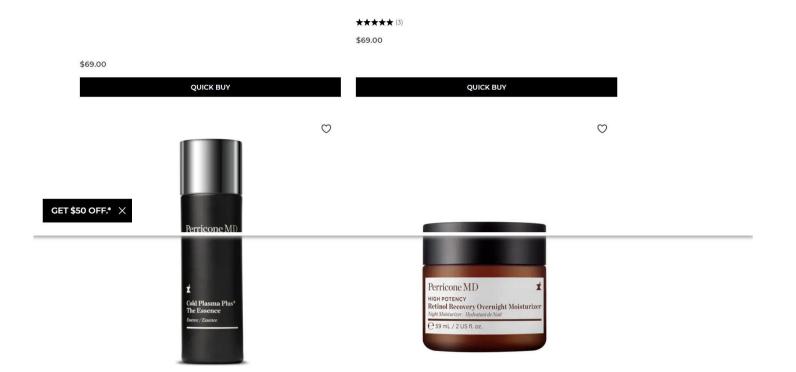
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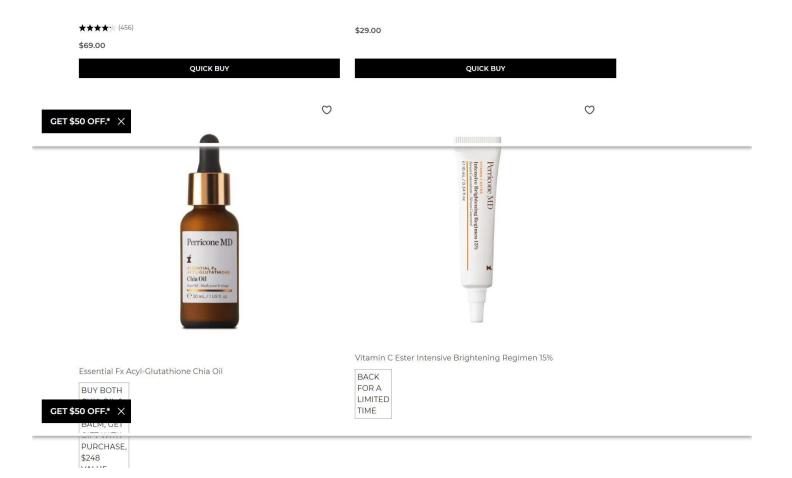


Vitamin C Ester Intensive Dark Spot Treatment

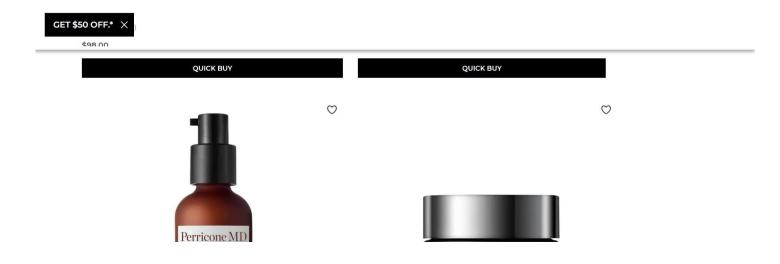
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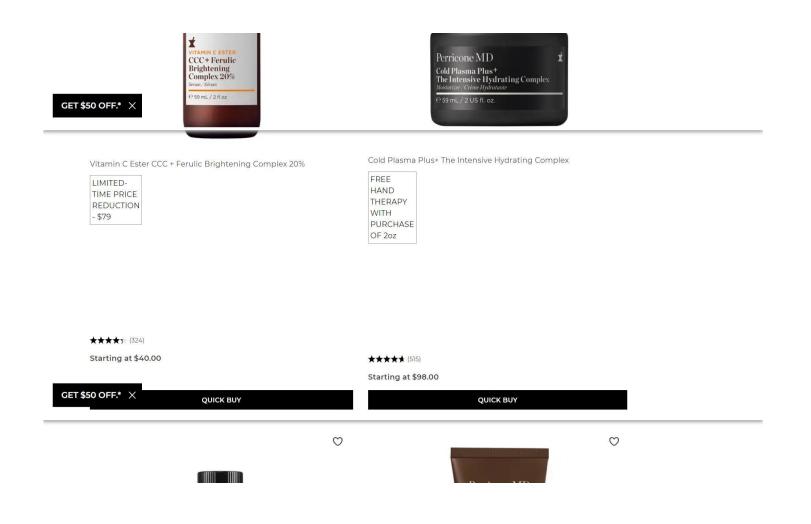
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Cold Plasma Plus+ CBD Advanced Serum Concentrate

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High Potency Classics Nutritive Cleanser

★★★★★ (335)

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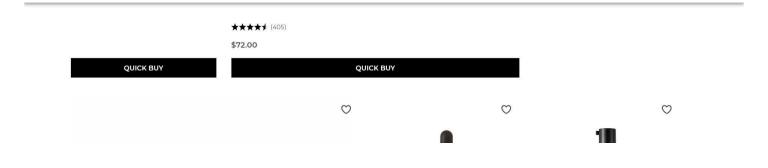
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Hypoallergenic CBD Sensitive Skin Therapy Soothing & Hydrating Eye Cream



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Essential Fx Acyl-Glutathione Eyelid Lift Serum

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High Potency Classics Firming Eye Lift

★★★★; (344) **\$72.00**

Hypoallergenic CBD Sensitive Skin Therapy Nourishing & Calming Moisturizer

SAVE 50% OFF HYPOALLERGENIC CBD AND GET A FREE GIFT. USE CODE: HYPO50

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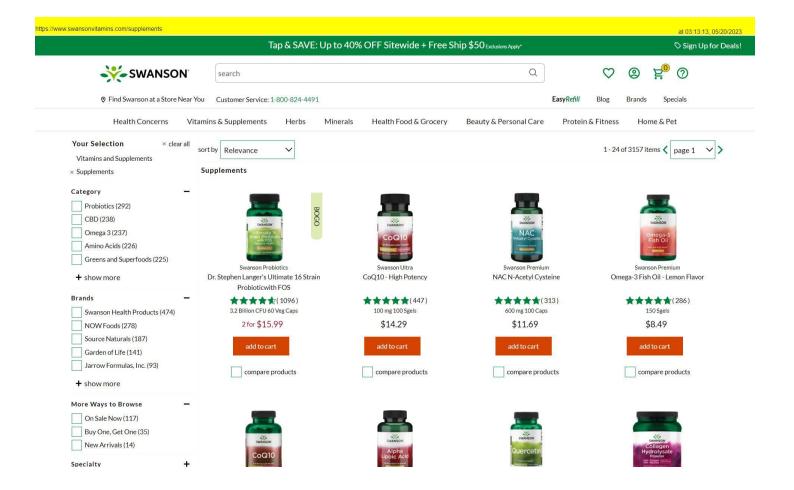
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Swanson Premium GABA - High Potency



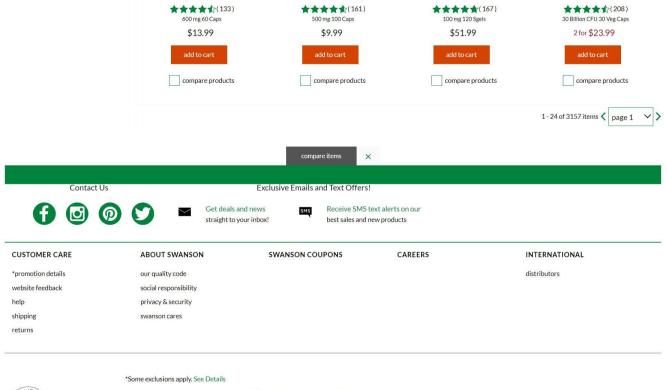
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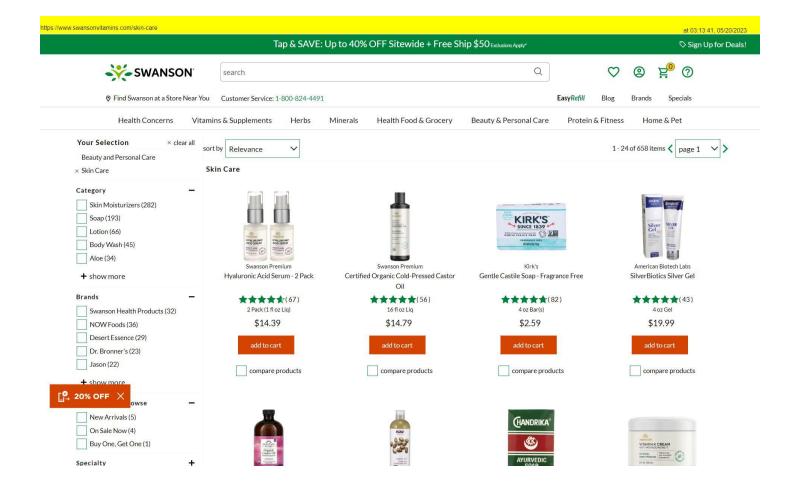
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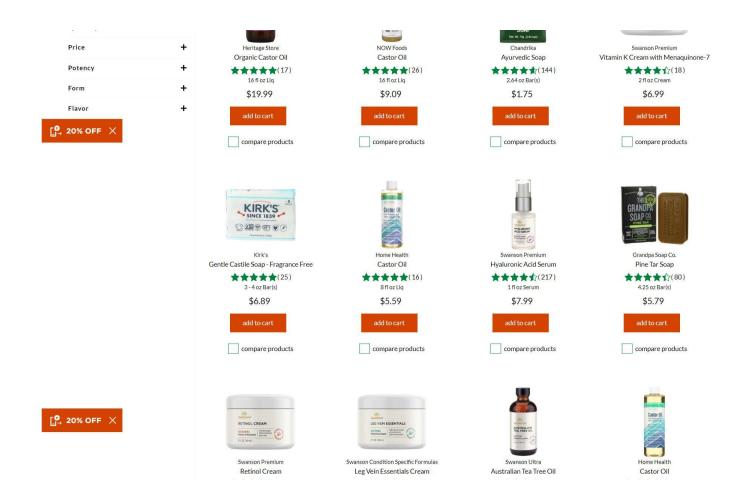
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Why mushrooms? Honestly, why the hell not?

We get it they're quite literally ald as dist. But let us tell you

they have always been here and people have always been fascinated by them. Literally for centuries, all different cultures have experienced the **unexpected magic** of functional mushrooms.

So when did it begin? About 1.3 billion years ago, they were the very first living thing to come from the sea to the dry land. What's remarkable is... us humans, share an evolutionary history with them. We come from the same kingdom as mushrooms, so we are actually a lot closer to mushrooms than plants. In fact, it is said that we share **50% of our DNA** with mushrooms. They even breath like us and produce **Vitamin D** when exposed to sunlight.

Where are they? Everywhere! Fungi makes up 25% of the world's biomass. Every breath we take we inhale mushroom spores i.e. seeds of mushrooms.

Without fungi there would be no trees (they can't grow without them) and there would be no antibiotics (antibiotics are derived from Fungi).

There's 1000s of different mushroom species but only a few hold the title of functional, hello DIRTEA mushrooms! Enhancing your day with these little wonders from the forest underground can give you **natural energy**, boost your **immune system** and lead to being more creative, **less stressed** and more connected to the world around you so you can strengthen your network — with people, and within nature. Why mushrooms you asked... why not mushrooms? NEWSLETTER Make your inbox DIRTEA

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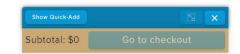


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AZURE TEAM · FEBRUARY 21, 2017

Learn Health Benefits of Dried Mushrooms from Pistol River



() () () () In our quest to find outstanding new products, we've searched for healthy organic foods, practical household solutions, and delectable treats from around the world. This month we're proud to introduce a line of dried mushrooms from <u>Pistol River Oregon</u> that qualify as both a culinary delight and a nutritional superfood.

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Pistol River offers Chanterelles, Black Trumpet, Shiitakes

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and <u>Porcini</u> mushrooms and a <u>wild mix of six different</u> <u>types of mushrooms</u>. Shiitakes, often called "the medicine mushroom," are forest-grown on 100% natural oak and are naturally air-dried with no chemicals or pesticides. Dried Shiitakes are less than half the price of fresh Shiitakes, but they retain all the flavor. These mushrooms can be stored for a long time in your freezer so keep some on hand for your next Asian stir fry. Simply soak them in hot tap water for 10 minutes, rinse, blot, slice, and add to your dish.

Shiitake mushrooms have long been recognized as a very good, non-animal source of iron. All mushrooms contain substantial nutrients, including protein, enzymes, B vitamins (especially niacin), and vitamin D2. Mushrooms (and dried mushrooms) are excellent sources of antioxidants as they contain polyphenols and selenium, which are common in the plant world. But they also contain antioxidants that are unique to mushrooms, such as ergothioneine, which scientists are now beginning to recognize as a 'master antioxidant.'



Porcini Dried Mushrooms have a strong earthy, nutty flavor and grow only in the wild. Black Trumpet Mushrooms, also known as "Horn of Plenty," grow wild and are harvested from the forests of the Pacific Northwest. They are cleaned and naturally air-dried with no chemicals or pesticides. They have a warm, earthy flavor with smoky overtones that make them great for soups, stews and casseroles. They re-hydrate fast in hot water.

Dried mushrooms are more convenient and affordable. And oh so good for you. Order yours today!

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Stress

Mushrooms

An often under-appreciated food, mushrooms have been eaten and used as medicine for thousands of years. Traditional and folk medicine practitioners laud the bell-shaped fungi for their healing and cleansing properties. All varieties of mushrooms are low in calories and fat, and contain modest amounts of fiber and various nutrients. Perhaps the more interesting properties of mushrooms are their nonnutritive plant substances—polysaccharides, indoles, polyphenols, and carotenoids in which cell and animal studies have shown antioxidant, anti-



Explore Other Food Features:

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- Apples
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- Brussels SproutsChia Seeds
- Coconut Oil
- Coffee
- Dairy
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inflammatory, and anticancer effects. [1]

Mushrooms are also recognized by chefs for their ability to create savory rich flavors called umami, thanks to the presence of an amino acid called glutamate, which is also found in meats, fish, cheeses, and simmering soups.

Although considered a vegetable, mushrooms are neither a plant nor animal food. They are a type of fungus that contains a substance called ergosterol, similar in structure to cholesterol in animals. Ergosterol can be transformed into vitamin D with exposure to ultraviolet light. Mushrooms vary in appearance with more than 10,000 known types, but generally they are distinguished by a stem, fleshy rounded cap, and gills underneath the cap. China and the U.S. are among the top five producers of mushrooms worldwide.

Source Of

- B vitamins (B2, B3, folate, B5)
- Phosphorus
- Vitamin D
- Selenium
- Copper
- Potassium



Are mushrooms a good source of vitamin D?

The quick answer is maybe. Because mushrooms sold in supermarkets are usually grown in dark, controlled environments indoors, they will contain little if any vitamin D. But some manufacturers expose mushrooms to ultraviolet (UV) light to increase their content of vitamin D, either by natural sunlight or a UV lamp. A substance in mushrooms called ergosterol then produces vitamin D2 (ergocalciferol), a form found only found in plants. Vitamin D2 is also added to fortified foods and supplements. The other main form of vitamin D is D3

Dark Chocolate

- Eggs
- Kale
- Legumes and Pulses
 Chickpeas (Garbanzo
- Beans)Lentils
- Mushrooms
- Oats
- Quinoa
- Rice
- Sweet PotatoesTea
- Vinegar
- Water
- Winter Squash

Explore:



Create healthy, balanced meals using this visual guide as a blueprint.

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Thank you for supporting our mission of translating food and nutrition (cholecalciferol) found in animal foods (egg yolks, oily fish) and supplements. Both will effectively raise blood levels of vitamin D, though D3 may be absorbed slightly better and break down more slowly than D2. [2]

The amount of vitamin D mushrooms contain varies widely and depends on how long the mushrooms are exposed to UV light. Estimates show that fresh wild mushrooms like chanterelles and morels can contain up to 1200 IU of vitamin D per 3.5-ounce serving, whereas mushrooms grown in darkened conditions like white button, shiitake, and oyster contain less than 40 IU. [3] However, button mushrooms that are exposed to sunlight can produce up to 400 IU vitamin D per 3.5-ounce serving though the exact amount depends on factors related to their UV exposure such as the time of day, season, latitude, and duration. Mushrooms treated with UV lamps can produce even higher amounts of vitamin D. Even after harvesting, mushrooms can continue to produce vitamin D, whether exposed to UV light from the sun or a lamp.

Dried mushrooms also contain the vitamin. Some estimates show dried mushrooms to contain about 600 IU of vitamin D2 per 3.5 ounces if stored in dark, cool, dry conditions for up to 6 months (the vitamin may start to break down after that time). [3]

Humidity and cooking mushrooms in water do not appear to affect vitamin D content in mushrooms, but cooking them in fat (such as oils) can cause the vitamin to leach out because it is fat-soluble.

Mushrooms and Health

Edible mushrooms like maitake and shiitake have also been used as medicine throughout history. Other mushrooms that are too tough to eat have been used solely for medicinal purposes such as reishi. Plant chemicals and components in mushrooms may exert antioxidant, anti-inflammatory, and anticancer effects, but the exact mechanism is still unclear and an area of active research. [4] Animal and cell studies show that





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Explore the downloadable guide with tips and strategies for healthy eating and healthy living. mushrooms can stimulate the activity of immune cells, macrophages, and free radicals that can stop the growth and spread of tumor cells and cause existing tumor cells to die. [5] Various polysaccharides in mushrooms including beta-glucans are believed to exert these cancer-fighting properties. [4,6]

Cognition	
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► Gut health

Cardiometabolic diseases and cancer

Purchase

There are thousands of varieties of mushrooms, with different colors, shapes, and sizes. Because some wild mushrooms can cause stomach upset or allergic reactions, or may even be poisonous, your safest bet is to stick to supermarket varieties and avoid picking and eating raw wild mushrooms on your own.

The common button mushroom (Agaricus bisporus) is the most common in the U.S. It is the mildest-tasting mushroom and can be eaten raw or cooked.

Other types of mushrooms available for sale include:

Chanterelle: the cap is a wavy golden trumpet-like shape Cremini (baby bella): a young Portobello mushroom that is dark and firm Enoki: long, thin white stems with small white caps that are eaten raw or cooked Maitake: a head that resembles flowering leaves Morel: the cap is a spongy dimpled oblong shape Oyster: a fan-shaped delicate cap Porcini: a reddish-brown rounded cap with a thick cylindrical stem Portobello: a large brown thick cap with rich juicy flavor that work well as a meat substitute Shiitake: a dark brown umbrella cap with a thin cream-colored stem

Mushrooms that have been specially treated with UV light may carry a label on the front of the package that says "UV-treated" or "rich in vitamin D," or display the exact amount of vitamin D they contain.



Is a truffle a mushroom?

This pricey delicacy typically reserved for restaurant dishes is a type of fungus that is generally classified as a mushroom, though there are slight differences. Truffles grow underground attached to the roots of trees, whereas mushrooms grow above ground. They don't have a stem, which is distinctive of other mushrooms, and look like a small brown lumpy potato. Truffles can have a strong flavor and aroma in contrast to the mild earthy or even neutral flavor of mushrooms. Common mushrooms grow year round, while truffles have a short growing season. Some truffles are famously expensive, at thousands of dollars per pound, such as the white truffle that grows about 3 months of the year and is difficult to find underground. Because of their rarity and top price, they may be served sparingly as fresh shavings or infused into sauces, and are often paired with rich cheese and meat dishes.

