



PRODUCT	Natural and Organic Lawn and Garden	
	PURE GROW 6-6-5+8% Ca	PURE BLOOM 1-5-4+6% Ca
PLANT TYPE	Lawns and Turf	
	Fruits, Flowers, Vegetables	Fruits, Flowers, Vegetables
	Trees, Shrubs, Vines	
HOW TO APPLY	Broadcast	
	Mix into Top 1" - 3" Soil	Mix into Top 1" - 3" Soil
	Top Dressing	
HOW MUCH TO USE	1 - 2 lbs / 100 sq ft	
	1 oz / gal Potting Soil	1 oz / gal Potting Soil
	2 oz for every 1" Diameter	
WHEN TO USE	Prior to planting / every 4 - 6 weeks	
	Prior to planting / every 2 weeks	Prior to planting / every 2 weeks
	Every 8 Weeks	
BENEFIT	Natural source of macro elements. Promotes vigorous growth.	Natural source of macro elements. Encourages fruiting & flowering
USE WITH	HUMEGA SEAPLEX CALPLEX	HUMEGA SEAPLEX CALPLEX
GUARANTEED ANALYSIS	Total Nitrogen (N) 6.00% 1.23% Ammoniacal Nitrogen 0.43% Nitrate Nitrogen 4.34% Water Insoluble Nitrogen Available Phosphate (P <sub>2</sub> O <sub>5</sub> ) 6.00% Soluble Potash (K <sub>2</sub> O) 5.00% Calcium (Ca) 8.00%	Total Nitrogen (N) 1.00% 0.10% Ammoniacal Nitrogen 0.15% Water Soluble Nitrogen 0.75% Water Insoluble Nitrogen Available Phosphate (P <sub>2</sub> O <sub>5</sub> ) 5.00% Soluble Potash (K <sub>2</sub> O) 4.00% Calcium (Ca) 6.00%

Natural and Organic Lawn and Garden				
HUVEGA	SEAPLEX	CALPLEX	HUMEGA	NITREX 6-0-0
Lawns and Turf	Lawns and Turf		Lawns and Turf	Lawns and Turf
Fruits, Flowers, Vegetables	Fruits, Flowers, Vegetables	Fruits, Flowers, Vegetables	Fruits, Flowers, Vegetables	Trees, Shrubs, Vines
Foliar Spray	Foliar Spray	Drench Soil or Foliar Spray	Drench Soil / Spray Applicator	Drench Soil
Drench Soil	Foliar Spray or Drench		Drench Soil	Drench Soil
1 - 2 tbsp / gal water	1 - 2 tbsp / gal water	1 - 2 tsp / gal water	4 - 8 tbsp / gal water / 100 sq ft	1 - 2 tsp / gal water
1 - 2 tbsp / gal water	1 - 2 tbsp / gal water		2 tbsp / gal water	
Every 4 - 8 weeks	Every 4 - 8 weeks		Every watering	
Every other day, early morning, or evening	Every other day, early morning, or evening	Every 3 - 4 weeks	Every watering	Upon noticeable loss of vigor
Every 6 - 8 weeks				
Aids in prevention of magnesium deficiency	Promotes even growth. Longer retention of fruit sets.	Increased plants hardiness.	Regenerates soil microbial activity.	Readily available nitrogen
CALPLEX SEAPLEX	PURE CALPLEX HUMEGA	PURE HUMEGA SEAPLEX	PURE HUMEGA SEAPLEX	PURE HUMEGA SEAPLEX
Magnesium (Mg) 1.0% 1.0% Water Soluble Magnesium Derived from: Magnesium Sulfate	Total Nitrogen (N) 0.01% 0.01% Water Soluble Nitrogen Derived from: Seaweed (Ascophyllum nodosum)	Calcium (Ca) 3.00% 3.00% Water Soluble Calcium (Ca) Derived from: Calcium Carbonate	Active Ingredient 4% Humic Acid (derived from leonardite) 96% Inert Ingredients	Total Nitrogen (N) 6.00% 6.00% Nitrate Nitrogen Derived from: Sodium Nitrate

