

# JIMBO'S

*...Naturally!*



## MAMMA CHIA



# Mamma Chia

SEED YOUR SOUL<sup>®</sup>

It started on a small farm in rural San Diego, where Mamma Chia founder and CEO, Janie Hoffman, in her quest to find an ideal diet for her own health, fell in love with the magic of chia. Janie quickly discovered this amazing little seed was providing a powerful vitality boost and was instrumental in addressing some challenging health issues related to longstanding autoimmune disorders. Janie believes that there are several components to a healthy and joy-filled life and no one thing holds all the answers, but there is no doubt that once she incorporated chia into her daily diet there was a very noticeable increase in her vitality, energy and strength. In the summer of 2009, fueled by her passion for chia and her commitment to be of service to humanity and the planet, Janie founded Mamma Chia – the first organic, chia-based food and beverage company.