Storage

Select mushrooms with firm whole caps with an even texture. They should be refrigerated until use, but ideally within one week. Do not wash or clean them until just before using. Storing in a brown paper bag with the top open will help to absorb moisture and keep them from spoiling, as opposed to tight plastic wrapping that traps moisture. Because they are about 80–90% water, mushrooms do not freeze well, becoming mushy when defrosted.

Make

Mushrooms are delicate and should be cleaned gently. Either place them under gentle running water to release any dirt or brush dirt off with a dampened paper towel.

Cooking mushrooms in high-temperature water such as boiling and microwaving may cause its water-soluble nutrients (B vitamins, potassium) to escape in the cooking water. Sautéing quickly over high heat, or simmering over low heat, such as in soups, are ideal cooking methods for preserving nutrients.

- Add chopped mushrooms into salads, omelets, scrambled eggs, stir-fries, pasta sauces, chilis, or soups.
- Sauté mushrooms in olive oil and add to cooked pasta or whole grains.
- Grill large portobello mushroom caps. Remove the stems and gills if desired. Marinate the mushrooms for 10 minutes in a favorite sauce. Grill for about 3 minutes each side until they caramelize.
- Mushrooms make a great replacement for meat because of their umami flavor. Replace about a quarter to a half of the meat in a recipe with chopped mushrooms.



What is umami?

Umami is considered the fifth basic taste, alongside sweet, sour, salty, and bitter. It is a savory flavor created by glutamates in food, most commonly found in meat, fish, sauces, soups, cooked, tomatoes, cheeses, soy sauce, and fermented foods. Mushrooms are one of the few plants foods that have strong umami flavor. Umami flavors can enhance low-sodium foods, reducing the need for added salt. Monosodium glutamate (MSG) is a processed form of glutamate and flavor enhancer in soups, Chinese foods, and processed meats. Some people describe temporary symptoms after eating foods high in MSG including headaches, flushing, and even chest pain. However, there is no definitive research to show that MSG causes these symptoms is to avoid foods with MSG.

More recipe ideas and serving suggestions featuring mushrooms:

- Wild Mushroom Soup with Soba
- Barley Roasted Portobello and Fennel Salad
- Braised Oyster Mushrooms, Coconut, and Macadamia
- Marinated Shiitake Mushroom and Cucumber Salad



- Pan Roasted Wild Mushrooms with Coffee and Hazelnuts
- Mushroom Barley Risotto
- Mushroom Stroganoff
- Mushroom Tofu Veggie Burger
- Three-Green & Wheat Berry Salad with Mushroom "Bacon"
- White Beans, Wild Rice and Mushrooms

Did You Know?

Not all mushrooms are edible. Wild mushrooms with white gills or a ring around the stem are considered poisonous. Some other inedible mushrooms look like edible mushrooms, so unless one is trained in recognizing wild mushrooms, it's best to find your mushrooms at the market!

References

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Health & Wellness

The Top-Rated Lion's Mane Supplements Of 2023



Peter is a practitioner of naturopathic medicine, applying his craft in the Pacific Northwest. His passion is preventive care and self-healing. His philosophy is healthy habits help people live their lives to the fullest.

H	How We Found the Best Mushroom Supplements					
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	82 Mushroom Supplements	3 Experts Consulted	5 Top Picks			

One of the fastest-rising supplement categories today is mushrooms. Traditional Chinese practice has used mushrooms for thousands of years to treat various ailments, detoxify the body, and provide overall well-being and longevity.1

Modern science has recently unraveled the mystery behind how these fungi work to help support memory, focus, immune function, energy, and even reduce anxiety and inflammation.

This new popularity has led to hundreds of mushroom supplements flooding

Top 5 Mushrooms

at 03:51:16, 05/21/2023

Guide To Mushroom Supplements

How Mushrooms Work

Mushroom Benefits

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the marketplace, while these supplements all promise to deliver benefits, the reality is that too many fall short.

Some of the most popular brands use ineffective forms or insufficient levels of mushrooms. Others use mushrooms that do not have enough scientific evidence to support their claims. To make matters worse, we found that some popular mushroom supplements don't even contain actual mushrooms.

How To Pick A Good Mushroom Supplement & Avoid The Junk

With so many options, many of us might still be unclear about what to look for in a quality mushroom supplement. To help cut through the clutter, we have compiled months of research about the key mushrooms that have been shown in studies to offer real benefits.

This short guide will help you know what to look for and what to avoid so you can make an informed decision regarding your mushroom supplements needs. We will also list out the top 5 mushroom supplements sold today.

Let's take a moment to understand precisely how mushrooms work and why it's essential to add it to your daily routine.

Mushrooms: What Are They All About?

Natural mushrooms are loaded with polysaccharides, antioxidants, amino acids, polyphenols, and digestive enzymes. Most of the scientific research related to mushrooms is focused on a specific type of soluble fiber found in the fungi cell walls called beta-glucans (β -glucan). Researchers have discovered that beta-glucans offer a wide range of health benefits from **support** for the **immune system**, **protection against brain degeneration**, and even **reduced stress**.²⁻⁵

What To Avoid Best Mushroom Types What To Look For The Best Mushroom Supplements

Mushroom Benefits What To Avoid Best Mushroom Types What To Look For The Best Mushroom Supplements

A Group And Focus⁶⁻⁸Image: Sector Against Age-Related Cognitive Decline⁹Image: Sector Against Age-Related Against Age-Related Cognitive Decline¹⁹Image: Sector Against Age-Related Against Age-Related Against Against

4 Things To **AVOID** When Buying A Mushroom Supplement

1. MYCELIUM

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Mushroom Benefits

Mushroom Benefits

Best Mushroom Types What To Look For

The Best Mushroom Supplements

What To Avoid

What To Avoid

Mushroom supplement manufacturers use one of two different forms of mushrooms in their formula. The first type is the actual mushroom cap, and stem called the fruiting body. The second type is **mycelium**, and you should generally **avoid it.** If you think about a flower, mycelium is the root system, and the fruiting bodies are the actual flower part and stem, in this case, the mushroom caps and stems.

Manufacturers who use mycelium will grow these roots on top of a grain substrate, mostly **rice or oats.** Once mycelium roots grow, the roots and substrate become intertwined and are impossible to separate. Formulas containing mycelium consist of about half roots and half filler in rice or oats. Some manufacturers chose to use mycelium because they can mass produce it as it only takes one week to mature.

Compare that to fruiting bodies, a more expensive growing process that takes anywhere from two months to several years. We prefer the fruiting bodies as they are the pure form of mushrooms with no filler or by-products. If you are looking for an actual "mushroom" supplement that does not have unwanted fillers, **avoid formulas that use mycelium.**

2. POWDERS

Mushrooms can come in either powder or extract form. A mushroom powder means that the mushroom was dried and then ground into a fine powder. Manufacturers use powders since they are the cheapest way to produce a supplement, but it also provides the consumer with the least health benefits. The essential beta-glucans need to be extracted from the cell walls of a mushroom. These cells are made of an indigestible fiber called chitin. **The human body can't easily absorb chitin**, and so the beta-glucans end up passing through as waste. Much like your hard-earned money gets wasted when choosing a mushroom supplement made of powders and not extracts.

3. RELYING ON AMAZON REVIEWS

Research showed that in March 2019, there were 1.8 million new unverified reviews, with an average of 99.6% of them being 5-star reviews.¹⁶ Most of these reviews are from people paid to write them. These fake reviews

Best Mushroom Types

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inflate the number and overall star rating of a product. When deciding on a product that can impact your health, don't rely on Amazon reviews as they can be extremely misleading.

4. INSUFFICIENT RETURN POLICY

A reputable mushroom supplement brand will demonstrate they have faith in their product by offering a 100% money-back guarantee policy. Some try to complicate their refund policies by placing limitations on what kind of returns they will take. Avoid any brand that does not have at minimum a no questions asked **90-day money-back guarantee**.

Which Mushrooms are Best?

When it comes to mushrooms, not all are created equal. Of the over **10,000 different mushroom varieties**, only a handful have substantial research supporting health benefits. Below are the ones we feel can give you **real results**.

LION'S MANE

Lion's mane is a large, white mushroom, that as it grows, has a shaggy appearance that resembles a lion's mane. Studies have demonstrated that lion's mane helps increase **Nerve Growth Factor (NGF)** levels, which **protects us against degenerative brain diseases** that contribute to **memory loss**¹⁷ While lion's mane is best known for **improving memory and concentration**, studies show it can **reduce irritability and anxiety**.^{18,19} Several studies have also indicated that lion's mane has **immune-boosting benefits**. Harmful pathogens enter the body through the mouth or nose as we breathe in. Lion's mane can bolster our defenses by helping to stimulate gut bacteria to trigger the immune system.^{20,21}



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💌 СНАВА

Chaga has been used for centuries throughout the world to help **boost immunity**. White blood cells are the immune systems first line of defense. Studies have shown that the Chaga mushroom regulates a protein known as cytokines, which **stimulates white blood cells'** production.²² This antioxidant-rich mushroom contains **high amounts of zinc**, which help the immune system combat bacteria and viruses.²³



Maitake has long been hailed in Asia as a mushroom with vast healing properties. The Japanese love this mushroom so much that upon discovering it, they named it Maitake, which means "dancing mushroom" as they were thrilled with its health benefits. Maitake is opported as they were thrilled with its health benefits. Maitake is from **chronic fatigue syndrome**.²⁵ Recent studies have shown that Maitake can help activate cells that **stimulate the immune system's natural killer cells and T cells**.^{26,27}



In a world filled with stress and anxiety, Reishi has become one of the most popular mushrooms to help **support a state of calmness**. Reishi contains a potent amount of the active compound triterpene, shown in studies to help **reduce stress, improve sleep, boost mood, and mental focus**.²⁸⁻³⁰ The triterpene found in Reishi has also been shown in studies to **enhance immune system** response by helping **increase** white blood cells' activity in the form of natural killer cells that fight off infections.³¹⁻³³



WHAT TO LOOK FOI

The Best Mushroom Supplements

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What To Look For

The Best Mushroom Supplements Shiitake mushrooms, primarily grown in Japan, are loved worldwide for their superb taste and coveted for thousands of years by those looking to boost longevity and reduce inflammation. What makes shiitake mushrooms so affective is that they are a area source of B published in the Journal of the American College of Nutrition found that shiitake can help boost immune function, improve cell function, gut immunity, and reduce inflammation.³⁸

Top 3 Criteria For A Quality Mushroom Supplement

We spent months researching mushroom supplements and gathering user feedback. There are specific aspects that differentiate high-quality mushroom supplements from generic ones. Below are the three most essential criteria to consider before deciding which mushroom brand is best for your needs.

#1 EXTRACTS

Before purchasing any mushroom supplement, be sure to look at the supplement facts section of the label, which will indicate the type of mushrooms used and if they are in an extract or powder form. Look for a mushroom supplement that uses extracts and not powders to have higher potency and deliver better results. Another

Most labels will indicate how potent an extract is by displaying the concentration in the form of a ratio, such as "4:1 Extract 100 mg," which is equivalent to 400 mg (4 x 100 mg) of dried mushroom powder.

#2 DOSAGE

If you want to achieve ontimal results it is important to select a

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supplement that has both the correct mushrooms and the proper dosages. For Lion's Mane, recognized for enhancing cognitive performance, we recommend a daily dosage of at least 750 mg in "extract form" or 3,000 mg in powder form. For the other top mushrooms on our list, look for a formula that contains each of them individually in a daily dosage of at least 80 mg in "extract form" or 320 mg in powder form.

#3 FRUITING BODIES

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Always choose a supplement that has next to each mushroom's name, the words "fruiting body." Avoid mushroom supplements with "myceliated grain" in the ingredients or some variation of the word "mycelium."

The fruiting body is the actual mushroom cap and stem. Mycelium is the root system of a mushroom grown on top of a grain substrate resulting in a supplement that is about 50% roots, 50% filler, and 0% of real mushroom. Why would some manufacturers do this? Because mycelium is cheaper and faster to produce than waiting for a full proper mushroom to grow. The problem is that the fruiting body is where most of the beta-glucans, the beneficial compounds of a mushroom, are found. A 2014 study published in the journal Microbiology analyzed the concentration of beta-glucans in both fruiting bodies and mycelia. The study concluded that fruiting bodies have up to 100% more beta-glucans than mushrooms grown on a mycelium base.³⁹ This study lends further support to a separate 2011 study published in the journal Food Chemistry which indicated that fruiting bodies have as much as 2.5 times the amount of beta-glucans than mycelia.⁴⁰ To achieve peak results, we recommend selecting a supplement that uses only fruiting bodies.



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2023's Top Mushroom Supplements

Our review encompassed 82 different mushroom supplements, putting each through our rigorous Review Scout assessment process. To determine 2023's Top 5 Mushroom Supplements, we looked for predicted effectiveness, safety, return policy, and overall customer satisfaction. What To Avoid Best Mushroom Types What To Look For The Best Mushroom Supplements

1	OVERALL RATING	9.7/10	
	Predicted Effectiveness	9.7/10	A+
Stonehenge DYNAMIC	Ingredient Quality	9.8/10	Overall Grade
MUSHIKOOMS Bith Maximum Strength Linis Mane Frailing Bady Estual	Value	9.5/10	
	Return Policy	9.8/10	
	User Rating	9.7/10	
A 100% F. 11		0	
ዕ 100% Fruiting E	3odies & 1,400 mg Formula	0	Vegetarian Capsules, Non-GMO, Gluten,
Extracts with a	Potent 4:1 Concentration		Soy and Dairy Free
		C	Verified 90-day 100% money-back return policy



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Why We Chose It

Stonehenge Health's Dynamic Mushrooms is Review Scout's top choice. This supplement blends all five essential mushroom varieties, Lion's Mane, Chaga, Maitake, Reishi, and Shiitake, into one formula.

Dynamic Mushrooms uses 100% extracts with a potent 4:1 concentration, delivering a daily dose of 1,400 mg, the equivalent of approximately 5,600 mg of mushroom powder. Each mushroom in this formula is derived from a fruiting body that studies show have superior amounts of beta-alucans performance, a robust immune system, and other essential health benefits.

We were able to verify that Stonehenge Health's formula does not contain any fillers such as rice or oats commonly found in brands that use mycelium. It was also great to see that Dynamic Mushrooms is non-GMO and uses vegetarian capsules. Stonehenge Health backs its products with a no-questions-asked, 90-day money-back guarantee and is one of the few brands to be endorsed by a board-certified doctor. We also like that they offer customers discounts on bundles. Click on the link below to see their current specials.

*Results are based on user-generated experiences with these products, and individual results may vary. Please refer to the manufacturer's product website for detailed information.

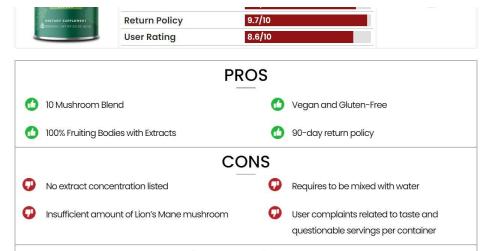
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#2 Four Sigmatic Mushroom Blend Defend

OVERALL RATING	8.9/10	
Predicted Effectiveness	8.1/10	
Ingredient Quality	9.2/10	
Value	8.8/10	





Why We Chose It

Four Sigmatic Mushroom Blend Defend is a popular product that contains ten different mushrooms from fruiting bodies. A big plus for us was that this formula uses extracts, but we would have preferred to see them list the extracts' concentration to understand the potency better.

While Four Sigmatic includes all five of our top mushrooms, when it comes to Lion's Mane, one of the essential mushrooms for brain and immune health, they fell short by only offering a 150 mg dose. This dosage is significantly lower than our minimum recommended 750 mg and far lower than the number one ranked brand on our list, which has 1,000 mg of Lion's Mane in a 4:1 extract.

This product comes in a powder form, which could be a great fit for those who enjoy mixing a daily concoction. We tend to prefer the capsule form of supplements as they are more convenient to take and help ensure that you stay on your daily regimen for optimal results. A common complaint amongst users is that, even when stored in the container provided, the powder quickly forms into a

dense brick, making it unusable. Users have also reported the product having an undesirable musky taste.

It was good to see that Four Sigmatic offers a 90-day money-back guarantee. A growing topic amongst Four Sigmatic users is related to the 30 servings the product packaging claims. Some users have expressed frustration stating they were only able to get 15 servings per package. A lower number of doses could indicate that what might seem like a product with a relatively low purchase price, is in actuality, quite expensive.

*Results are based on user-generated experiences with these products, and individual results may vary. Please refer to the manufacturer's product website for detailed information.

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	#3 Real Mushrooms		
	OVERALL RATING	8.1/10	
REALMUSHEDOMS	Predicted Effectiveness	8.6/10	В-
DEFENDERS	Ingredient Quality	8.7/10	Overall Grade
	Value	7.5/10	
SCIENTIFICALLY VERFIED	Return Policy	7/10	
90 CAPSULES	User Rating	8.5/10	





Why We Chose It

Real Mushrooms 5 Defenders contain five different mushroom varieties intended to help support an improved immune system and overall well-being. We liked that this formula includes four of our top five recommended mushrooms. However, the formula is lacking our top-ranking mushroom, Lion's Mane. We see many manufacturers leave out Lion's Mane as it is an expensive ingredient, and those companies may be more focused on their profit margins. Our biggest concern with Real Mushrooms is that they use a proprietary blend to hide the amount per serving for each mushroom. We have no way of knowing if the 1,000 mg serving size is 900 mg Chaga and 20 mg of each other mushroom. The lack of transparency is concerning. Real Mushroom backs their product with a minimal 30-day refund period, which only applies to unopened bottles. This formula uses a vegetarian capsule and is non-GMO.

*Results are based on user-generated experiences with these products, and individual results may vary. Please refer to the manufacturer's product website for detailed information.

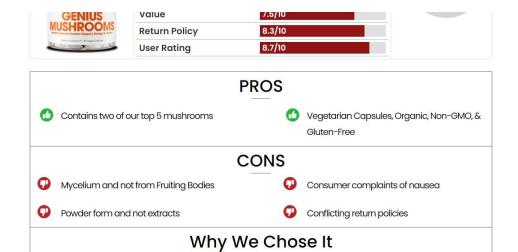




#4 Genius Mushrooms

OVERALL RATING	7.8/10	
Predicted Effectiveness	7.5/10	
Ingredient Quality	6.9/10	Overall G





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Genius Mushroom by The Genius Brand is a popular and low-priced product that contains three different mushrooms. At first glance, this product might seem like a tremendous bargain, but a closer look at the ingredients demonstrates why all that glitters is not gold. Genius Mushroom uses mushrooms in powder form, not extracts, and grown on mycelium, not fruiting bodies.⁴¹ These aspects make it cheaper to produce but considerably less effective. Studies have shown that mushrooms grown on a mycelium base have about half the beta-glucans, the compound found to deliver health benefits, compared to mushrooms from fruiting bodies. It was good to see that this product uses organic mushrooms and vegetarian capsules. Some consumers have reported mixed reviews, and others had gastrointestinal discomfort from using the product. The return policy for Genius Mushroom is unclear as their website product page indicates a 30-day return policy, but elsewhere on the site indicates 90-days.

*Results are based on user-generated experiences with these products, and individual results may vary. Please refer to the manufacturer's product website for detailed information.