Organic-Based Potting Soil	
PURE EARTH AERATION	PURE EARTH MOISTURE
Indoor Houseplants	Outdoor Container Gardens
Plant as usual	Plant as usual
As needed	As needed
Any Indoor planing project. Potting new, or Re-potting existing houseplants.	Any Outdoor planing projects. Planting seedlings or starter plants. Re-potting existing plants.
Retains higher oxygen content for indoor houseplants	Retains higher moisture content for outdoor use and fewer waterings.
GROW	PURE HUMEGA

**NATURAL & ORGANIC  
LAWN AND GARDEN PRODUCTS**  
For Outdoor Gardens & Plants

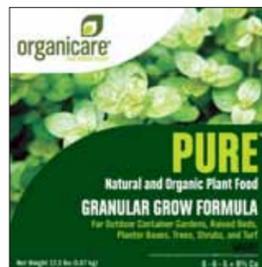
**PREMIUM ORGANIC-BASED  
POTTING SOILS**  
Aeration and Moisture Formulas



Sustainable Organic Gardening  
Organicare's™ Plant Nutrient System™ is an organic-based, natural and sustainable gardening system for the avid home gardener, hydro-organic gardens and certified organic commercial food producers. The Organicare™ system is a sophisticated yet easy to use combination of formulas that incorporates select, all-natural, eco-friendly ingredients.

By using natural and organic, non-toxic ingredients, our Plant Nutrient System™ is highly effective yet, kinder and gentler to our environment than most chemical formulas. You'll get great results without the toxic runoff associated with many synthetic fertilizers.

**PURE™ GRANULAR GROW FORMULA natural and organic plant food**



Pure™ Granular Grow Formula is the base for the Organicare Plant Nutrient System™.

Pure's carbon based, biologically enhanced granules feed beneficial soil microorganisms which, in turn, feed your plants while suppressing soil borne pathogens. The end result is rapid, and vigorous growth.

Pure contains a combination of highly active organic acids including: Humic acid. We combine major growth promoters like fish meal and seaweed with composted poultry litter, alfalfa meal, sulfate of potash, macro and micro minerals, amino acids, proteins, and natural plant extracts to create a highly effective fertilizer and growth stimulator.

Pure is environmentally friendly, and non-toxic to humans, animals and aquatic species. Salt or synthetic chemical fertilizers can harm soil microorganisms and reduce the effectiveness of soil fertilizer. Pure is thoroughly composted, dried by thermal dehydration to 9% moisture content and contains no detectable pathogens.

**Benefits:**

- Premium all natural and organic plant food.
- High in calcium
- Environmentally conscious.

Use Pure™ with Humega™, Seaplex™ and Calplex™ for fantastic results.

**PURE™ GRANULAR BLOOM FORMULA natural and organic plant food**



Pure™ Granular Bloom Formula is a premium, natural and organic plant food for use during the bloom phase. Pure is ideal for use in outdoor container gardens, raised bed gardens, planter boxes, and hydroponics.

**Benefits:**

- Ideal for use with fruits, flowers & vegetables.
- Premium all natural and organic plant food.
- High in calcium.
- Environmentally conscious.
- Use with Humega™ Natural and Organic Soil Conditioner.
- Can be used for certified organic crop production.

Use Pure™ with Humega™, Seaplex™ and Calplex™ for fantastic results.



Pure Sizes

**Natural & Organic Lawn and Garden Products For Outdoor Gardens & Plants**

**HUVEGA™ natural magnesium formula**



Huvega™ is a natural magnesium formula. Huvega is manufactured using a proprietary process that combines select materials which are sorted, separated and blended to produce this one of a kind liquid extract.

**The nature of ionic minerals**  
Ionic minerals are low molecular weight Humic substances with the unusual ability to provide multiple natural chemical reactions in the soil. Ionic minerals have high oxygen – hydrogen levels which have unique and positive influences on plant metabolic processes.

