



moringa wave®

natural power ■

from Madagascar



Moringa Wave, Social business

About Moringa Wave

Moringa wave is a social business that specializes in the processing and marketing of a range of organic food and cosmetic products made from Moringa Oleifera following the principle of fair trade and social economy



Our Vision

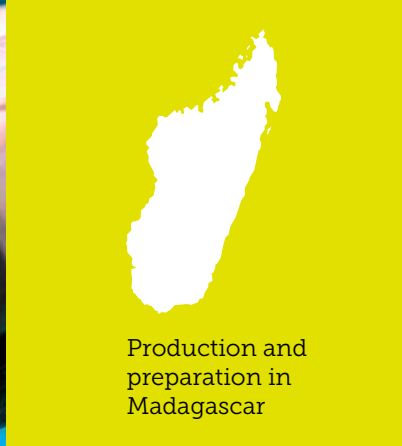
- A passion to build an entrepreneurial and economic project in the service of Man and the community
- To create a community around the strong values of the tree of life , to nourish and improve the health and well being of all.



Our mission

- To guarantee food security and economic independence through farming activities in Madagascar.





Production and preparation in Madagascar

CONTROLLED ORGANIC AGRICULTURE

The production, distribution and marketing of ananambo is done in Madagascar according to the criteria of the solidarity and circular economy as well as the principles of fair trade

By choice, Moringa Wave does not own land or plantations for its organic agriculture. Our sustainable and organic production respects zero waste. Our network of small local producers in Madagascar guarantees the origin of our ingredients and supports the social development of the country. Indeed, we offer a process of training, then employment, especially for young people and women in rural areas. This has

allowed us to undertake training in organic and natural agriculture techniques without chemicals. We also provide the necessary equipment to each producer so that they can work in optimal conditions





Sustainable development



Protection of
the environment



Zero waste



Compliance with international standards

We also carry out rigorous evaluation and quality control in the field. This takes place throughout the production phases, from the various natural processing steps to packaging

The process is made in accordance with European quality criteria and the HACCP (Hazard-Analysis

and Control of Critical Points) protocol. These techniques make it possible to preserve the attributes of Moringa while guaranteeing microbiological safety.

Human encounters around strong values

Moringa Wave is the result of the collaboration between committed minds from different countries and fields who have come together around strong values. This project is the combination of a deep knowledge of the local context and a sensitivity to the issues of Sustainable Development in

Madagascar. It is these social, environmental and economic values that dictate the processing and marketing aspects of our products

Madagascar, the island where biodiversity meets endemism

According to WWF, nearly 5% of the world's plant and animal species are present in Madagascar. Let us remind that most of this biodiversity is endemic: "the island concentrates 294 species of birds of which 107 are endemic and 247 species of amphibians of which 245 are endemic" according to WWF. This fabulous natural heritage is now endangered for various

reasons such as deforestation, mostly caused by bush fires and coal production.

Moringa Wave and Many responsible actors are trying, at their own scale, to help the local communities. Fair trade is thus presented as a way to participate in the responsible development of Madagascar.



¹Source : <https://www.wwf.fr/priority-areas/madagascar>



The battle against chronic malnutrition: a top priority

In addition to these ecological problems, there are also social issues. According to a report by the National Office of Nutrition (ONN) and UNICEF in 2017, 47% of Malagasy children are chronically malnourished. It is notably a cause of death in 45% of children under 5 years of age. This scourge leads to a deficit of 7% of per capita GDP, or \$740 million. This observation has prompted Moringa Wave to make a firm commitment to the fight against malnutrition

²Source : <https://www.unicef.org/madagascar/sites/unicef.org.madagascar/files/2018-08/Madagascar-nutrition-PNAN3.pdf>



Moringa Wave commitment

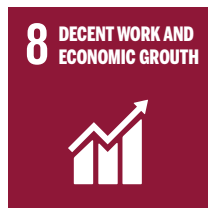
Moringa Wave has a partnership with the National Office of Nutrition (ONN) which manages programs around nutrition), Fondation Mérieux and the NGO Bel Avenir. Our project is indeed engaged in a series of educational activities targeting Malagasy consumers and producers. We distribute meals in schools to fight against malnutrition. As a reminder, these top quality plants are a great source of fiber, calcium, antioxidants, iron, protein, nutrients, magnesium as well as vitamins and minerals.

Moringa Wave is part of the SUN Business Network, an essential part of the Scaling up Nutrition (SUN) movement. This initiative aims to mobilize businesses at the national and global level to invest responsibly in improving nutrition.



The company is a member of the United Nations Global Compact, particularly involved in Sustainable Development Goals (SDGs):

- SDG 2 “zero hunger”.
- SDG 3 “good health and well-being”.
- SDG 8 “Decent Work and Economic Growth”.
- SDG 12 “responsible consumption and production”.