FIND OUT MORE >>

#5 Host Defense My	community	
OVERALL RATING	7.6/10	
Predicted Effectiveness	6.9/10	
Ingredient Quality	6.7/10	Overall Grad
 Value	6.6/10	
Return Policy	9.2/10	
User Rating	8.4/10	



 (\mathbf{t})

Host Defense is a long-standing mushroom brand that produces supplements with organically grown mycelium. Their MyCommunity® formula contains seventeen different mushroom varieties, with a low dosage per mushroom. While the Host Defense claims their formula contains both mycelium and fruiting body mushrooms, the reality is that only one of the seventeen mushrooms are from a fruitina body. leaving the remaining 16 grown on a mycelium on grain biomass. The grain



filler in this formula is brown rice. Of the total 1,050 mg per serving, one could assume that at least 50% of the product is brown rice filler as there is no way to remove the mycelium from the substrate, leaving you with only about 500 mg of mycelium. As we have noted, studies have shown that mycelium has nearly half the beta-glucans, the compound found to deliver health benefits, compared to mushrooms from fruiting bodies. This product does not contain any extracts. Some users have reported allergic reactions to the product, which may be related to its grain content.

*Results are based on user-generated experiences with these products, and individual results may vary. Please refer to the manufacturer's product website for detailed information.

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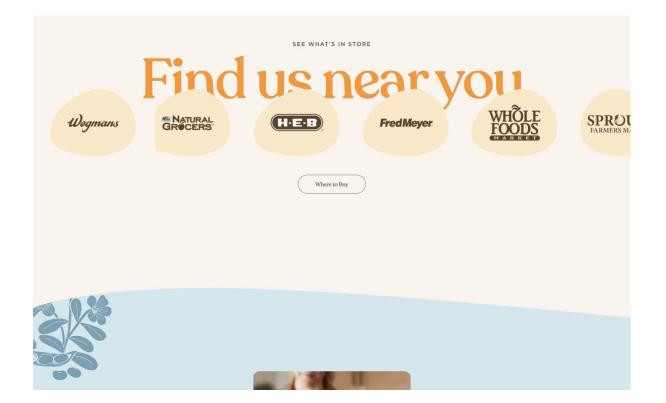
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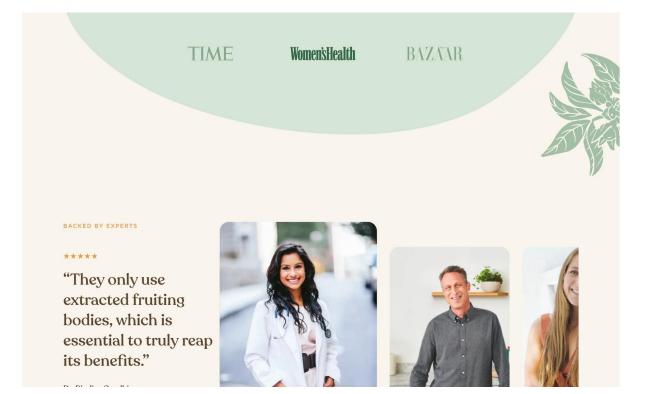
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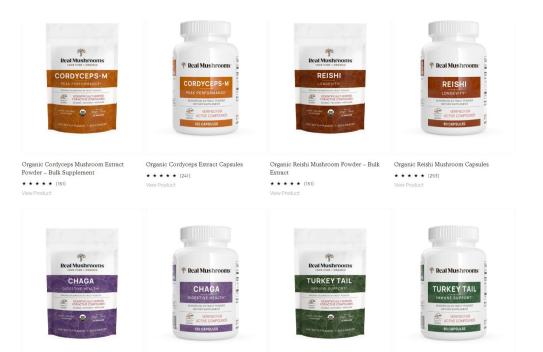
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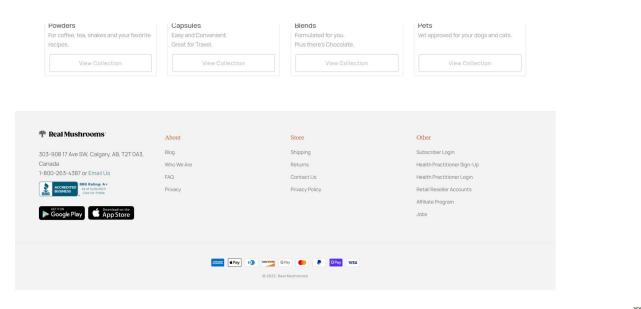
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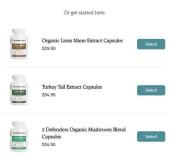


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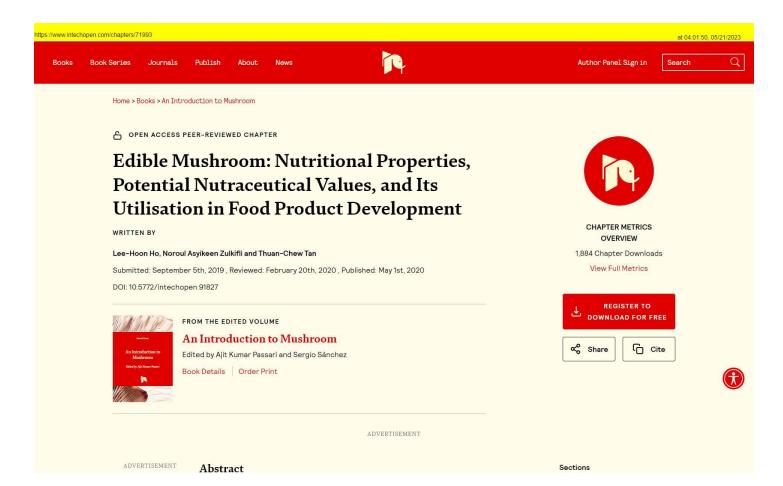
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Edible mushrooms are an excellent source of proteins, minerals, polysaccharides, unsaturated fatty acids, and secondary metabolites. Numerous studies have provided evidence for the protective effects of edible mushrooms against various chronic diseases. In this review, details on the compositions and nutritional values of edible mushrooms were discussed. Furthermore, bioactive compounds such as polyphenolic compounds and antioxidant capacity of edible mushrooms, as well as the application of these edible mushrooms as potential therapeutic agents, were covered. This chapter also endeavoured to review the recent progress on the potential utilisation of edible mushrooms in the development of functional food products and its effects on the nutritional, physical, and organoleptic properties of the developed food products. Based on the recent socioeconomic trends, the substitution of edible mushroom as an essential source of functional ingredients in food products could become a natural adjuvant for the prevention and alleviation of several lifestyle-related diseases. This information could be beneficial for the development of food products with health functionalities, which are of great interest to the medical nutrition industry, which is an industry that emerged from the convergence between the food and pharma industries.

Keywords

edible mushroom	nutritional compositions	functional properties	nutraceutical properties
therapeutic values	food product quality		

Author information

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- 2. Nutritional compositions
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8. Conclusions

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1. Introduction

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Mycophagy describes the practice of eating mushrooms. This practice can be dated back to ancient times, whereby wild edible mushrooms were collected and consumed. Mushrooms are an excellent source of vitamins, e.g. B vitamins and vitamin D [1], and minerals, e.g. phosphorus, magnesium, selenium, copper, and potassium [2], and are also rich in dietary fibre, chitin and β -glucans [3]. Humans have, for centuries, consumed mushrooms not only

for nutrition $[\underline{4}, \underline{5}]$ and taste $[\underline{6}]$ but also for their healing properties $[\underline{7}]$. Numerous studies have shown that mushrooms are a rich source of bioactive compounds, e.g. phenolic and flavonoid compounds, that exert antioxidant properties, and these could be beneficial to human health $[\underline{8}, \underline{9}, \underline{10}, \underline{11}, \underline{12}]$. Mushrooms could help in reducing the risk of diseases, such as Parkinson's, Alzheimer's, hypertension, stroke, and cancer, as well as act as an antibacterial, immune system enhancer, and cholesterol-lowering agents $[\underline{13}]$.

Due to the numerous reports and findings on the health benefits of mushrooms to humans, studies on the use of mushrooms as a bioactive ingredient in functional food products have gained attention from the scientific community. Mushrooms are converted into powder before incorporated into food products, such as bread, muffins, pasta, patties, and snacks, to increase the nutritional quality of these products [14, 15, 16, 17, 18]. With the introduction of processed food products incorporated with mushrooms, this further expands the popularity of mushrooms arong consumers. On average, consumer consumed about 5 kg of mushrooms per person per year, and this number is expected to continue to increase as consumers become more aware of the healthful benefits of incorporating mushrooms in their diet [19].

For the last 10 years, from 2008 to 2017, the global production of mushrooms and truffles grew from 6.90 to 10.24 million metric tons [20] (Figure 1). Based on the latest statistic report from the Food and Agriculture Organization of the United Nations, in 2017, China (7.87 million metric tons, contributed almost 77% of world production), the United States (0.42 million metric tons), the Netherlands (0.30 million metric tons), Poland (0.30 million metric tons), and Spain (0.16 million metric tons) were reported as the top 5 mushroom and truffle producers in the world. As the demand for edible mushrooms increases and the amount of wild edible mushrooms shrinks, edible mushroom cultivation is becoming an important agriculture sector.



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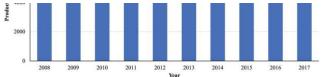
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Figure 1.

Growth in world mushrooms and truffles production, 2008–2017. Source: [20].

The most cultivated edible mushroom worldwide is Agaricus bisporus (common mushroo followed by Lentinus edodes (shiitake mushroom), Pleurotus spp. (in particular oyster mushroom), and Flammulina velutipes (enoki mushroom) [3, 13, 21]. Moisture content varies around 90% for raw mushrooms. Typically, mushrooms are low in fat and contain useful minerals and B vitamins. Though mushrooms are not energy-providing foods, mushrooms are a substantially better source of nutrition than is often assumed [22].

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2. Nutritional compositions

Edible mushrooms possess high nutritional value, especially protein and carbohydrates. Besides, edible mushrooms have also been described as a rich source of minerals and vitamins [23, 24]. The mean nutrient values for these raw mushrooms [25] are presented <u>Table 1</u>. Han et al. [24] studied the quality properties of powder processed from oyster mushroom, a variety of Pleurotus sajor-caju (PSC). Their results showed PSC powder had high content of carbohydrate (60.47 g/100 g), resulting in 451.60 cal/g calorie. According Samsudin and Abdullah [21], mushrooms provide both digestible carbohydrates (i.e. trehalose, mannitol, glycogen, and glucose) and non-digestible carbohydrate (i.e. manna chitin, and β -glucan). Later, both these carbohydrates form the larger portion of the total carbohydrates. Aremu et al. [26] reported that the calculated metabolisable energy value Ganoderma spp. (1476.7 kJ/100 g) and in Hebeloma mesophaeum (1513.5 kJ/100 g) indicate that both varieties of mushrooms are concentrated sources of energy and compared

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	1. Introduction	

2. Nutritional compositions

favourably to cereals in terms of their energy values.

Nutrient	Common mushroom	Shiitake mushroom	Oyster mushroom	Enoki mushroom
Moisture (g/100 g)	92.45	89.74	89.18	88.34
Energy (kcal/100 g)	22	34	33	37
Protein (g/100 g)	3.09	2.24	3.31	2.66
Fat (g/100 g)	0.34	0.49	0.41	0.29
Ash (g/100 g)	0.85	0.73	1.01	0.91
Carbohydrate (g/100 g)	3.26	6.79	6.09	7.81
Dietary fibre (g/100 g)	1.0	2.5	2.3	2.7
Ergosterol (mg/100 g)	56	85	64	36
Calcium (mg/100 g)	3	2	3	0
Copper (mg/100 g)	0.32	0.14	0.24	0.11
Iron (mg/100 g)	0.5	0.41	1.33	1.15
Magnesium (mg/100 g)	9	20	18	16
Manganese (mg/100 g)	0.05	0.23	0.11	0.08
Phosphorus (mg/100 g)	86	112	120	105
Potassium (mg/100 g)	318	304	420	359
Selenium (µg/100 g)	9.3	5-7	2.6	2.2
Sodium (mg/100 g)	5	9	18	3
Zinc (mg/100 g)	0.52	1.03	0.77	0.65
Thiamin (mg/100 g)	0.081	0.015	0.125	0.225
Riboflavin (mg/100 g)	0.40	0.22	0.35	0.20
Niacin (mg/100 g)	3.61	3.88	4.96	7.03
Pantothenic acid (mg/100 g)	1.50	1.50	1.29	1.35
Pyridoxine (mg/100 g)	0.10	0.29	0.11	0.10

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Table 1.

Mean nutrient content of raw mushrooms per 100 g edible portion. Source: USDA [25].

On the other hand, Han et al. [24] reported that PSC contained 22.4 g/100 g protein, 56.99 g/100 g dietary fibre (i.e. 56.99 g/100 g total dietary fibre, 48.79 g/100 g insoluble dietary fibre, and 8.20 g/100 g soluble dietary fibre), 7.79 g/100 g ash, and 3.32 g/100 g β glucan but has low amount of sucrose (0.19 g/100 g) and crude fat (2.30 g/100 g). According to Elleuch et al. [27], polysaccharides especially dietary fibres are the most important active compounds among others. Hence, several medicinal and pharmacological properties of PSC are believed to be associated with dietary fibre which can provide functional properties.

It is interesting to note that different parts of mushroom, the cap, stalk, or cap with a stalk of oyster mushroom (Pleurotus ostreatus), an edible mushroom, presented different proximate compositions [28]. The results showed that the stalk of mushrooms had the highest moisture content (6.33 g/100 g) than the other parts of mushrooms, whereas the cap showed the least moisture content (3.48 g/100 g). In addition, there was a noticeable difference in their protein content, 34.19 g/100 g of the cap, 20.96 g/100 g of a stalk, and 30.48 g/100 g of the cap with a stalk. Cruz-Solorio et al. [29] reported that the fruit body of Pleurotus ostreatus has significant nutritional values and highly valuable protein concentrates. Protein fractionation revealed that globulin had the highest proportion with 47.31% present in the cap, 23.31% in stalk, and 44.65% present in cap with a stalk, while albumin varied between 3.29 and 4.18% in cap, stalk, and cap with a stalk [28]. Moreover, the cap, stalk, and stalk with a cap were reported to have 3.14 g/100 g, 7.53 g/100 g, and 8.12 g/100 g, respectively, of crude fibre. The ash content was between 5.30 and 8.24 g/100 g for all parts of the mushroom; the fat content was 1.48 g/100 g, 1.55 g/100 g, and 1.5 g/100 g for the stalk, cap, and stalk with the cap, respectively. Carbohydrate content ranges between 51.94 and 61.77 g/100 g [28].

In another study by Kayode et al. [23], they found that the proximate compositions of exotic oyster mushroom grown on *Gmelina* wood waste and indigenous wild species of oyster mushroom (i.e. PSC) have 7.00 g/100 g and 7.55 g/100 g moisture, 19.30 g/100 g and 25.24 g/100 g protein, 7.24 g/100 g and 6.65 g/100 g crude fat, 7.47 g/100 g and 7.05 g/100 g crude fibre, 7.13 g/100 g and 8.25 g/100 g ash, and 51.86 g/100 g and 4.66 g/100 g total carbohydrate, respectively. This study concluded that oyster mushroom grown on *Gmelina* wood waste is favourably compared with the wild counterpart and has potential for use as acceptable human food [23].

According to Aremu et al. [26], Ganoderma sp., Omphalotus olearius, and Hebeloma mesonhagum are species reported to be among the most edible mushrooms commonly found

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in Nigeria. They evaluated the proximate composition of these three edible mushrooms. The evaluated samples contained moisture, crude protein, ash, crude fat, and total carbohydrate in the range of 10.0-11.1 g/100 g, 18.5-21.5 g/100 g, 7.3-8.3 g/100 g, 6.9-8.7 g/100 g, and 50.3-50.9 g/100 g, respectively. Moreover, Valverde et al. [13] reported that the major fatty acids found in mushrooms are linoleic (C18:2), oleic (C18:1), and palmitic (C16:0). Besides, there was also a mild amount of crude fibre (2.8-3.5 g/100 g) present in the evaluated mushroom [26]. This can be concluded that the nutritional content of mushrooms does not only depend on environmental factors but also on species.

Ishara et al. [30] fortified the maize flour with mushroom flour from *Agaricus bisporus* and *Pleurotus ostreatus*, aimed to improve the nutritional values of the flour. To this, the compositional characteristics and their interactions were investigated. Overall, the protein content of maize flour increased with increased mushroom flour content for 6.9 g/100 g to 15.87 g/100 g (*Agaricus bisporus*) up to 19.32 g/100 g (*Pleurotus ostreatus*), and a significant increase in fibre (0.53-5.89 g/100 g) was observed [30]. Overall, edible mushrooms contain a high amount and good quality protein content for approximately 20-40 g/100 g of dry weight basis [31]. They are ranked to be richer than most food sources except meat in terms of protein content [32]. Besides, the mushroom also contains several amino acids that cannot be derived by a human: phenylalanine, lysine, isoleucine, leucine, valine, histidine, threonine, methionine, glutamic acids, and aspartic [5, 33]. To this, glutamic acids and aspartic are the two essential amino acids that give the property umani taste of mushrooms [34]. Therefore, mushroom provides balancing diet compounds in sufficient amounts for human health.

Further, Alexopolous et al. [35] reported that the fairy ring mushroom (*Marasmius oreades*) is a good edible species containing copper, iron, zinc, folic acid, and all the essential amino acids required by a human. In addition, *Lentinula edodes* is reported to have low sodium and glucose, which are ideal for diabetics [35]. In another report, several predominant minerals such as potassium, magnesium, calcium, and iron are found in both exotic cultivated oyster mushrooms and indigenous wild oyster mushrooms. However, most of the mineral values are lower in exotic cultivated mushrooms as compared with that wild oyster mushroom. Oluwafemi et al. [28] reported that phosphorus, magnesium, and potassium were the major abundant minerals in mushroom with 497.35 mg/100 g in the cap, 340.59 mg/100 g stalk, and 466.24 mg/100 g caps with a stalk. Also, according to Kalač [36], potassium is the major element in edible mushrooms. It was reported that potassium is unevenly distributed within the different parts of mushroom fruit bodies; potassium is found to accumulate most concentration in a cap, followed by stipe, spore-forming part, and the least in spores. Magnesium is the second major mineral after potassium found in wild edible mushrooms [36]. Interestingly, sodium is found to present the lowest concentration among all evaluated



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minerals in the mushrooms [36, 37]. On the other hand, the fortification of maize flour with mushroom powder resulting in the mineral content increased from 2.84 to 8.74 mg/100 g for iron and 3.13 to 5.41 mg/100 g for zinc in the composite flours [30].

Another study was performed on the determination of β -carotene (vitamins A); α tocopherol and γ -tocopherol for vitamin E, ascorbic acid (vitamin C), thiamine (vitamin B1), and riboflavin (vitamin B2); and several dominant and trace minerals on selected wild edible mushrooms, namely, *Pleurotus* sp., *Hygrocybe* sp., *Hygrophorus* sp., *Schizophyllum commune*, and *Polyporus tenuiculus*. The results revealed that *Schizophyllum commune* had the highest vitamins A and E for approximately 2711.30 mg/g fresh weight and 85.08 mg/g fresh weight, respectively. For other wild edible mushrooms tested, except *Pleurotus* sp., vitamins C, B1, and B2 were found mild [<u>38</u>]. According to Keegan et al. [<u>39</u>], mushrooms generally lacked in vitamin D₂. However, they can act as a biological precursor to vitamin D₂ due to the presence of ergosterol, a type of sterol predominantly found in mushrooms. Therefore, this feature indirectly makes mushrooms as an excellent source for vitamin D₂.