The ionic minerals in Huvega have an extremely high cation exchange capacity (between 500 and 1000) and a small molecular weight, which allows them to attract and hold nutrients and carry them directly to cell metabolic sites.

Ionic minerals mix with and attach to all types of materials, including both synthetic and organic chemicals. Ionic minerals are active at both high and low levels. Ionic minerals are polyelectrolytes with the ability to attach to toxins and heavy metals catalyzing the breakdown of toxic pollutants and scavenging heavy metals in soils and hydroponics solutions.

**The origin of ionic minerals**

Minerals are created from the oxidation of organic matter. Most ionic minerals are a fracture of extracted Humic substances from brown lignite. The oxidation process creates a product that has a high carbon and oxygen content and contains large amounts of free radicals due to the high amounts of oxygen- hydrogen groups. These groups are vital in the electron transfer, which is important to ionic exchanges.

**How Huvega works**

- Releases minerals in soil - Huvega solubilizes substantial amounts of minerals in the soil and can enter into complex bonds with various dissolved minerals.
- Protects plants from stresses - Huvega aids in the relief of oxygen deficiencies, which increases the resistance to drought and other environmental stresses.
- Stimulates antibiotic protection - Natural antibiotics such as streptomycin, tetracycline, and penicillin are produced during the decomposition of plant residue. Huvega and other phenolic substances enhance the uptake and translocation of such antibiotics in plants.
- Reduces wilting - Huvega helps the plant accumulate soluble sugar which increases osmotic pressure in the cell walls and enables them to withstand wilting.
- Increases DNA metabolism - Huvega increases the activity of several enzymes including those involved with metabolizing RNA and DNA.
- Promotes high crop yields - Treating seeds with low concentrates of Huvega before sowing, improves their rate of growth, development of roots and shoots and increases crop yield.

**Huvega: Analytical profile**

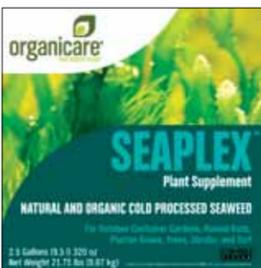
Composition	
Calcium.....	0.12%
Phosphorous.....	0.01%
Potassium.....	71 ppm
Copper.....	0.04 ppm
Selenium.....	0.03
Zinc.....	0.40
Sodium.....	560
Magnesium.....	426
Iron.....	256
Silicon.....	46
Boron.....	7
Manganese.....	6
Molybdenum.....	0.19
Iodine.....	0.41
Cobalt.....	0.04
Chromium.....	0.11

Plus more than 50 additional minerals.  
Solubility: 100% in water; complete solubility at any pH over (1) and all liquids acids or alkali.



Huvega, Seaplex, Calplex, Humega, and Nitrex Sizes

**SEAPLEX™ natural and organic cold processed seaweed**



Seaplex™ is ideal for foliar spraying, soil and soilless container gardens and hydroponic systems. Seaplex can be used for certified organic crop production. Seaplex contains only the most effective ascophyllum nodosum, a brown kelp that is harvested from the cold, clean waters of the north Atlantic. Brown Kelp's slow growth cycle packs it with maximum levels of amino acids, enzymes, micronutrients, plant hormones (auxins, cytokins, gibberellins) and soil biology that encourages vigorous and healthy plant growth.

**Exclusive mineral enhancement.**

Seaplex's natural, potent mixture is enriched with a proprietary enzyme structure, along with a wide range of ionic minerals. These quality ingredients are processed into a rich, creamy liquid supplement that can be applied through any irrigation feed method.

The growth hormones in Seaplex are essential for cell division, root development, and bud initiation, making it a natural growth enhancer. Seaplex is also high in betain, a natural occurring amino acid derivative.

**Amino acids**

Seaplex has over 17 amino acids that are essential for increasing plant metabolism of minor elements in the soil such as zinc, manganese, iron, boron, copper, cobalt and molybdenum.

**Carbohydrates and polysaccharides**

Alginic acid, mannitol and mannose sugars, all found in Seaplex, are natural chelating agents that release nutrients which are tied up in the soil or grow media. Oligosaccharides- a special class of carbohydrates- are essential for bud and flower formation, fruit set and fruit and flower development.