The natural benefits and quality virtues of Moringa





Moringa oleifera virtues

Moringa oleifera is a native plant native to northern India and Pakistan. It is currently present throughout the tropical zone of the planet. This traditional remedy has been recognized for its multiple virtues for centuries in India to treat skin diseases as well as the respiratory and digestive system. Its dietary benefits make it an important product in the preparation of meals. In the coastal and rural areas of Madagascar, many families are used to planting one or more moringa oleifera trees to meet their daily consumption

All the plant of the moringa oleifera is edible: from the leaves to the roots while passing by the seeds or the flowers. Moringa Wave certifies it to you: it is one of the best products from a nutritional point of view

The entire moringa oleifera plant can play a key role in improving overall health and well-being. The effect of this organic product is unparalleled for the body, the organism and life in general



A natural and traditional production

When tradition meets organic quality

Farmers harvest the leaves of the tree of life, early in the morning, The softest and smallest ones are picked and are directly sent to our cooperative which are then washed and dried in solar-powered ovens. This technique thus guarantees that the attributes of the moringa are perfectly preserved

Another control takes place, The dried leaves are kept in traceable piles in our warehouse then processed into powder and packed for delivery to France and Europe.

Our process is natural to preserve the nutrients in the products, in line with Malagasy tradition, the European quality criteria and the HACCP protocol (Hazard Analysis and Control of Critical Points). The Moringa Wave powder is tested by COFRAC accredited laboratories, in accordance with the requirements of the international standard NF EN ISO 15189

This process preserves the nutrients while maintaining microbiological safety. Our products do not contain any other substances or pathogenic agents such as salmonella.

Moringa leaves

According to the study "Culture, genetics, ethnopharmacology, phytochemistry and pharmacology of moringa oleifera leaves: an overview", moringa oleifera leaves contain :

Vitamin A:

Between 11,300 and 23,000 international units. Vitamin A plays a key role in the maintenance of many physiological processes. It reduces fatigue, increases muscle mass, protects against oxidative stress and helps the immune system to function properly.

Provitamin A:

Between 6.6 and 6.8 mg/100 g of beta-carotene, more than carrots, pumpkin and apricots. Beta-carotene is more concentrated in dried leaves, with amounts ranging from 17.6 to 39.6 mg/100 g.

Vitamin C:

About 200 mg/100 g, more than orange and spirulina. Vitamin C plays an essential role in metabolism. It is involved in the synthesis of many compounds such as tyrosine, vitamin B9 (or folic acid), tryptophan and the hydroxylation of glycine, lysine, proline, catecholamine and carnitine. Vitamin C also facilitates the transformation of cholesterol into bile acids. It helps maintain normal blood cholesterol levels.

²Cultivation, Genetic, Ethnopharmacology, Phytochemistry and Pharmacology of Moringa oleifera Leaves: An Overview Alessandro Leone, Alberto Spada, Alberto Battezzati, Alberto Schiraldi, Junior Aristil, Simona Bertoli



Antioxidants:

They protect the body against the harmful effects of free radicals, pollutants and toxins.

Vitamin E:

They protect the body against the harmful effects of free radicals, pollutants and toxins.

Vitamin E:

(especially α -tocopherol): about 9.0 mg/100 g, like nuts. It acts mainly as a fat-soluble antioxidant.



Polyphenols:

The quantities are higher than those of fruits and vegetables.

Experimental evidence has shown the ability of moringa oleifera leaves to protect the body and cells from oxidative DNA damage associated with cancer and degenerative diseases.





Moringa powder 100% organic: A dietary supplement suitable for all

Moringa Wave powders have many characteristics:

- Iron and magnesium help reduce fatigue.
- Proteins participate in the growth of muscle mass.
- Fibres regulate transit while providing a positive effect on satiety.
- Calcium contributes to normal muscle function.
- Vitamin E protects cells against oxidative stress.
- Vitamin A allows the immune system to function normally.

From organic farming, this certified powder contains the essential nutrients for a good balance. The moringa oleifera is a food supplement that maintains a balanced and natural intake. It is ideal to develop its physical well-being in athletes, overweight individuals, vegetarians and vegans. The leaves also help to maintain certain cognitive functions such as memory and concentration.



Moringa oil: An organic oil at the service of your health

The moringa oil is extracted directly from the seeds. Farmers carry out an initial cleaning on the spot during the harvest. The seeds are then shelled in the warehouse to extract the almonds. These are slowly cold pressed in accordance with European quality criteria and the HACCP (Hazard-Analysis and Control of Critical Points) protocol. These techniques make it possible to preserve the attributes while guaranteeing microbiological safety.

The oil is then decanted and filtered to obtain a pure and clear liquid, ready for use. Finally, the product is tested using a unique combination of sophisticated methods. This process guarantees botanical authentication and prevents denaturation.

Moringa Wave oil has many assets: it is moisturizing, antiseptic, anti-inflammatory, regenerative and rich in antioxidants. This product strengthens the hydro-lipidic film, elasticity, suppleness and hydration of the epidermis thanks to its anti-aging properties.