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3. Functional properties

The functional properties of flours play an important role in determining the level of utilisation in ingredient formulation as well as in food product development. It is important to recognise the functional properties (i.e. water absorption capacity, oil absorption capacity, emulsifying, foaming, and gelification ability) of mushroom flours for their efficient use and acceptance by consumers [40]. The analysis of functional properties, water absorption capacity, least gelation concentration, and bulk density on flour prepared from *Ganoderma* spp., *Omphalotus olearius*, and *Hebeloma mesophaeum* provided interesting findings [26]. The functional properties' results of all the tested edible mushrooms demonstrated that they contained water absorption capacity ranges from 26.0.0 to 390.0%, 450–480% of oil absorption capacity, ranges from 10.18 to 131.5%, least gelation concentration 12.0–14.0%, and 23.0–41.0.0 g/mL of bulk density [26]. Moreover, Aremu et al. [26] concluded that the results of forming stability after 24 h for *Ganoderma* spp., *Omphalotus olearius*, and *Hebeloma mesophaeum* reflected that the studied mushroom



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samples might be attractive for incorporation into meat or bakery products like cakes or whipping topping where oil absorption and foaming are, respectively, important [<u>26</u>]. *Pleurotus sajor-caju* powder presented notable functional properties such as water holding capacity (13.46 g/g), oil holding capacity (8.52 mL/g), swelling capacity (19.49 mL/g), emulsifying activity (51.67%), and emulsifying stability (95.37%) [<u>24</u>].

Cruz-Solorio et al. [29] evaluated the functional properties of flours processed from fruit bodies of three Pleurotus ostreatus strains: a strain from commercial (POS), a culture collection strain (PCM) and a hybrid derived from POS and PCM (POS × PCM), and protein concentrates. The authors described pale yellow flours that were obtained from all three strains of edible mushrooms, while greyish brown was observed for protein concentrates. They recorded that the bulk density of the processed flour was to be ranged from 0.52 to 0.64 g/mL which showed higher than that of protein concentrates (0.30 0.35 g/mL). For water absorption capacities, 300–118.8% was obtained for flours, while protein concentrates demonstrated higher oil absorption capacity than the flours. Meanwhile, flours and protein concentrates showed a minimal gelation concentration (2%). For foam capacity formation, protein concentrates presented a higher value than that of flour at pH 8.0. However, for foam stability, both flours and protein concentrates showed high value at pH 8.0 and pH 10.0 (alkaline conditions). The flours presented have 3.96-26.68 m²/g of emulsion activity index, whereas protein concentrates range from 1.55 to 10.28 m²/g. The authors concluded that flours and protein concentrates produced from Pleurotus ostreatus presented remarkable functional properties and it has the potential to be used in the food industry where foaming and emulsifying properties are required [29].

In addition, another report by Oluwafemi et al. [28] on various parts of *Pleurotus ostreatus* showed that mushroom stalk (675%) had higher water absorption capacity than the cap (487%) and the mixture of stalk and cap (530%). The bulk density varied as 0.483 g/ml cap, 0.297 g/ml stalk, and 0.501 g/ml for a mixture of stalk and cap. Overall, the mushroom cap has the highest emulsion and foaming capacity of 17.33% and 30.67%, respectively. Ishara et al. [30] found that there was a positive significant linear effect in the substitution of mushroom flour (i.e. *Agaricus bisporus* and *Pleurotus ostreatus*) for maize flour on foam stability, foaming capacity, swelling capacity, solubility index, water retention capacity, water absorption capacity, and oil absorption capacity, but a negative linear effect was observed for the bulk density, compact density, and syneresis.

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4. Nutraceutical properties

The importance of edible mushrooms as a nutraceutical source can be correlated to their composition and presence of phytochemicals. Reports have shown edible mushrooms to contain a wide array of bioactive compounds. These bioactive compounds present great potential to be applied as therapeutic agents. This is in agreement with the reports from Kozarski et al. [41], whereby the radical scavenging antioxidative activities of edible mushrooms come from an array of biomolecules from the carotenoid and polyphenol groups. Mushrooms are well-known to have rich various bioactive compounds that are widely used as raw material for the development of functional foods. It could emerge as the nutraceutical food for the next generation [42]. According to Sánchez [43], phenolic compounds such as myricetin, quercetin, caffeic acid, catechin, and pyrogallol are present in all edible mushrooms. Besides, antioxidant components (i.e. phenolics, carotenoids, ascorbic acid, tocopherols, ergosterol, and polysaccharides) are mainly found constituted in both fruit bodies, mycelium, and culture of mushrooms [43].

Different edible mushroom cultivars and wild species are reported to possess varied concentrations of phytochemicals and antioxidant activities. Kayode et al. [23] reported that qualitative analysis of oyster mushroom grown on *Gmelina* wood waste and the indigenous wild species of oyster mushroon grown on *Gmelina* mode waste and the indigenous alkaloid, tannin, flavonoid, saponin, and cardiac glycosides. In addition, for the quantitative analysis, alkaloid presented as the most predominant phytochemical in both evaluated samples: 10.05% for oyster mushroom grown on *Gmelina* wood waste and 9.64% for indigenous wild species. The authors concluded that oyster mushroom grown on *Gmelina* wood waste could compare favourably with the indigenous wild species counterpart on the phytochemical components found in the wild edible mushrooms that show great scavenging ability due to their hydroxyl groups [44, 45].

Radzki et al. [46] studied the effect of hydrothermal treatment (i.e. citric acid solution blanching (5 min) and oiling in water (15 min)) on the antioxidant capacity (i.e. ferric-reducing antioxidant power assay (FRAP), and scavenging ability on 1,1-diphenyl-2-picrylhydrazyl (DPPH) assays) of three species of edible mushroom, namely, *Pleurotus ostreatus, Agaricus bisporus*, and *Lentinula edodes*. The results showed that water extracts for nontreatment mushrooms (control) contained noticeably more phenolic compounds. Both the water and ethanolic extracts for *Agaricus bisporus* possessed the highest content of total phenolic of an anticipation of total phenolic compounds and activities that where the success the result water for total phenolic compounds.

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phenone compounds and antioxidant capacity, but the lowest content was found in Lentinula edodes. Overall, the authors concluded that the blanching and oiling processes caused a decrease in the antioxidant activity. However, in terms of hydrothermal resistance, *Pleurotus ostreatus* was the most vulnerable [46]. Another report by Mau et al. [47] demonstrated that the methanolic extract of *Termitomyces albuminosus* mycelia has high antioxidant properties. On the other hand, an aqueous extract of *Agaricus blazei* was a potent free radical scavengers and is possible to be used as a pharmacological agent against oxidative stress [48]. Several factors may influence the antioxidant activity of mushroom including the development of fruiting bodies and culture conditions, processing conditions in industrial and domestic environments, and digestion and absorption in human intestinal [49].

Mujić et al. [44] evaluated the potential antioxidant activity content of antioxidant compounds, phenolics and flavonoids, and scavenging capacity on DPPH radicals of three edible mushroom species *Lentinula edodes*, *Hericium erinaceus*, and *Agrocybe aegerita*. *Agrocybe aegerita* showed to have the highest total phenolics (23.07 mg GAE/g) and total flavonoids (5.04 mg CE/g) content. Radical scavenging activity was found to exhibit IC_{50} value for extract concentration of 0.198 mg/mL for *Agrocybe aegerita*. The highest antioxidant activity of *Agrocybe aegerita* extract is in relation to its highest total phenols content. Therefore, *Agrocybe aegerita* extract a raw material with high potential antioxidant activity [44].

Keleş et al. [45] evaluated total phenolic and antioxidant activity in the methanolic extracts of 24 types of dried wild edible mushrooms. The authors concluded that mushrooms contain 420–12775.56 mg/kg of phenolics and the FRAP and DPPH values range between 145.50–62771.43 µmol/g and 10.17–97.96% of dried matter, respectively; the total phenolics in methanolic extracts were the highest in *Boletus edulis*, whereas the methanolic extracts from *Leccinum scabrum* showed most potent radical scavenging activity (97.96%). It was found that p-coumaric, p-hydroxybenzoic, protocatechuic, and cinnamic acids were contained in the phenolic fraction of five wild mushrooms from Portugal [50]. Thus, edible mushrooms may be applied as natural antioxidants in food products.

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5 Theraneutic values



J. Incrupence variaes

Apart from the nutritional values, edible mushrooms are also being used for a very long time to treat many types of diseases. Many of the common edible species have therapeutic properties and have been eaten for medical treatment purposes [51]. Many therapeutic values of mushrooms traditionally used in folklores of many parts of countries are being scientifically corroborated and have been found to stem from numerous biologically active and health-promoting metabolites that the mushrooms produce [21, 49]. Mushrooms have been reported as useful in preventing diseases such as hypertension, hypercholesterolemia, and cancer [44] due to the presence of high antioxidative compounds in mushrooms. The consumption of food containing antioxidant compounds like mushrooms will protect against the damage of cells from free radical, delays ageing, as well as prevent various diseases [43]. According to Zekovic et al. [52], mushrooms' β -glucans have been reported to exhibit different effects (i.e. antitumour, immune-booster) when compared with β -glucans from oats and barley (i.e. lowering cholesterol and blood sugar). Often, the β -glucans produced by specific mushroom species have specific names such as ganoderan (Ganoderma lucidum), grifolan (Grifola fondosa), lentinan (Lentinus edodes), pleuran (Pleurotus ostreatus), and schizophyllan (Schizophyllum commune) [53]. Apart from the immunomodulatory properties reported, mushrooms' β -glucans have also been documented to have antibacterial activity $[\underline{54}].$ Many studies demonstrated that β -glucans, a watersoluble dietary of many edible mushrooms, are responsible for antioxidant, anticancer, anticholesterolaemic, immunomodulating, and neuroprotective activities. Furthermore, they are recognised as potent immunological stimulators in humans. Studies showed that β glucans bind to a membrane receptor and induce these biological responses [55, 56, 57].

Valverde et al. [13] reported that several active compounds such as phenolics, ascorbic acid, carotenoids, and tocopherol isolated from the different species of mushrooms are responsible compounds to boost the immune system of the body and have anti-hypercholesterolaemic activity, antiviral activity, and anticancer, and ameliorate the toxic effect of chemo- and radiotherapy. The previous study conducted by Lau et al. [58] demonstrated that the protein extract from selected local edible mushrooms (i.e. *Pleurotus cystidiosus* and *Agaricus bisporus*) has high antihypertensive activities. Besides, *Pleuran* from *Pleurotus* spp. has shown marked immunity-stimulating effect and blood cholesterol-reducing effect, whereby proteoglycans possess immunomodulatory and antitumour activities [59]. A similar report was also presented by Li et al. [60]; a polysaccharide isolated from *Pholiota nameko* (PNPS-1) from the family of Strophariaceae leads to significant decreases in very low-density lipoprotein cholesterol.

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In Japan, lentinan, a complex carbohydrate, is isolated from a variety of mushrooms such as Lentinula edodes for the natural treatment of cancer. Lentinan is commonly used in clinic assays as an adjuvant in tumour therapy (i.e. chemotherapy and radiotherapy) [13]. Lentinula edodes is also a source of selenium, an antioxidant that is said to prevent cancer [35]. Bioactive proteins and peptides in mushrooms such as lectins, laccases, ribonucleases, antimicrobial proteins, fungal immunomodulatory proteins, and ribosome-inactivating proteins have significant value for pharmaceutical use [61]. According to Zhang et al. [62], lectin isolated from Pholiota adiposa showed antiproliferative activity. Lectins are proteins or glycoproteins bound to the carbohydrate cell surface, specifically [63]. Other than that, Flammulina velutipes is rich in peroxidase, superoxide dismutase, and others and can prevent some severe diseases like cancer and coronary heart diseases [64]. A study by Qu et al. [65] showed that fatty acids that are extracted from Hygrophorus eburneus have antifungal and antibacterial activities. In addition, hygrophamides isolated from the fruiting bodies of Hygrophorus eburneus are important constituents of cell membranes that play important roles as antigens and their receptors. Aina et al. [66] recorded that the chanterelles, an edible mushroom species Cantharellus cibarius, have antimicrobial activities against yeast, filamentous fungi, Gram-negative and Gram-positive bacteria, as well as actinomycetes.

6. Functional foods from edible mushrooms

Mushrooms are generally traded in food industries in three categories, which are fresh, dried, or canned and processed as mushroom-based products [62]. Most of the fresh mushroom is used in soup, sauce, and as a filling in buns or pizzas. The fresh mushroom is usually sold in local markets due to its short shelf life. As reported by Akbarirad et al. [68], the shelf life of mushrooms is limited under normal refrigeration conditions. The short shelf life of fresh mushrooms is one of the constraints in the distribution and marketing of fresh products. Therefore, in order to maximise the use of mushrooms in the production of high-quality and nutritional food as well as to preserve and ensure that the mushroom can be used for a long period, various mushroom-based products are being developed.

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Canned mushrooms have been widely marketed and used in the preparation of mushroom soup, stew, and pizza to replace the use of fresh mushrooms [69, 70, 71, 72, 73, 74, 75]. Dried



mushrooms have been used in instant soup and sauce preparation [76]. However, the dry form of the edible mushroom has limited uses in food production compared to powdered mushroom which has broad application in food developments. The mushroom powder has great potential as an ingredient in various food products due to its functional characteristics. Mushrooms are recognised as an alternative source of good quality protein and are capable of producing the highest quantity of protein per unit area and time from the worthless agrowastes [72]. Based on a study by Salehi [78], mushrooms contain 22.41% of protein which is higher than the protein in wheat flour. This finding is in line with Wan Rosli et al. [79] and Mendil et al. [80], who reported that the protein content in mushroom is around 25%.

A few studies have been done on supplemented mushroom powdered into food products such as noodles, pasta, rice porridge, as well as bakery products [$\underline{16}, \underline{81}, \underline{82}, \underline{83}, \underline{84}$]. The powder mushroom is mainly being used as a composite flour in bakery production. According to Coelho and Salas Mellado [$\underline{85}$], nowadays, there is a lot of attention on the substitution of various flour types for wheat flour to satisfy demands for healthire food. Higher protein content in mushroom powder will develop a better gluten network and produce the right and better elasticity in bakery products as well as in pasta and noodles. The additional amount of mushroom in pasta enhances the antioxidant content [$\underline{16}$].

Several studies have been done on the application of mushroom as food additives in food products. Süfer et al. [76] mentioned that the supplemented 5% of *Agaricus bisporus* and *Pleurotus ostreatus* powder in snacks and meatballs gives a promising factor for the production of aromatic and novel foods. The application of mushrooms in meatballs is due to a higher amount of protein and other components such as iron, zinc, selenium, potassium, and vitamin B [86] as well as delicate taste that leads to the growing demand of red meat. Consuming excessive red meat will lead to serious health problems such as cardiovascular diseases, cancer, and obesity due to its saturated fatty acids. The supplemented mushroom powder is expected to reduce the possibility of having those diseases.

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The increase in production and consumption of food products using edible mushrooms is due to their nutritional values as well as medicinal effects. Several studies reported that the addition of powdered mushrooms showed an increase in protein, crude fibre, and ash in various food products. Fortification of powdered mushroom at 6 and 10% showed better results for nutritional values as well as the quality for all food products. The protein content in both bread and nuffin supplemented with 10% powdered mushroom showed an increase pattern compared to the control. The increase of protein content in both food products was attributed to the high level of protein in mushroom powder. However, the high level of protein content in powdered mushrooms is unable to produce/develop the gluten network and improve the viscoelasticity of bread and muffin. According to Ortolan and Steel [88], gluten in protein can be categorised into two, which are vital and nonvital glutens. Nonvital gluten is only used for protein enrichment not for its viscoelastic properties.

The crude fibre content in bread is significantly higher than the control [89]. The higher fibre content in food products is favourable due to its beneficial effect on human health such as protection from constipation, cardiovascular diseases, and obesity [90, 91]. The high fibre content in both bakery products is also one of the main reasons for the lower specific volume in bread and muffins. Increasing fibre content in composite flour generally increases the requirement of water absorption [92]. Indirectly it gives heavier loaf and decreases the bread volume. The addition of high fibre content of flour also shows a negative effect on bread quality due to longer dough development, reduction of gas retention, and limitation of expanding the ability of the dough [93].

The supplemented powdered mushroom is high in protein in bakery products such as bread, cake, muffin, and biscuits [<u>81</u>, <u>82</u>, <u>83</u>, <u>90</u>]. The addition of 10% of powdered desert truffles may increase the diameter and thickness of the biscuit. According to Gadallah and Ashoush [<u>82</u>], biscuits that have higher spread ratios are considered most desirable. The additional amount of dessert truffle powdered in biscuits is also proven to have higher antioxidant activities.

The enrichment of protein in pasta and noodles can be achieved by adding shiitake, porcini, and powdered oyster mushroom [<u>16</u>, <u>84</u>]. The moisture content in noodles supplemented with 10% of mushroom powder shows lower enrichment than the control. According to Foschia et al. [<u>94</u>], the reduction of water is due to the competing of fibre in powdered mushrooms with starch during noodle formation, causing the reduction of starch swelling and water absorption. Besides, the fibre content in noodles with 10% additional powdered mushroom shows significant difference with the control which suggests lower moisture

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content in noodles.

Most of food products such as bread, cake, biscuits, paratha, rice porridge, and noodles show higher ash content compared to control. Higher ash content means a higher amount of mineral present in food products. The taste, texture, appearance, and stability of food products supplemented with powdered mushrooms also depend on the concentration of mineral [<u>81</u>, <u>82</u>, 90]. The mushroom powder favoured in rice porridge is due to its meaty flavour. Moreover, they contain high protein, fibre, and minerals. The proximate composition and sensory characteristic of rice porridge were investigated by Aishah and Wan Rosli [<u>81</u>]. Their result showed that consumer acceptability of rice porridge supplemented with 6% of oyster mushroom powder has a higher score than the control. A similar trend can be seen in paratha bread [<u>81</u>] except for fat content. Besides, the authors reported that there is a huge reduction of fat content in paratha bread supplemented with 6% of oyster mushroom [<u>81</u>].

Chun et al. [95] used shiitake mushroom in pork patty production. This powdered mushroom acts as phosphate in pork patties. Phosphate acts as food additives, which increase the water holding capacity, reduce cooking loss, and improve the texture of food products. Besides, it also protects the aroma and accelerates the formation of cured meat colour [95]. However, in term of sensory characteristics, most of the food products supplemented with powdered mushrooms were less preferred by the panellists in terms of texture, aroma, taste, and overall acceptability. The colour of food products supplemented with mushroom powder shows darker colour, thus affecting the preference of most mushroom-based products [96].

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8. Conclusions

Mushrooms are gaining popularity and are widely consumed across the globe by all age groups. Mushrooms are considered to be one of the superfoods due to its high nutrient content, especially protein, dietary fibre, vitamins, and minerals. In addition, mushrooms are also well-known to contain bioactive compounds, such as ergosterol, β -glucans, lentinan, and peroxidase, which possess health functionalities. This claim is backed by various studies showing that mushrooms possessed anti-hypercholesterolaemic, antiviral. 5. Therapeutic values

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anticancer, and antihypertensive activities. Studies have been conducted to investigate the potential of mushrooms in food applications. The findings from these studies showed promising results, whereby the incorporation of mushroom into food products enhances the nutritional values, as well as the physical properties of the food product. Hence, it is not a surprise to know that the food and pharmaceutical industries are using mushrooms or bioactive compounds from mushrooms to develop functional foods.

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Conflict of interest

All authors declare there is no conflict of interest in this review.

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Women's Health News



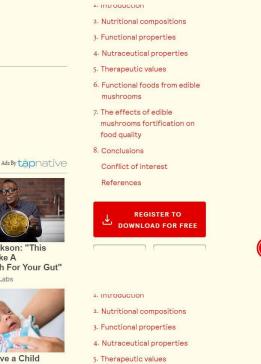
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"Mushroom (food)" redirects here. For other uses, see mushroom.