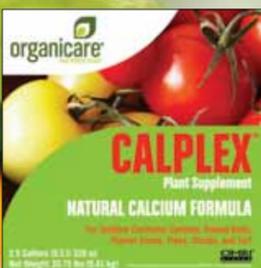
**Organic plant acids, enzymes and micronutrients**

Seaplex's unique formula combines organic plant acids, enzymes and over 72 minerals. These ionic minerals are natural plant nutrients essential to photosynthesis, elemental metabolism and cell formation. Ionic minerals, a natural electrolyte, are considered to be nature's most effective chelating agents. Their high CED rating and small size help carry nutrients directly to the plants metabolic sites.

**Benefits:**

- Cold processed to protect organic integrity
- Mineral enhanced
- Homogenized to prevent separation
- 200 mesh screen filtration
- Water soluble for easy mixing

**Calplex™ natural calcium formula**



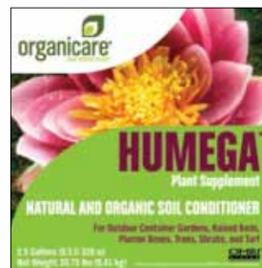
Calplex™ is a highly beneficial natural, calcium, plant supplement in a soluble liquid product formulated to correct calcium deficiencies in all types of plants. Calplex is readily assimilated into the root, stem, and leaf cells of plants.

**Benefits:**

- May increase photosynthetic capacity and chlorophyll synthesis.
- May increase climatic stress resistance to excessive heat or freezing.
- May aid in cell division and metabolism.
- May increase stomata opening and increase membrane permeability.
- Strengthens cell walls.

Calcium plays an essential role in plant development and overall plant health. Key functions of calcium include; cell production and growth as well as aiding fruit sets. Mild calcium deficiencies can appear as dark green foliage and very stunted growth normally occurring in new growth first. Severe deficiencies can turn new growth into shriveled, off colored, dead leaves before they have a chance to develop. Since most plants can absorb calcium at very high rates you may need to replenish their supply from time to time with a calcium supplement like Calplex.

**HUMEGA™ natural and organic soil conditioner**



Humega™ is a leonardite, natural soil conditioner, manufactured using our unique process. We use weathered lignite mined from scientifically selected sites in various locations around the world. These ancient plant deposits, formed during the Jurassic age, are cold processed to preserve their unique humic and fulvic acids, enzymes, natural growth hormones, beneficial microbes and trace minerals.

Humega is a biologically enhanced product that may increase the availability of micronutrients and buffer salts. Grow media that has been inoculated with Humega contains a large population of beneficial microorganisms which protect plant root systems from a variety of soil pathogens. The microorganisms process organic matter, and release nutrients to plant roots. Microorganisms are essential to the process of releasing bound elemental compounds.

Humega promotes soil and soilless substrate aeration and water penetration. Certain enzymes have been added to Humega, to help increase the rate of nutrient absorption and reduce nitrogen through the soil profile. Nutrients are stabilized in the Rhizosphere where they remain available over a longer period of time.

Humega is a liquid humus- a combination of natural, organic plant acids, including humic acid, in enzymatic microbial solution. In addition to being a soil conditioner with humic acid and enzymes, Humega also contains active microbial inoculants that enhance the populations of beneficial soil microorganisms.

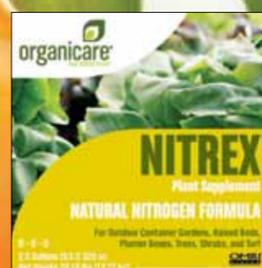
Humega contains humic substances that enhance the rate of photosynthesis in plants. Carbon and humus build the soil profile, and balance soilless substrates by neutralizing pH and increasing the cation exchange capacity (CEC). Mixing Humega with other fertilizers may increase their absorption rate by attaching them to carbon molecules which then helps increase their absorption rate.