Our certified organic oil reinforces the barrier against external agents and effectively protects against polluting factors. It moisturizes and soothes the skin while stabilizing the loss of nutrients caused by the sun. This vegan product nourishes naturally thanks to the :

- Vitamin A that stimulates cell renewal as well as repairing and healing action. It ensures the proper functioning of the immune system.
- Vitamin E (especially α -tocopherol) that is an antioxidant and anti-free radicals.
- Oleic acid allows an easy absorption thanks to a rate of 72%. Omega 3 also has a favourable effect on the biochemical processes of the body and the composition of cell membranes. They regulate blood pressure, immune reactions and the elasticity of vessels.
- Fatty acids: 10 to 15% saturated fatty acid and 80 to 85% unsaturated fatty acid.
- Phytosterols promote the protection of the skin and cell membranes. They also allow a reduction of the LDL cholesterol level and the risk of cardiovascular diseases.
- Antioxidants protect the body against the harmful effects of free radicals, pollutants and toxins.
- Cationic polyelectrolytes regulate the PH of the epidermis.

Our oil is also antibacterial and antifungal in order to fight effectively against skin diseases: psoriasis, eczema and any type of irritation.

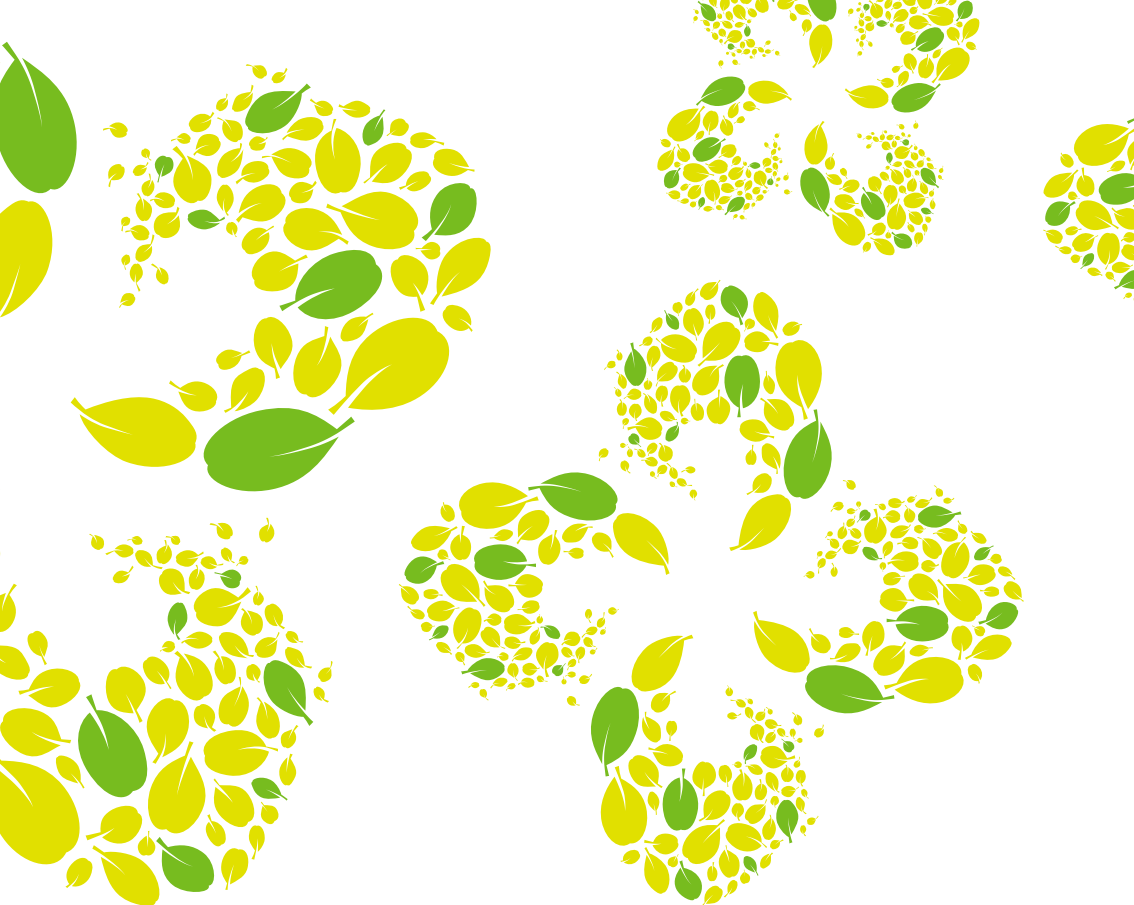
Seeds are used in many countries (Chad, India, etc.) to purify water. This technique makes it possible to have drinkable water thanks to a 90 to 99% reduction of bacteria. It is the flocculent property: the seeds capture water impurities.

For the same reason, oil is highly recommended to protect the skin from air pollution.


³Source : <https://www.erudit.org/fr/revues/rseau/2013-v26-n3-rseau0846/1018786ar.pdf>

Le saviez-vous ?






 Moringa Wave Sarl
C.F.P. Bevalala – Antananarivo
Madagascar

 info@moringawave.com

 www.moringawave.com

  Moringa Wave