Edible mushrooms are the fleshy and edible fruit bodies of several species of macrofungi (fungi which bear fruiting structures that are large enough to be seen with the naked eye). They can appear either below ground (hypogeous) or above ground (epigeous) where they may be picked by hand.^[1] Ediblitity may be defined by criteria that include absence of poisonous effects on humans and desirable taste and aroma.^[2] Edible mushrooms are consumed for their nutritional and culinary value. Mushrooms, especially dried shiltake, are sources of umami flavor.^[3] 11.52,110^[4]

Edible mushrooms include many fungal species that are either harvested wild or cultivated. Easily cultivated and common wild mushrooms are often available in markets, and those that are more difficult to obtain (such as the prized truffle, matsutake, and morel) may be collected on a smaller scale by private gatherers. Some preparations may render certain polsonous mushrooms fit for consumption.

Before assuming that any wild mushroom is edible, it should be identified. Accurate determination and proper identification of a species is the only safe way to ensure edibility, and the only safeguard against possible accidents. Some mushrooms that are edible for most people can cause allergic reactions in some individuals, and old or improperly stored specimens can cause food poisoning. Great care should therefore be taken when eating any fungus for the first time, and only small quantities should be consumed in case of individual allergies. Deadly poisonous mushrooms that are frequently confused with edible mushrooms and responsible for many fatal poisonings include several species of the genus *Amanita*, particularly *Amanita* phalloides, the *death cap*. Even normally edible species of mushrooms may be dangerous, as mushrooms growing in polluted locations can accumulate pollutants, such as heavy metals.^[5]



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while common, they are just one of the many types of mushrooms cultivated and eaten

Despite long-term use in folk medicine, there is no scientific evidence that consuming "medicinal mushrooms" cures or lowers the risk of human diseases.^{[6][7]}

History of mushroom use [edit]

Mycophagy /mai kpfedgi/, the act of consuming mushrooms, dates back to ancient times. Edible mushroom



species have been found in association with 13,000-year-old archaeological sites in Chile. Ötzi, the mummy of a man who lived between 3400 and 3100 BCE in Europe, was found with two types of mushroom. The Chinese value mushrooms for their supposed medicinal properties as well as for food. Ancient Romans and Greeks, particularly the upper classes, used mushrooms for culinary purposes. Food tasters were employed by Roman emperors to ensure that mushrooms were safe to eat.^[6]



Production [edit]

Country

United States

Netherlands

Cooking [edit]

[citation needed]
Storage [edit]

China

• Japan

Poland

World

Mushroom and truffle production - 2019

8.94 0.47

0.38

0.36

0.30

11.90

Source: FAOSTAT of the United Nations^[9]

See also: List of mushroom dishes

Culinary uses [edit]

(millions of tonnes)

In 2019, world production of commercial mushrooms and recorded truffle collection reported to the Food and Agriculture Organization was 11.9 million tonnes, led by China with 75% of the total:

Mushrooms may be cooked before consumption to improve texture and lower trace levels of toxic hydrazines. Frying, roasting, baking, and microwaving are all used to prepare mushrooms. Cooking lowers the amount of water present in the food. Mushrooms do not go mushy with long term cooking because the chilin that gives most of the structure to a mushroom does not break down until 400 °C (752 °F) which is not reached in any normal cooking.

Mushrooms will usually last a few days, longer if refrigerated. Mushrooms can be frozen, but are best cooked first. They can also be dried or pickled.

Storage

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Health and nutrition [edit]

prepared using portabello mushrooms

A collection of uneu

mushrooms

Higher mushroom consumption has been associated with lower risk of breast cancer.^[10] As of 2021, mushroom consumption has not been shown to conclusively affect risk factors for cardiovascular diseases.^[11]

A commonly eaten mushroom is the white mushroom (*Agaricus bisporus*). In a 100-gram ($3^{1}/_{2}$ -ounce) reference serving, *Agaricus* mushrooms provide 92 kilojoules (22 kilocalories) of food energy and are 92% water, 3% carbohydrates, 3% protein, and 0.3% fat. They contain high levels of riboflavin, niacin, and pantothenic acid, with moderate content of phosphorus (see table). Otherwise, raw white mushrooms generally have low amounts of essential nutrients. Although cooking by boiling lowers mushroom water content only 1%, the contents per 100 grams for several nutrients increase appreciably, especially for dietary minerals.

The content of vitamin D is absent or low unless mushrooms are exposed to sunlight or purposely treated with artificial ultraviolet light, even after harvesting and processed into dry powder.^{[12][13]}

Vitamin D [edit]

When exposed to UV light before or after harvest, mushrooms convert their large concentrations of ergosterol into vitamin $D_2^{[12][13]}$ This is similar to the reaction in humans, where vitamin D_3 is synthesized after exposure to sunlight.

Testing showed an hour of UV light exposure before harvesting made a serving of mushrooms contain twice the FDA's daily recommendation of vitamin D. With 5 minutes of artificial UV light exposure after harvesting, a serving of mushrooms contained four times as much.^[12] Analysis also demonstrated that natural sunlight produced vitamin D_{p} .^[13]

The form of vitamin D found in UV-irradiated mushrooms is ergocalciferol, or vitamin D₂. This is not the same as cholecalciferol, called vitamin D₃, which is produced by UV-irradiation of human or animal skin, fur, and feathers. Although vitamin D₂ has vitamin-D activity in humans, and is widely used in food fortification and nutritional supplements, vitamin D₃ is more commonly used in dairy and cereal products.

Name	Chemical composition	Structure
Vitamin D ₁	ergocalciferol with lumisterol, 1:1 ^[14]	
Vitamin D ₂	ergocalciferol (made from ergosterol)	J. A.
Vitamin D ₃	cholecalciferol (made from 7-Dehydrocholesterol in the skin).	C. C

White mushrooms, raw Nutritional value per 100 g (3.5 oz) Energy 93 kJ (22 kcal) Carbohydrates 3.3 g Fat 0.3 g Protein 3.1 g Vitamins Quantity %DV Vitamin A equiv Thiamine (B₁) 0 µg 0.08 mg 0% 7% Riboflavin (B2) 0.4 mg 33% Niacin (B₃) 3.6 mg 24% Pantothenic acid (B5) 1.5 mg 30% Vitamin B6 0.1 mg 17 µg 8% Folate (Bg) 4% Vitamin B12 0 µg 17.3 mg 0% Choline Vitamin D 4% 7 IU Vitamin E 0 mg 0% Vitamin K 0 µg 0% Minerals Quantity %pyt 3 mg 0.32 mg Calcium 0% 16% Copper Iron 0.5 mg 4% Magnesium 9 mg 0.05 mg Manganese 2% Phosphorus Potassium 86 mg 318 mg 12% 7% Selenium 9.3 µg 13% Zinc 0.52 mg 5% Other constituents Quantity Water 92 g Link to Full USDA Database entry Units µg = micrograms • mg = milligrams IU = International units [†]Percentages are roughly approximated using ions for adults.

White mushrooms, cooked, boiled, drained, without salt

Nutritional value per 100 g (3.5 oz)



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Use in traditional medicine [edit]

Main article: Medicinal fungi

Medicinal mushrooms are mushrooms or extracts from mushrooms that are thought to be treatments for diseases, yet remain unconfirmed in mainstream science and medicine, and so are not approved as drugs or medical treatments.^[15] Such use of mushrooms therefore fails into the domain of traditional medicine^[16] for which there is no direct high-quality clinical evidence of efficacy.^{[6][7]}

Preliminary research on mushroom extracts has been conducted to determine if anti-disease properties exist, such as for polysaccharide-K^{117]} or lentinan.^[18] Some extracts have widespread use in Japan, Korea and China, as potential adjuvants for radiation treatments and chemotherapy.^{[19][20]}



Lingzhi, a well-known mushroom (Ganoderma lucidum), also called sulphureus)

Chicken of the woods (Laetiporus



Common Morel (Morchella esculenta)

a c .

"Reishi"

Energy	117 kJ (28 kcal)		
Carbohydrates	5.3 g		
Fat	0.5 g		
Protein	2.2 g		
/itamins	Quantity	%PV1	
Vitamin A equiv.	0 µg	0%	
Thiamine (B1)	0.1 mg 9%		
Riboflavin (B ₂)	0.3 mg 25		
Niacin (B ₃)	4.5 mg 3		
Pantothenic acid (B5)	2.2 mg 44		
Vitamin B ₆	0.1 mg	8%	
Folate (Bg)	18 µg	5%	
Vitamin B ₁₂	0 µg	0%	
Choline	19.9 mg	4%	
Vitamin D	21 IU	4%	
Vitamin E	0 mg	0%	
Vitamin K	0 µg	0%	
Ainerals	Quantity	%DV	
Calcium	6 mg	1%	
Copper	0.5 mg	25%	
Iron	1.7 mg	13%	
Magnesium	12 mg	3%	
Manganese	0.1 mg	5%	
Phosphorus	87 mg	12%	
Potassium	356 mg	8%	
Selenium	13.4 µg	19%	
Zinc	0.9 mg	9%	
Other constituents	Quantity		
Water	91.1 g		
Link to Full USDA D	atabase entry	ß	
Units ug = micrograms • r			
ug = micrograms • r IU = Internatio		15	
[†] Percentages are roughly	(approximate	d usina	

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Salety concerns [edit]

Some wild species are toxic, or at least indigestible, when raw.^[21] The safety of consuming Relshi mushrooms has not been adequately demonstrated, as of 2019.^[6] Reishi mushrooms may cause side effects including dryness of the mouth or throat, litchiness, rash, stomach upset, diarrhea, headache, or allergic reactions.^[6] Failure to identify poisonous mushrooms and confusing them with edible ones has resulted in death.^[21][22][23]

List of edible mushrooms [edit]

Commercially cultivated [edit]

Mushroom cultivation has a long history, with over twenty species commercially cultivated. Mushrooms are cultivated in at least 60 countries.^[24] A fraction of the many fungi consumed by humans are currently cultivated and sold commercially. Commercial cultivation is important ecologically, as there have been concerns of the depletion of larger fungi such as chanterelies in Europe, possibly because the group has grown popular, yet remains a challenge to cultivate.

- Agaricus bisporus dominates the edible mushroom market in North America and Europe, in several forms. It is an edible basidiomycete mushroom native to grasslands in Europe and North America. As it ages, this mushroom turns from small, white and smooth to large and light brown. In its youngest form, it is known as the 'common mushroom', 'button mushroom', 'cultivated mushroom', and 'champignon mushroom'. Its fully mature form is known as 'portobello'. Its semi-mature form is known variously as 'cremini', 'baby-bella', 'Swiss brown' mushroom, 'Roman brown' mushroom, 'Italian brown' mushroom, or 'chestnut' mushroom.^{[25][26][27][26]}
- Pleurotus species, the oyster mushrooms, are commonly grown at industrial scale.^[28]
- Lentinula edodes, the Shiitake mushroom^[28]
- Auricularia heimuer, wood ear mushroom
- · Volvariella volvacea, the paddy straw mushroom or straw mushroom
- Volvariella bombycina
- Flammulina filiformis, the enoki mushroom, golden needle mushroom, seafood mushroom, lily mushroom, or winter mushroom
- Flammulina velutipes
- Tremella fuciformis, the snow fungus, snow ear, silver ear fungus and white jelly mushroom
- Hypsizygus tessellatus, aka Hypsizygus marmoreus, the beech mushroom, also known in its white and brown varieties as Bunapi-shimeji and Buna-shimeji, respectively
- Stropharia rugosoannulata, the wine cap mushroom, burgundy mushroom, garden giant mushroom or king stropharia
 - Cyclocybe aegerita, the pioppino, velvet pioppini, poplar or black poplar mushroom
 - Hericium erinaceus, the lion's mane, monkey head, bearded tooth, satyr's beard, bearded hedgehog, or pom pom mushroom.
 - Phallus indusiatus, the bamboo mushrooms, bamboo pith, long net stinkhorn, crinoline stinkhorn or veiled lady mushroom.

Commercially harvested wild fungi [edit]

Some species are difficult to cultivate; others (particularly mycorrhizal species) have not yet been successfully cultivated. Some of these species are harvested from the wild and can be found in markets. When in the season they can be purchased fresh, and many species are sold dried as well. The following species are commonly harvested from the wild:

 Boletus edulis or edible Boletus, native to Europe, known in Italian as fungo porcino (plural 'porcini') (pig mushroom), in German as Steinpilz (stone mushroom), in Russian as Russian: Белый гриб, tr. Bely grib (white

mushroom), in Albanian as (wolf mushroom), in French as the cèpe and in the UK as the penny bun. It is also

known as the king bolete, and is renowned for its delicious flavor. It is sought after worldwide, and can be found



edible mushroom species - clockwise from left, enokitake, buna-shimeji,

- in a variety of culinary dishes.
- Boletus griseus
- Boletus variipes
- Boletus pinophilus
- · Calbovista subsculpta commonly known as the sculptured giant puffball is a common puffball of the Rocky Mountains and Pacific Coast ranges of western North America. The puffball is more or less round with a diameter of up to 15 cm (6 in), white becoming brownish in age, and covered with shallow pyramid-shaped plates or scales. It fruits singly or in groups along roads and in open woods at high elevations, from summer to autumn. It is considered a choice edible species while its interior flesh (the gleba) is still firm and white. As the puffball matures, its insides become dark brown and
- powdery from mature spores. • Calvatia gigantea the giant puffball. Giant puffballs are considered a choice edible species and are commonly found in meadows, fields, and deciduous forests usually in late summer and autumn. It is found in temperate areas throughout the world.^[29] They can reach diameters up to 150 cm (60 in) and weights of 20 kg (45 lb). The inside of mature Giant puffballs is greenish brown, whereas the interior of immature puffballs is white. The large white

mushrooms are edible when young.^{[30][31]}

- Cantharellus cibarius (the chanterelle), The yellow chanterelle is one of the best and most easily recognizable mushrooms and can be found in Asia, Europe, North America and Australia. There are poisonous mushrooms that resemble it, though these can be confidently distinguished if one is familiar with the chanterelle's identifying features.
- Craterellus tubaeformis, the tube chanterelle, yellow foot chanterelle or yellow-leg
- Cranterellus fallax
 - Clitocybe nuda, blewit (or blewitt)
 - · Cortinarius caperatus, the Gypsy mushroom
 - Craterellus cornucopioides, Trompette de la mort (trumpet of death) or horn of plenty
 - Grifola frondosa, known in Japan as maitake (also "hen of the woods" or "sheep's head"), a large, hearty mushroom commonly found on or near stumps and bases of oak trees, and believed to have Macrolepiota procera properties.
 - Gyromitra esculenta (the false morel) is prized by the Finns. This mushroom is deadly poisonous if eaten raw, but highly regarded when parboiled (see below).
 - Hericium erinaceus, a tooth fungus; also called "lion's mane mushroom"
 - Hydnum repandum, sweet tooth fungus, hedgehog mushroom or hedgehog fungus, urchin of the woods
 - Lactarius deliciosus, saffron milk cap, consumed around the world and prized in Russia
 - Morchella species, (morel family) morels belong to the ascomycete grouping of fungi. They are usually found in open scrub, woodland or open ground in late spring. When collecting this fungus, care must be taken to distinguish it from the poisonous false morels, including Gyromitra esculenta. The morel must be cooked before eating.

• Morchella conica var. deliciosa

- Morchella esculenta var. rotunda
- Morchella crassipes
- Morchella elata^[32]
- · Pleurotus species are sometimes commercially harvested despite the ease of cultivation.
- Pleurotus ostreatus
- ✓ List of edible mushrooms
 - Termitomyces species are symbiotes of termites and the mushrooms grow out of termite mounds. This genus includes the largest edible mushroom, Commercially cultivated Termitomyces titanicus, with a cap that averages 1 m in diameter, [33] though most species are much smaller. Research is underway to determine how to cultivate these mushrooms.[34] Commercially harvested wild fungi
 - - Tricholoma matsutake, the matsutake, a mushroom highly prized in Japanese cuisine.

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• Tuber, species, (the truffie), Truffies have long eluded the modern techniques of domestication known as trufficulture. Although the field of trufficulture has greatly expanded since its inception in 1808, several species still remain uncultivated. Domesticated truffles include:

• Tuber aestivum, black summer truffle

- Tuber borchii
- Tuber brumale

Chanterelles in the wild

- Tuber indicum, Chinese black truffle • Tuber macrosporum, smooth black truffle
- Tuber mesentericum, the Bagnoli truffle^[35]



(raw at lower left)

Hericium coralloides

Common white mushrooms cooking





Baskets of mixed culinary mushrooms Calvatia gigantea, the giant puffball for sale at a market in England



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at the San Francisco Ferry Building



Black Périgord truffle, cut in half

Other edible wild species [edit]

A collection of Boletus edulis of

varying ages

Many wild species are consumed around the world. The species which can be identified "in the field" (without use of special chemistry or a microscope) and therefore safely eaten vary widely from country to country, even from region to region. This list is a sampling of lesser-known species that are reported as edible.

Agaricus arvensis (Horse Mushroom)

- Agaricus silvaticus (Pinewood Mushroom)
- Agaricus solidipes
- Agaricus campestris
- Agaricus prophyrocephalus
- Aleuria aurantia (Orange Peel Fungus)

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- Amanita caesarea (Caesar's Mushroom)
- Armillaria mellea (Honey mushroom)
- Boletus badius (Bay Bolete)
- Bovistella radicata
- Calocybe gambosa (St George's mushroom)
- Calvatia utriformis (Lycoperdon caelatum)
- Calvatia cyanthiformis
- Chroogomphus species (pine-spikes or spike-caps)
- Clavariaceae species (coral fungus family)
- Clavulinaceae species (coral fungus family)
- Coprinus comatus, the Shaggy mane, Shaggy Inkcap or Lawyer's Wig. Must be cooked as soon as possible after harvesting or the caps will first turn dark and unappetizing, then deliquesce and turn to ink. Not found in markets for this reason.
- Corn smut economically important pathogens of cereals. Known in Mexico as huitlacoche, where it is considered a delicacy. Corn smuts can be used as fillings in quesadillas, tacos and soups.^[36]
- Cortinarius variicolor
- Cyttaria espinosae
- Fistulina hepatica (beefsteak polypore or the ox tongue)
- Flammulina velutipes (Velvet Shank or Winter Fungus)
- Hygrophorus chrysodor
- Kalaharituber pfeilii
- Lactarius deterrimus (Orange Milkcap)
- Lactarius salmonicolor
- Lactarius subdulcis (mild milkcap)
- Lactarius volemus (Fishy Milkcap). Also known as "Weeping Milkcap".
- Laetiporus sulphureus (Sulphur shelf). Also known by names such as the "chicken mushroom", "chicken fungus", the sulphur shelf is a distinct bracket fungus popular among mushroom hunters.
- Leccinum aurantiacum (Red-capped scaber stalk)
- Leccinum scabrum (Birch bolete)
- Leccinum versipelle (Orange Birch Bolete / Boletus testaceoscaber)
- Macrolepiota procera (Parasol Mushroom); globally, it is widespread in temperate regions
- Marasmius oreades (Fairy Ring Champignon)
- Polyporus mylittae
 - Polyporus squamosus (Dryad's saddle and Pheasant's back mushroom)
 - Pseudohydnum gelatinosum (toothed jelly fungus)
 - Ramariaceae species (coral fungus family)
 - Rhizopogon luteolus
 - Russula, some members of this genus, such as R. laeta, are edible
 - Sparassis crispa, also known as "cauliflower mushroom"
- Suillus bovinus
 - Suillus granulatus (Weeping Bolete). Also known as "Granulated Bolete".
 - Online Interie (Olier



uricularia auricula-iudae



Lactarius salmonicolor

- References
- Sumus nueus (Suppery Jack) Suillus tomentosus
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- Suillus brevipes
 - Suillus pictus
 - Suillus decipiens
 - Tricholoma terreum

Conditionally-edible species [edit]

- Amanita fulva (Tawny Grisette) must be cooked before eating.
- Amanita muscaria is edible if parboiled to leach out toxins, [37] fresh mushrooms cause vomiting, twitching, drowsiness, and hallucinations due to the presence of muscimol. Although present in A. muscaria, ibotenic acid is not in high enough concentration to produce any physical or psychological effects unless massive amounts are ingested.
- Amanita rubescens (The Blusher) must be cooked before eating.
- Coprinopsis atramentaria (Coprinus atramentarius Common Inkcap) is edible without special preparation, however, consumption with alcohol is toxic due to the presence of coprine. Some other Coprinus spp. share this property.
- Gyromitra esculenta (False Morel Turban, Brain Mushroom) is eaten by some after it has been parboiled, however, many mycologists do not recommend it. Raw Gyromitra are toxic due to the presence of gyromitrin, and it is not known whether all of the toxin can be removed by parboiling.
- Lactarius spp. Apart from Lactarius deliciosus (Saffron Milkcap), which is universally considered edible, other Lactarius spp. that are considered toxic elsewhere in the world are eaten in some Eastern European countries and Russia after pickling or parboiling.^[38]
- Lactarius indigo
 - Lactarius paradoxus
- Lactarius corrugis
 - Lactarius volemus
 - Lactarius hygrophoroides
 - Lepista saeva (Field Blewit, Blue Leg, or Tricholoma personatum) must be cooked before eating.
 - Morchella esculenta (Morel) must be cooked before eating.[39]

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 - - - contain monomethylhydrazine^[40] and similar precautions apply to them as Gyromitra species.