\* This report is meant to illustrate that Humega is not only a soil conditioner with humic acid and enzymes, but it also has active microbial inoculants that enhance the populations of beneficial soil microorganisms.

**BIO-ASSAY COMPARING HUMEGA WITH IDEAL SOIL**

SOIL FUNCTIONAL GROUP	IDEAL CFUs PER GDW	HUMEGA CFUs PER LITER*
Heterotrophic Bacteria	10 million to 1 billion	6.2 x 10 <sup>8</sup> cfu/ml
Anaerobic Bacteria	1 to 10 million	4 x 10 <sup>6</sup> cfu/ml
Yeasts and Molds	500 K to 5 million	1.3 x 10 <sup>6</sup> cfu/ml
Actinomycetes	100 K to 1 million	1 x 10 <sup>6</sup> cfu/ml
Pseudomonads	1000 to 1 million	1 x 10 <sup>6</sup> cfu/ml
Nitrogen Fixing Bacteria	1 million	1 x 10 <sup>6</sup> cfu/ml

**Nitrex™ natural nitrogen formula**



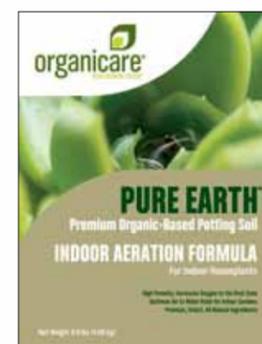
Nitrex™ is a natural highly soluble source of mineral nitrogen that is very effective at delivering usable nitrogen to plants.

Nitrogen is one of the most critical nutrients required for healthy plants. It is mainly responsible for leaf and stem growth and is also essential to the production of enzymes, chlorophyll, and amino acids. Early nitrogen deficiencies can appear as stunted growth, yellowing in the leaves between the veins, purplish-red stems and pronounced veins. In later stages, nitrogen deficient plants may display entirely yellow leaves with a large amount of leaf drop. Nitrex can be used to replenish nitrogen used or lost from frequent watering.

For use in conjunction with preferred foliar feed program. Beneficial for fruits, flowers, vegetables, trees and shrubs.

**Premium Organic-Based Potting Soils Aeration and Moisture Formulas**

**Pure Earth™ Indoor Aeration Formula**



Pure Earth™ Indoor Aeration Formula is a premium, organic-based potting soil. Our aeration formula holds a higher oxygen content making this blend more suitable for indoor applications, automated gardens and hydroponic recirculating and run to waste gardens.

Pure Earth™ is blended using superior, all natural ingredients, insuring that your plants receive the natural benefits that only organics can provide.

Pure Earth premium potting soil is a fully composted, organic-based soil blend formulated for use in indoor recirculating, and run to waste gardens as well as outdoor soil applications.

- Optimum air to water ratio for indoor gardens.
- Optimum cation exchange capacity.
- Premium select, all natural ingredients.
- High porosity, increases oxygen to the root zone

**Ingredients:**

Coir fiber, composted rice hulls, thermophilic green compost, pumice, humic acid (derived from leonardite ore), seaweed (derived from Ascophyllum nodosum), fish meal, alfalfa meal, composted poultry litter.

**Pure Earth™ outdoor moisture formula**



Pure Earth™ Moisture Formula is a premium, organic-based potting soil. Our Moisture Formula holds a higher moisture content for hotter climates, outdoor applications and for less frequent waterings. Pure Earth is blended using superior, all natural ingredients insuring that your plants receive the natural benefits that only organics can provide.

Pure Earth premium potting soil is a fully composted organic-based soil blend formulated for use in outdoor soil applications as well as indoor recirculating and run to waste gardens.

- Optimum air to water ratio for outdoor gardens.
- Optimum cation exchange capacity.
- Premium select, all natural ingredients.
- High moisture for less frequent waterings.

**Ingredients:**

Coir fiber, composted rice hulls, thermophilic green compost, pumice, humic acid (derived from leonardite ore), seaweed (derived from Ascophyllum nodosum), fish meal, alfalfa meal, composted poultry litter.



Pure Earth Aeration Size

Pure Earth Moisture Size