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Vitamin D Use in traditional medicine Safety concerns	 Healing & Culture. Portland, Oregon: Culturary Arts Ltd. p. 20. ISBN 978-1- 8843800-01-5. 17. ^ "Cortolus versicolor" & About Herbs, Botanicals & Other Products. Memorial Sloan-Kettering Cancer Center. 3 October 2018. Retrieved 24 January 2019. 18. ^ "Lentinan (Shilitke)" & Memorial Sloan Kettering Cancer Center, New York. 2017. Retrieved 11 January 2017. 19. ^ Sullivan, Richard, Smith, John E.; Rowan, Neil J. (2006). "Medicinal Mushrooms and Cancer Therapy: translating at raditional practice into Western medicine". Perspectives in Biology and Medicine. 49 (2): 159-70. doi:10.1333/pbm.2006.0034/&, PMID 16702701/&. S2CID 29723996 &. External Links [edit] "Mushrooms" @. The New Student's Reference Work @. 1914. 		Vol II Section 1: rooms. Suitable try, Trade and sto on Mushrooms. J322833. at the Wayback at the Wayback
 List of edible mushrooms Commercially cultivated Commercially harvested wild fungi 		- masmoonis.	
Other edible wild species	V-T-E Non-timber	orest products	[show]
Conditionally-edible species	V-T-E Yunna	n cuisine	[show]
See also	Authority control: National 🖉 Germany & · Israel & · United States & · Czech Republic &		
References			
External links	Categories: Edible fungi Lists of foods Meat substitutes Vegan cuisine	Vegetarian cuisine	

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(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS



Mark Punctuated RECESS MOOD

Translation

Goods/Services

- IC 005. US 005 006 018 044 046 051 052.G & S: Dietary beverage supplements for human consumption in dry mix form for therapeutic purposes; dietary supplemental drinks in the nature of vitamin and mineral beverages; herbal supplements; mineral nutritional supplements; mineral supplements; nutritional supplements; dietary supplements; powdered fruit-flavored dietary supplement drink mix; powdered nutritional supplement drink mix and concentrate; powdered nutritional supplement drink mix containing magnesium; nutraceuticals for use as a dietary supplement; powdered fruit-flavored dietary supplement drink mix containing ginseng; powdered nutritional supplement drink mix containing adaptogens; powdered nutritional supplement drink mix and concentrate; herbal drinks used to aid in relaxation; Nutritional supplements in the form of gummies; powdered nutritional supplement drink mix containing holy basil; powdered nutritional supplement drink mix containing holy basil; powdered nutritional supplement drink mix containing holida rosea; powdered nutritional supplement drink mix containing guarana. FIRST USE: 20210500.
- IC 030. US 046.G & S: Tea; iced tea; Mixes for making tea; Mixes in the nature of concentrates, syrups or powders used in the preparation of tea based beverages; Sparkling tea. FIRST USE: 20210406. FIRST USE IN COMMERCE: 20210408
- IC 032. US 045 046 048.G & S: Beverages, namely, soft drinks, pop, fruit flavored soft drinks, soft drinks flavored with tea, fruit drinks, fruit-flavored drinks; water beverages, namely, flavored, seltzer, aerated, soda, tonic, and drinking water; relaxation drinks in the nature of carbonated soft drinks containing calming agents; energy drinks and sports drinks; isotonic drinks; carbonated non-alcoholic beverages; Non-alcoholic beverages flavored with tea; Non-alcoholic water-based beverages. FIRST USE: 20210500. FIRST USE IN COMMERCE: 20210500

Mark Drawing Code

(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS

Design Code 260301

Serial Number 90825574

Filing Date 20210713

Current Filing Basis

Original Filing Basis 1A;1B

Publication for Opposition Date 20220517

Registration Number 7038037

Date Registered 20230425

Owner (REGISTRANT) DRINK RECESS INC. CORPORATION DELAWARE 648 Broadway, Suite 200 New York NEW YORK 10012

Priority Date

Disclaimer Statement

Description of Mark

The color(s) navy blue is/are claimed as a feature of the mark. The mark consists of the word RECESS in navy blue in stylized lettering above the word MOOD within an elongated oval in navy blue.

Type of Mark TRADEMARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record Danielle I. Mattessich

Nordaker Naturals

Mark Punctuated NORDAKER NATURALS

Translation

Goods/Services

- IC 003. US 001 004 006 050 051 052.G & S: Non-medicated herbal body care products, namely, salves; non-medicated herbal body powders. FIRST USE: 20140400. FIRST USE IN COMMERCE: 20140400
- IC 005. US 005 006 018 044 046 051 052.G & S: Dietary supplements made of natural ingredients; medicated herbal body powder; Natural remedy preparations for the treatment of hormonal imbalances; Teething oil made of natural ingredients. FIRST USE: 20140400. FIRST USE IN COMMERCE: 20140400
- IC 030. US 046.G & S: Herbal tea. FIRST USE: 20140400. FIRST USE IN COMMERCE: 20140400

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number 90738623

Filing Date 20210527

Current Filing Basis

Original Filing Basis 1A

Publication for Opposition Date 20220524

Registration Number 6811933

Date Registered 20220809

Owner

(REGISTRANT) NORDAKER NATURALS LLC LIMITED LIABILITY COMPANY IOWA 2304 Farwell Rd Des Moines IOWA 503173016

Priority Date

Disclaimer Statement NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "NATURALS" APART FROM THE MARK

AS SHOWN

Description of Mark

Type of Mark TRADEMARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record Jennifer Appelman Rackley

Flow Forager

Mark Punctuated

FLOW FORAGER

Translation

Goods/Services

- IC 005. US 005 006 018 044 046 051 052.G & S: Beverages containing dried mushroom powder, tea, herbs, cacao, and spices for use as a nutritional supplement for human consumption; Natural herbal supplements for human consumption; Nutritional supplement, for human consumption, for eliminating toxins from the body; Nutritional supplements for human consumption; Nutritional supplements, for human consumption, in the form of powdered drink mixes; Powdered nutritional supplements for human consumption; Vitamin supplements for human consumption; Dietary supplements for human consumption; Herbal supplements for human consumption; Powdered nutritional supplement drink mix for human consumption. FIRST USE: 20221207. FIRST USE IN COMMERCE: 20221207
- IC 030. US 046.G & S: Tea; Cacao powder; Dried herbs in powdered form; Mixes for making tea; Mixes for making beverages containing a blend of dried mushrooms, chai, tea, spices, cacao, matcha, green tea; Mixes in the nature of concentrates, syrups or powders used in the preparation of tea based beverages. FIRST USE: 20221207. FIRST USE IN COMMERCE: 20221207
- IC 035. US 100 101 102.G & S: On-line retail store services featuring nutritional supplements, dietary supplements, food and beverages, not including coffee. FIRST USE: 20221207. FIRST USE IN COMMERCE: 20221207

Mark Drawing Code (4) STANDARD CHARACTER MARK

Design Code

Serial Number 90148804

Filing Date 20200831

Current Filing Basis

Original Filing Basis 1B

Publication for Opposition Date 20220412

Registration Number 6980943

Date Registered

20230214

Owner

(REGISTRANT) Flow Forager, LLC LIMITED LIABILITY COMPANY CALIFORNIA 7060 Whitewater Street Carlsbad CALIFORNIA 92011

Priority Date

Disclaimer Statement

Description of Mark

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record Steffan A. Lazerow

ASELIFE ENERGY

Mark Punctuated

ASELIFE ENERGY

Translation

Goods/Services

- IC 005. US 005 006 018 044 046 051 052.G & S: dietary and nutritional supplements. FIRST USE: 20220520. FIRST USE IN COMMERCE: 20220520
- IC 029. US 046.G & S: processed nuts. FIRST USE: 20220520. FIRST USE IN COMMERCE: 20220520
- IC 030. US 046.G & S: spices; coffee; tea. FIRST USE: 20220520. FIRST USE IN COMMERCE: 20220520
- IC 031. US 001 046.G & S: raw nuts. FIRST USE: 20220520. FIRST USE IN COMMERCE: 20220520

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number 90893282

Filing Date 20210820

Current Filing Basis

Original Filing Basis 1B

Publication for Opposition Date 20220802

Registration Number 7038170

Date Registered 20230425

Owner

(REGISTRANT) Kola Nutrition LLC LIMITED LIABILITY COMPANY OKLAHOMA 3101 W. Fairfield Ave. Oklahoma City OKLAHOMA 73116

Priority Date

Disclaimer Statement NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "ENERGY" APART FROM THE MARK AS

SHOWN

Description of Mark

Type of Mark TRADEMARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record Andrea Selkregg

(2) DESIGN ONLY



Mark Punctuated

Translation

Goods/Services

- IC 005. US 005 006 018 044 046 051 052.G & S: Dietary supplements. FIRST USE: 20210325. FIRST USE IN COMMERCE: 20210825
- IC 030. US 046.G & S: Tea. FIRST USE: 20210325. FIRST USE IN COMMERCE: 20210825

Mark Drawing Code

(2) DESIGN ONLY

Design Code 011506 021125 050325

Serial Number 97126840

Filing Date 20211116

Current Filing Basis

Original Filing Basis 1A

Publication for Opposition Date 20221011

Registration Number 6934234

Date Registered 20221227

Owner

(REGISTRANT) SENTIO TEA LLC LIMITED LIABILITY COMPANY NEVADA 2300 Dickerson Road Apt# 50 Reno NEVADA 89503

Priority Date

Disclaimer Statement

Description of Mark Color is not claimed as a feature of the mark. The mark consists of a cloud or brain with a leaf.

Type of Mark

TRADEMARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record David Lewandowski, Esq.

Ancient Healing Teas

Mark Punctuated

ANCIENT HEALING TEAS

Translation

Goods/Services

- IC 005. US 005 006 018 044 046 051 052.G & S: Health food supplements; Herb tea for medicinal purposes; Herb teas for medicinal purposes; Herbal tea for medicinal purposes; Medicinal herbs; Medicinal herbs in dried or preserved form; Dietary supplements for urinary health; Herbal teas for medicinal purposes; Herbal tinctures for medical purposes. FIRST USE: 20160101. FIRST USE IN COMMERCE: 20160101
- IC 030. US 046.G & S: Herbal teas; Herbal teas, other than for medicinal use; Dried herbs; Dried herbs in powdered form. FIRST USE: 20160101. FIRST USE IN COMMERCE: 20160101
- IC 044. US 100 101.G & S: Holistic health services featuring herbal medicine; Providing a website featuring information concerning alternative health and healing; Providing in-person holistic health care services; Providing information in the fields of health and wellness in the field of Women's health, fibroids, PCOS, fertility, and Endometriosis via a website; Providing information, news and commentary in the field of nutrition, health and wellness; Providing on-line information, news and commentary in the field of health and wellness relating to Women's health; Wellness and health-related consulting services. FIRST USE: 20160101. FIRST USE IN COMMERCE: 20160101

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number 97198752

Filing Date 20211231

Current Filing Basis

Original Filing Basis 1A

Publication for Opposition Date 20221122

Registration Number 6972183

Date Registered 20230207

Owner

(REGISTRANT) Ancient Healing Teas LIMITED LIABILITY COMPANY PENNSYLVANIA 1421 South 58th Street Philadelphia PENNSYLVANIA 19143

Priority Date

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "HEALING TEAS" APART FROM THE MARK AS SHOWN

Description of Mark

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record

SENOKOT

Mark Punctuated SENOKOT

Translation

Goods/Services

- IC 005. US 005 006 018 044 046 051 052.G & S: Herbal tea for medicinal purposes; dietary supplements in the form of gummies and teas. FIRST USE: 20200227. FIRST USE IN COMMERCE: 20200227
- IC 030. US 046.G & S: Tea; herbal tea. FIRST USE: 20210419. FIRST USE IN COMMERCE: 20210419

Mark Drawing Code (4) STANDARD CHARACTER MARK

Design Code

Serial Number 90531796

Filing Date 20210217

Current Filing Basis

Original Filing Basis 1B

Publication for Opposition Date 20211019

Registration Number 6816158

Date Registered 20220809

Owner

(REGISTRANT) Avrio Health L.P. Purdue Pharma Inc., a New York corporation LIMITED PARTNERSHIP DELAWARE One Stamford Forum 201 Tresser Boulevard Stamford CONNECTICUT 06901

Priority Date

Disclaimer Statement

Description of Mark

Type of Mark TRADEMARK **Register** PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record Fara S. Sunderji

TEAMI

Mark Punctuated TEAMI

Translation

Goods/Services

- IC 003. US 001 004 006 050 051 052.G & S: Facial beauty masks; facial scrubs; skin cleansers; eye cream; facial oils; collagen preparations for cosmetic purposes; moisturizing preparations for the skin; facial moisturizers; moisturizing creams; non-medicated skin care preparation, namely, body mist; skin care preparation, namely, body polish; gels for cosmetic purposes; make-up remover; non-medicated skin care preparations. FIRST USE: 20170500. FIRST USE IN COMMERCE: 20170500
- IC 005. US 005 006 018 044 046 051 052.G & S: Probiotic supplements; prebiotic supplements; nutritional supplement in the nature of a nutrient-dense, protein-based drink mix; powdered nutritional supplement drink mix containing protein, vitamins, anti-oxidants, electrolyte; dietary food supplements. FIRST USE: 20181200. FIRST USE IN COMMERCE: 20181200
- IC 021. US 002 013 023 029 030 033 040 050.G & S: Drinking glasses, namely, tumblers; pitchers; tea infuser; cosmetic brushes; bottle cleaning brushes. FIRST USE: 20141000. FIRST USE IN COMMERCE: 20141000
- IC 030. US 046.G & S: Matcha; tea. FIRST USE: 20131210. FIRST USE IN COMMERCE: 20131210
- IC 035. US 100 101 102.G & S: Online retail store services relating to tea, dietary supplements, cosmetics, tea infusers and tumblers. FIRST USE: 20131210. FIRST USE IN COMMERCE: 20131210

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number 97256263

Filing Date 20220207

Current Filing Basis

Original Filing Basis 1A

Publication for Opposition Date 20230124

Registration Number 7022634

Date Registered

20230411

Owner

(REGISTRANT) Teami, LLC LIMITED LIABILITY COMPANY FLORIDA 2400 NE 196th St Miami FLORIDA 33180 (LAST LISTED OWNER) TEAMI BLENDS, LLC LIMITED LIABILITY COMPANY CALIFORNIA 1155 E. NORTH AVENUE FRESNO CALIFORNIA 93725

Priority Date

Disclaimer Statement

Description of Mark

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record Oliver Platz

FIT.Q

Mark Punctuated FIT.Q

Translation

Goods/Services

- IC 005. US 005 006 018 044 046 051 052.G & S: Dietary and nutritional supplements; Vitamins and vitamin preparations. FIRST USE: 20221001. FIRST USE IN COMMERCE: 20221001
- IC 029. US 046.G & S: Edible oil. FIRST USE: 20221001. FIRST USE IN COMMERCE: 20221001
- IC 030. US 046.G & S: Cocoa; Coffee; Tea; Food flavourings, other than essential oils. FIRST USE: 20221001. FIRST USE IN COMMERCE: 20221001
- IC 032. US 045 046 048.G & S: Energy drinks; Soft drinks; Vegetable drinks; Beauty beverages, namely, fruit juices and energy drinks containing nutritional supplements; Concentrates for use in the preparation of energy drinks. FIRST USE: 20221001. FIRST USE IN COMMERCE: 20221001
- IC 035. US 100 101 102.G & S: Import-export agency services; Retail store services featuring vitamins, dietary and nutritional supplements, edible oils, MCT powder, MCT supplements, MCT oils, plant extracts, food flavorings, coffee, tea, beverages, energy drinks, vegetable drinks, soft drinks, packaged foods, prepared foods, and other food products. FIRST USE: 20221001. FIRST USE IN COMMERCE: 20221001

Mark Drawing Code

(4) STANDARD CHARACTER MARK

Design Code

Serial Number 97164755

Filing Date 20211209

Current Filing Basis

Original Filing Basis 1B

Publication for Opposition Date 20220621

Registration Number 7032530

Date Registered 20230418

Owner

(REGISTRANT) Chanceway Investment Inc. CORPORATION MASSACHUSETTS 45 Prospect Street Cambridge MASSACHUSETTS 02139

Priority Date

Disclaimer Statement

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FIT" APART FROM THE MARK AS SHOWN

Description of Mark

Type of Mark TRADEMARK. SERVICE MARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record Keesonga Gore

BRIGHTERBREW

Mark Punctuated BRIGHTERBREW

Translation

Goods/Services

- IC 005. US 005 006 018 044 046 051 052.G & S: Nutritional supplements for improved immunity and overall health; Nutritional supplements in the form of a loose powder; Powdered nutritional supplement drink mix containing mushrooms, oats, herbs, plant extracts and spices. FIRST USE: 20220111. FIRST USE IN COMMERCE: 20220111
- IC 029. US 046.G & S: Dried shiitake mushrooms; Mushrooms, preserved; Processed mushrooms. FIRST USE: 20220111. FIRST USE IN COMMERCE: 20220111
- IC 030. US 046.G & S: Herbal food beverages; Herbal teas, other than for medicinal use; Mixes for making mushroom-based, plant-based, and herbal tea; Mixes in the nature of concentrates, syrups or powders used in the preparation of tea based beverages. FIRST USE: 20220111. FIRST USE IN COMMERCE: 20220111

Mark Drawing Code (4) STANDARD CHARACTER MARK

Design Code

Serial Number 97217400

Filing Date 20220113

Current Filing Basis

Original Filing Basis 1A

Publication for Opposition Date 20221129

Registration Number 6978776

Date Registered 20230214

Owner

(REGISTRANT) BetterBrew Holdings, LLC LIMITED LIABILITY COMPANY DELAWARE 15 Carmel Lane Brentwood TENNESSEE 37037

Priority Date

Disclaimer Statement

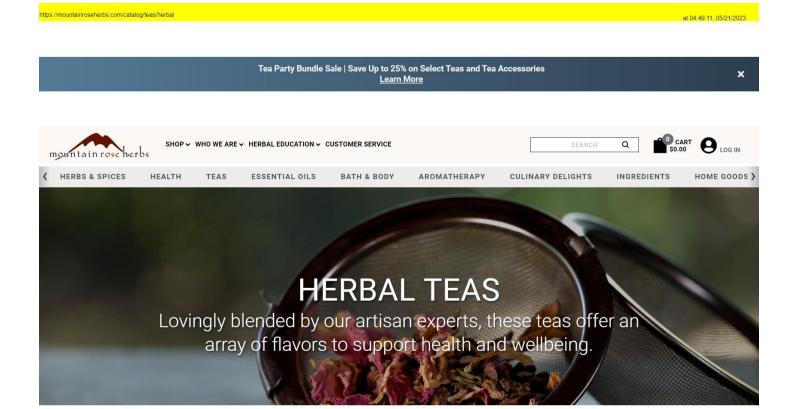
Description of Mark

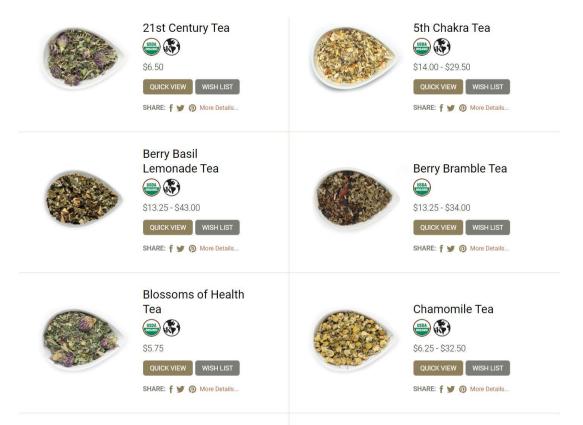
Type of Mark TRADEMARK

Register PRINCIPAL

Live Dead Indicator LIVE

Attorney of Record Philip F Weiss







Dawn Chorus Tea



Dream Tea

S6.00 - \$27.50 QUICK VIEW WISH LIST SHARE: f Y @ More Details	S7.00 - \$32.00 QUICK VIEW WISH LIST SHARE: f Y @ More Details
Easy Day Tea () () () () () () () () () ()	Echinacea & Elder Tea
essiac Blend Tea () () () () () () () () () ()	Evening Repose Tea
Fairytale Tea	Fecundi-Tea

\$5.75 - \$26.00



\$7.00 - \$34.00

and the	QUICK VIEW WISH LIST SHARE: f 🏏 🕜 More Details	AND DEC	QUICK VIEW WISH LIST SHARE: f 🎔 🍘 More Details
	Fidnemed Nighttime Tea		Flashes Tea
	Forests Tea (Interpretent States) States for the second states of the		Ginger Peach Tea () S23.75 - \$49.50 QUICK VIEW WISH LIST SHARE: f Y () More Details
	Grateful Heart Tea () \$9.75 - \$27.00 QUICK VIEW WISH LIST		Happy Man Tea





Herbal Coffee \$15.50 - \$27.00

QUICK VIEW WISH LIST

SHARE: 🛉 💓 👩 More Details...

Island Moringa

QUICK VIEW WISH LIST

SHARE: f 🔰 🔞 More Details...

\$8.75 - \$28.50

USDA



Hibiscus High Tea \$10.25 - \$25.00 QUICK VIEW WISH LIST SHARE: f 🔰 🔞 More Details...



Lemon Tea \$9.25 - \$29.00

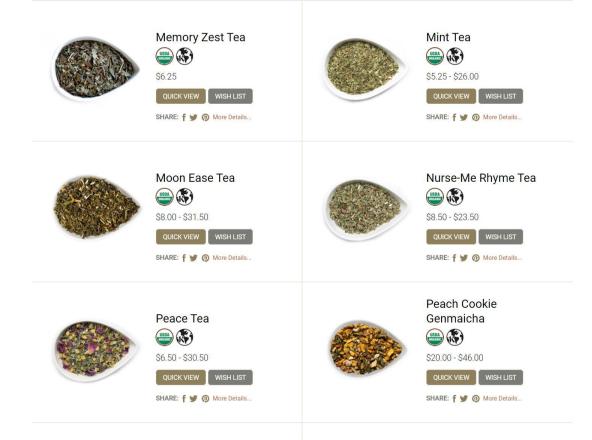
SHARE: 🛉 😏 🔞 More Details...

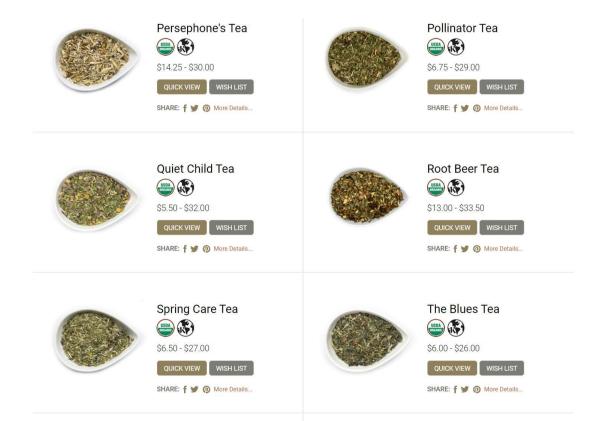


Love Tea

\$8.75 - \$32.50 QUICK VIEW WISH LIST

SHARE: f 🔰 🔞 More Details..



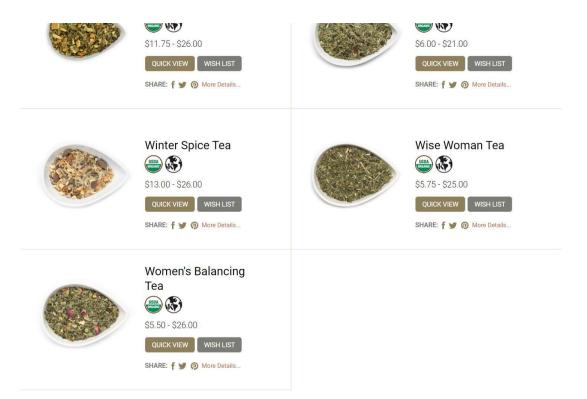




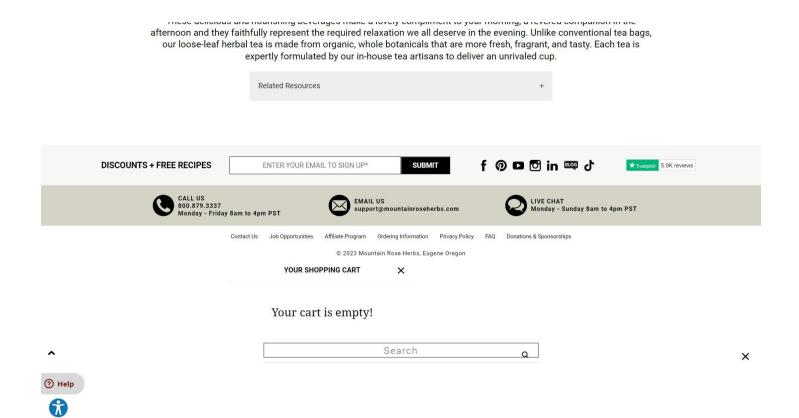
Turmeric Ginger Tea



Vita-Blend Tea



Our beloved loose-leaf herbal teas have been crafted to perfection for over 20 years using the freshest organic ingredients. From floral infusions and fruity blends to classic chamomile and rooty decoctions, these caffeine-free herbal teas are blended with health and balance in mind. Our organic loose-leaf tea comes in reusable tea tins or in bulk bags. These delicious and pourishing beverages make a lovely compliment to your morning, a revered companion in the





Chaga Mushroom











SHARE: f y @ More Details...

Chaga Mushroom

QUICK VIEW WISH LIST

SHARE: f 😏 🔞 More Details...

\$29.00 - \$89.00



Maitake Mushroom

QUICK VIEW WISH LIST



Reishi Mushroom Powder

\$15.50 QUICK VIEW WISH LIST

SHARE: f 🎐 🔞 More Details...



Reishi Mushroom Slices Slices Slices Slices Wish List Wish List

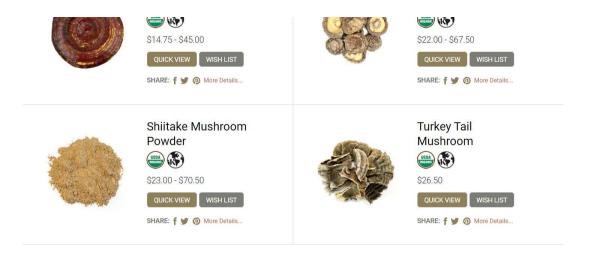
SHARE: f 🎐 🔞 More Details...



Reishi Mushroom Whole



Shiitake Mushroom



The entire line of bulk mushrooms offered by Mountain Rose Herbs is certified organically grown. Our dried mushrooms and powders are perfect for culinary creations, wellness blends, and for the home herbalist. They add rich nutrients and flavor to soups, teas, and tinctures and their medicinal qualities have been used in many cultures for centuries. From mushroom supplements such as turkey tail to flavorful shiitake, the benefits of using mushrooms have been well documented. From healthful teas to flavorful culinary recipes, our line of organic mushrooms are guaranteed to be a potent addition to your wellness routine.

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⑦ Help





SINGLE HERBAL EXTRACTS





COMBINATION HERBAL EXTRACTS





HERBAL CAPSULES

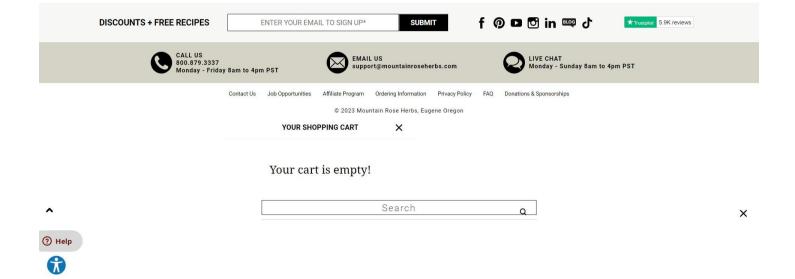


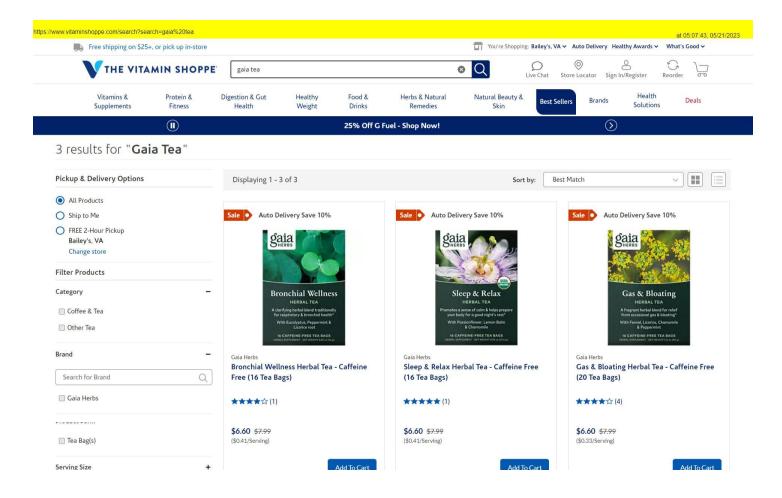


SYRUPS, ELIXIRS & BITTERS

COMBINATION HERBAL CAPSULES

THROAT SPRAYS & LOZENGES





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Flavor +	+				
Specialty Diet +	+				
Allergens +	F				
Gender +	F				
More Ways To Shop +	F				
Rating +	F				
Number Of Servings +	+				
Price +	H				
Price Per Serving	ł				

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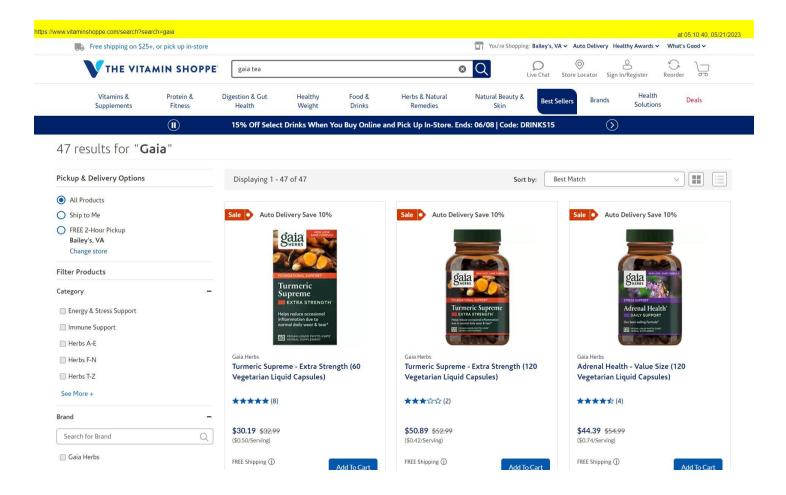
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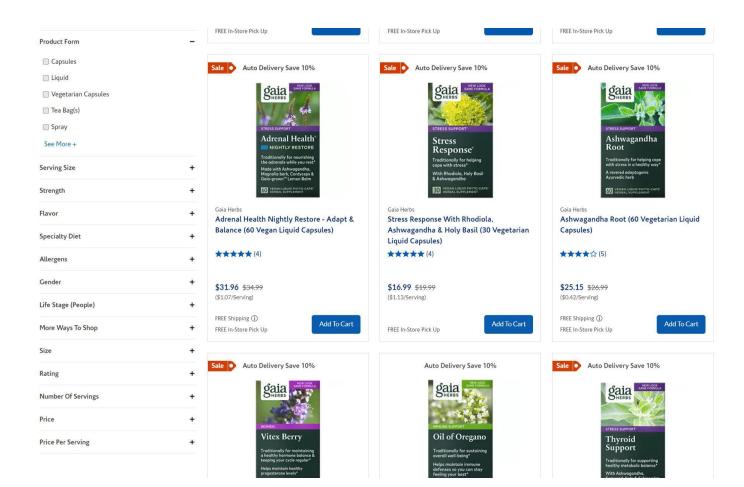
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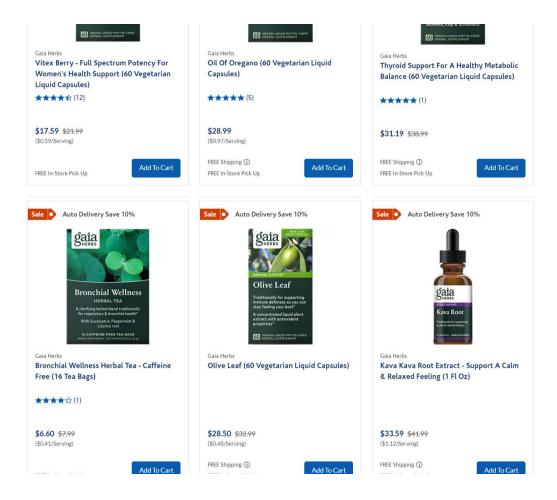
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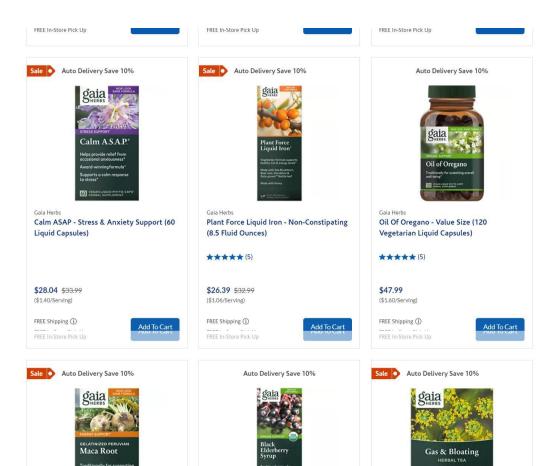
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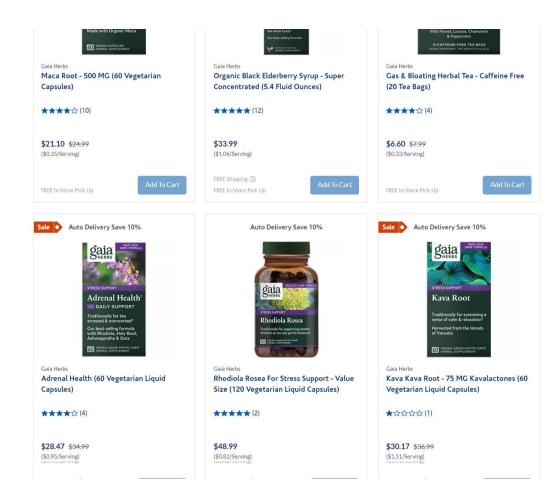


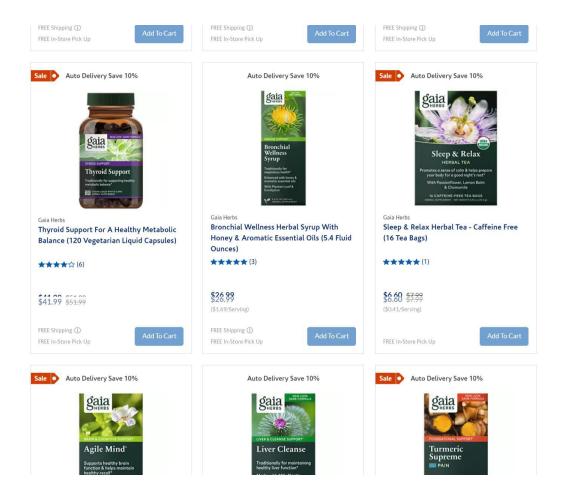


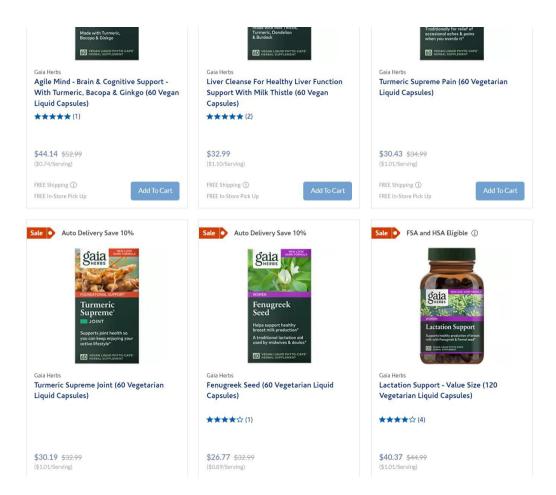


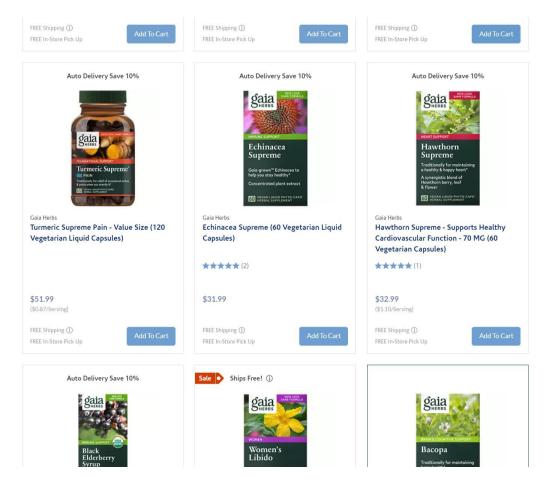


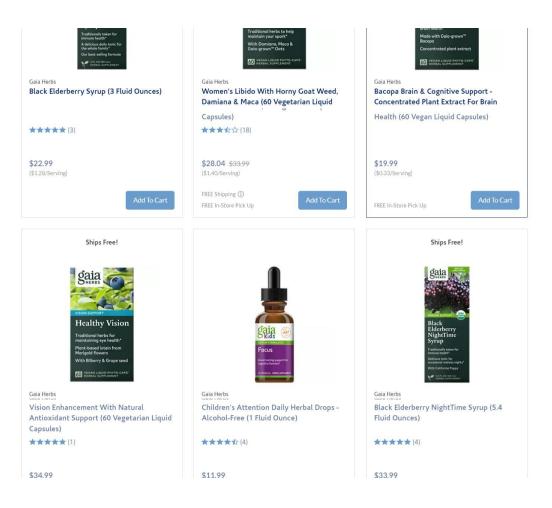


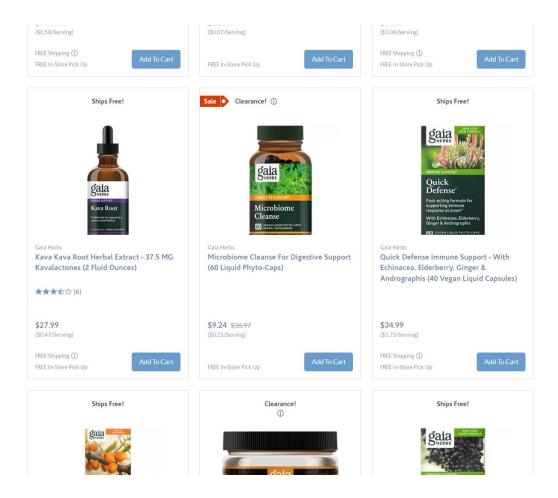


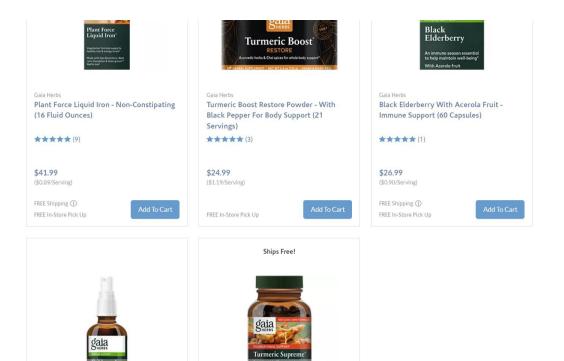














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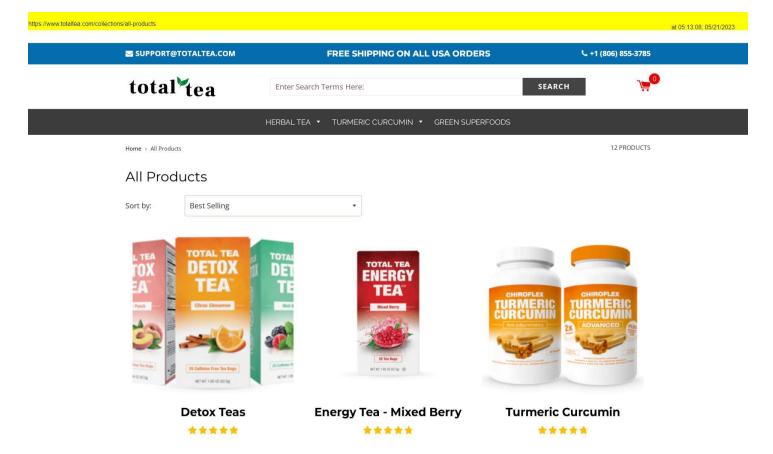
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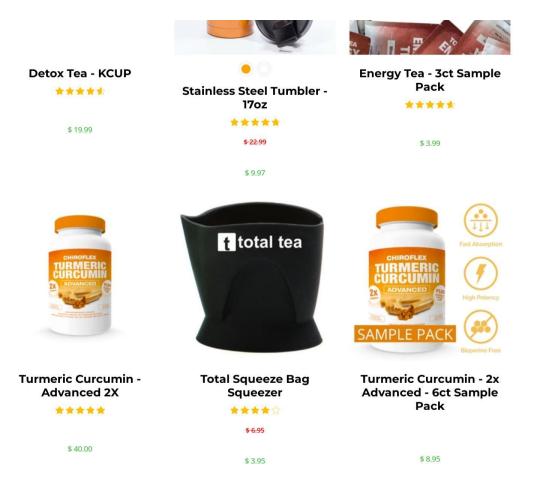
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The delightful pleasure of enjoying a cup of tea is well-known to aficionados as well as novices, and its therapeutic values make it even better. Aside from the benefits of helping your refresh mind and body to cope with the stresses of everyday life, natural **herbal teas** are good for you. More than 1,200 doctors and health professionals make our green and red energy teas and colon cleansing tea available, reflecting the confidence that they place in our all natural products and their contributions to good health.

Enjoying the Benefits of Herbal Tea

Our herbal colon cleansing tea offers a gentle and savory approach to detox that doctors recommend for weight loss and colon cleanse support. Gluten-free and kosher certified, our colon cleansing tea contains no preservatives, flavors or colors. We are proud of our 10-year reputation for customer satisfaction, and we honor it with every order of colon cleansing tea that we fill.

A wonderful benefit of our herbal energy tea is that it serves as an appetite suppressant that can help you lose weight. Containing caffeine and more ORAC antioxidant values than commercial green tea, it gives you an energy boost and helps you focus.

Appreciating the Qualities of Green Energy Tea

The unique process that we use to blend our herbs assures you of a superb quality drink that helps you guard against mental fatigue as it promotes energy. In the challenges and stresses that you face every day, it is helpful to have a reliable resource that is consistently dependable. Doctors recommend our green energy tea as an appetite suppressant to help you resist high-calorie temptations that increase your weight.

Studies show that energy herbs contribute to reducing symptoms of insomnia, headaches, mental and physical fatigue, obesity and Type 2 diabetes. Containing ginseng that soothes your nervous system and yerba mate that assists blood flow, our green energy tea can give you the boost that helps you get through a busy and challenging day.

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Enjoying a tasty and healthy beverage often depends on making it maintain the temperature that you prefer. Drinking a cup of hot coffee or tea in an attractive, leak proof thermos starts your day on an optimistic note and sets the tone for the rest of the day. Our leak proof thermos tumblers keep your herbal body cleanse tea hot or cold just the way you like for hours. They are appropriate for men and women in the office, on the golf course, in meetings or hanging out at home. The double insulation of these thermos travel tumblers prevent burns on your hands, and they can turn over without spilling a drop.





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Pukka Herbs

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Brands

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Pukka Nutritional Supplements (6) Teas & Hot Drinks (42)





Customer Review

★★★★☆ 4 & more (42)

Pukka: 49 products

Sort by Relevance

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★★☆☆☆ 2 & more (45) ★☆☆☆☆ 1 & more (45)



**** 4.5 (19) Pukka Feel New Organic Herbal Tea, 20 Pcs

- Herbal blendEasily digestibleFine aniseed notes



**** 4.5 (11) Pukka Night Time Organic Herbal Tea, 20 Pcs



- Lavender aromaEvening teaCaffeine-free



**** 5.0 (28) Pukka Organic Selection Box Christmas, 1 set

- 45 teas9 selected varietiesFor increased well-being



★★★★ 5.0 (2) Pukka

Organic The Calm Collection, 1 set

- 30 x tea bags 5 different flavours Boosts relaxation



★★★★ 5.0 (6) Pukka Matcha Green Organic Tea, 20 Pcs

Invigorating properties

- For renewed energy
 Perfect morning brew



★★★★☆ 4.6 (11) Pukka Cacao Chai Organic Spiced Tea, 20 Pcs

- · Warms & strengthens
- Delicately sweet notesExotic flavour



**** 4.9 (13) Pukka BIO Green Collection, 20 Pcs

- 4 blends of 5 bags eachWhole leaf & matcha teasIdeal also for tasting



★★★★★ 4.8 (8) Pukka After Dinner Tea, 20 Pcs

- Herbal blend
- Tart aroma
 Ideal after the meal



★★★★☆ 4.0 (12) Pukka Elderberry & Echinacea Organic Fruit Tea, 20 Pcs

- Warms & rejuvenatesFruity aromaCaffeine-free



★★★☆☆ 3.7 (13) Pukka Love Organic Herbal Tea, 20 Pcs

Herbal blendPleasant flavour



★★★★ 4.2 (11) Pukka Night Time Berry Organic Fruit Tea, 20 Pcs





★★★☆ 3.5 (2) Pukka Organic Menopause Nutritional Supplements, 60 Capsules

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★★★★ 4.8 (6) **Pukka**

Peppermint & Liquorice Organic Herbal Tea, 20 Pcs

- Herbal tea blendSweet flavourCaffeine-free



★★★★ 4.7 (6) Pukka Elegant Earl Grey Tea, 20 Pcs

- Invigorating effectPleasant aromasWhole leaves



★★★★ 4.6 (19) Pukka Chamomile, Vanilla & Manuka Honey Organic Herbal Tea, 20 Pcs

- · Herbal tea blend
- Deliciously sweet notes
 Caffeine-free







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- Powerful, concentrated extractVegan formulaNaturally occurring iodine

Organic Tulsi Clarity Tea, 20 Pcs

- Aromatic tea blendRefreshes & clarifiesCaffeine-free
- Full-bodied flavourRich aromasCaffeine-free

★★★★★ 4.3 (12) Pukka Lemon, Ginger & Manuka Honey Organic Herbal Tea, 20 Pcs

- Spicy-sweet tasteWarms & calmsEnjoy at any time of the day



Pukka Organic Triphala Plus Nutritional Supplement, 60 Capsules

- Made from 3 fruitsAyurvedic formulaVegan



Three Liquorice Organic Herbal Tea, 20 Pcs

★★★★☆ 4.7 (10) Pukka Peace Organic Herbal Tea, 20 Pcs

- Herbal blendPleasant flavourCaffeine-free infusion







★★★★☆ 4.2 (13) Pukka Charming Cassis Organic Fruit Tea, 20 Pcs

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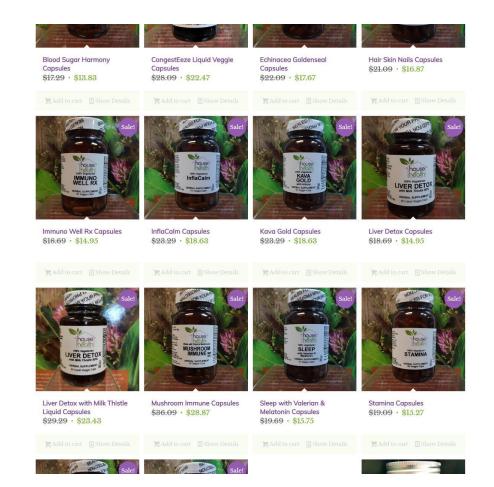
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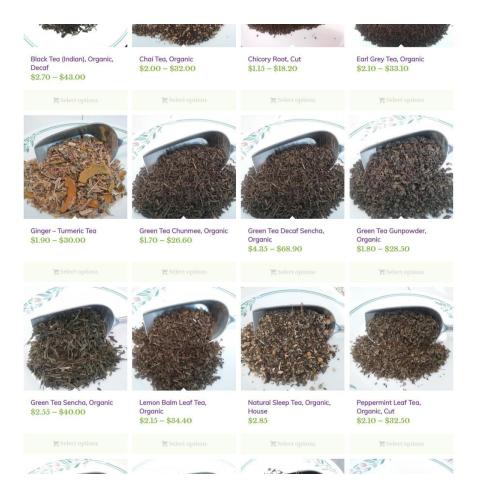
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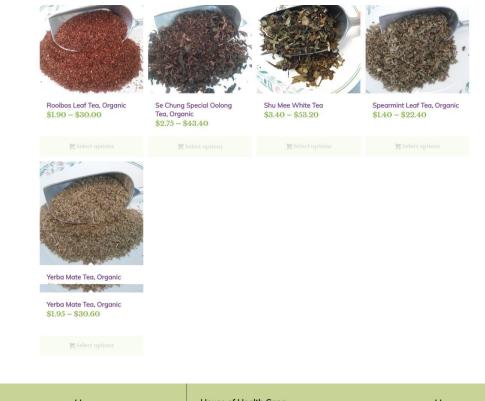
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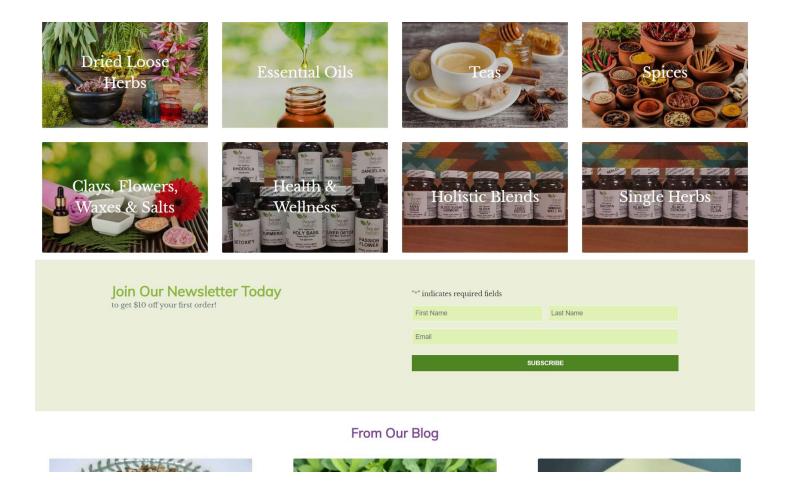
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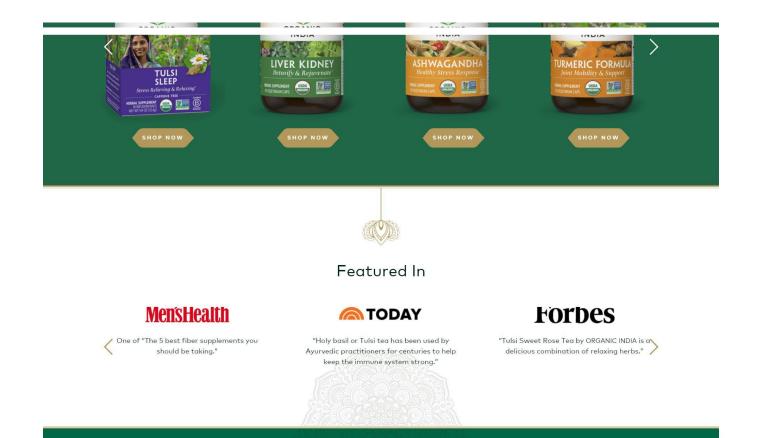


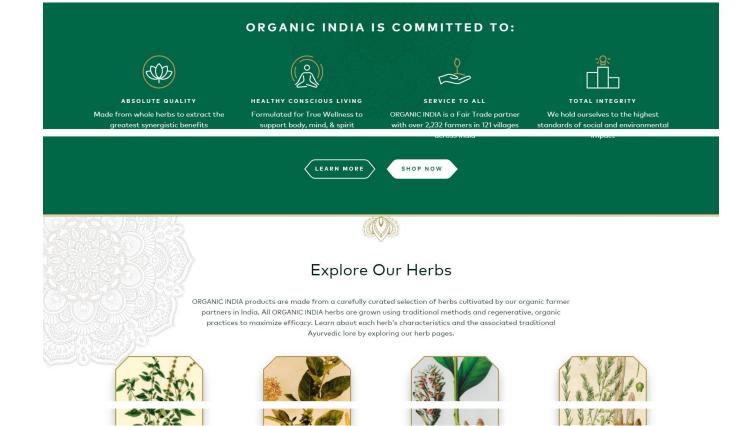




















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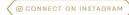
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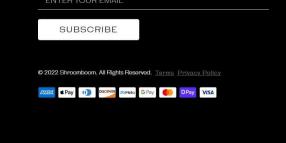
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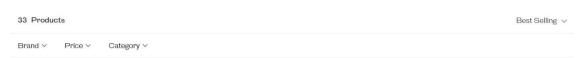


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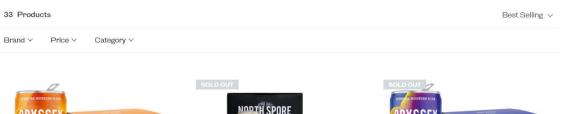


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Lion's Mane Mushroom Spray & Grow Kit By North Spore ENERGY + FOCUS - BLACKBERRY LEMON TWIST 4 Pack NORTH SPORE \$30.00 ODYSSEYELIXIR \$15.99

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Beauty





Clean Skincare Starter Kit By Bambu Earth BAMBU EARTH \$34.00 \$62.00 LA JUVENTUD – COLLAGEN BUILDER By Fourfeels FOURFEELS \$36.00



NO AGE – BEAUTY CAPSULE By Fourfeels FOURFEELS \$37.80



Aloe Hydrating Mask (Box Of 5) By ALODERMA ALODERMA \$9.99



Facial Pad Minis By Bambu Earth BAMBU EARTH \$24.00



Beauty Drops By Earth & Star EARTH & STAR \$39.99







Tea Tree Facial Bar By Bambu Earth BAMBU EARTH

Brightening Face Mask With Goldenberry And Shiitake Mushroom By LaBruna Skincare

Aloe Oil Controlling Mask (Box Of 5) By ALODERMA

\$25.00

LABRUNA SKINCARE \$38.00 ALODERMA \$9.99



Aloe Soothing & Moisturizing Mask (Box Of 5) By ALODERMA &LODERMA \$11.99



Sensitive Skin Mask With Arnica, Borage And Chaga Mushroom By LaBruna Skincare LABRUNA SKINCARE \$38.00



Aloe Soothing & Moisturizing Cream By Aloderma ALODERMA \$19.99

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SOLD OUT







Everything Drops By Earth & Star EARTH & STAR \$39.99 Shiitake Seaweed Eye Gel By LaBruna Skincare LABRUNA SKINCARE \$92.00

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United States Patent and Trademark Office (USPTO)

USPTO OFFICIAL NOTICE

Office Action (Official Letter) has issued on May 25, 2023 for **U.S. Trademark Application Serial No. 90742266**

A USPTO examining attorney has reviewed your trademark application and issued an Office action. You must respond to this Office action to avoid your application abandoning. Follow the steps below.

(1) <u>Read the Office action</u>. This email is NOT the Office action.

(2) **Respond to the Office action by the deadline** using the Trademark Electronic Application System (TEAS) or the Electronic System for Trademark Trials and Appeals (ESTTA), as appropriate. Your response and/or appeal must be received by the USPTO on or before 11:59 p.m. **Eastern Time** of the last day of the response deadline. Otherwise, your application will be <u>abandoned</u>. See the Office action itself regarding how to respond.

(3) **Direct general questions** about using USPTO electronic forms, the USPTO <u>website</u>, the application process, the status of your application, and whether there are outstanding deadlines to the <u>Trademark Assistance Center (TAC)</u>.

After reading the Office action, address any question(s) regarding the specific content to the USPTO examining attorney identified in the Office action.

GENERAL GUIDANCE

- <u>Check the status</u> of your application periodically in the <u>Trademark Status &</u> <u>Document Retrieval (TSDR)</u> database to avoid missing critical deadlines.
- **<u>Update your correspondence email address</u>** to ensure you receive important USPTO notices about your application.
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• Hiring a U.S.-licensed attorney. If you do not have an attorney and are not required to have one under the trademark rules, we encourage you to hire a U.S.-licensed attorney specializing in trademark law to help guide you through the registration process. The USPTO examining attorney is not your attorney and cannot give you legal advice, but rather works for and represents the USPTO in trademark matters.