

I AM



PRODUCT GUIDE

**We have one mission at I AM:
To walk beside you on your journey home to Yourself.**

That's why we chose the name I AM—the truest thing we
can know about ourselves, the essence of being *itself*.
And guess what? That same I AM—that pure awareness
of existence—is *you*.

We, the founders of I AM, have experienced the life-changing
power of this understanding, and this brand is our love letter
to you, to the I AM that lives within you.

THE I AM WAY

Over the past two decades, our journeys of self-discovery have led us to some amazing allies, including the plant and fungi kingdoms. They've lovingly guided us to where we are today—in conscious union with inner freedom, joy, wisdom, and Oneness. Now, it's our calling to be stewards of these powerful allies and share them with you, in the form of our carefully crafted, high-quality medicinal offerings. Every product we offer is lovingly prepared to exacting standards and designed to provide the best experience, based on your intention. We're proud to say that everything is made with freshly harvested, whole fruiting bodies—never extracts or research chemicals.

We believe that reconnecting with yourself is about more than just taking sacred medicine—it's about understanding how to work with these medicines as tools for your own growth. Balance is key. The inner work matters, but so does the play, the joy, and the fullness of life! That's why we also provide educational resources, mindfulness practices, and community support. We're here to support your holistic journey into true well-being—the one thing we believe everyone is really searching for.

Mushrooms are a powerful medicine, and we encourage you to approach them with care and reverence. Every experience is shaped by your internal "set" (your state of mind) and external "setting" (your environment). Before enjoying any of our products, take a moment to check in with yourself. Make sure both your set and setting are in the right place for you to fully receive the gift of the medicine.

FREE



FREE is our line of microdose capsules, designed to help you find more freedom in your daily experience. Whether you're seeking clarity and focus, a boost in energy and creativity, improved mood, pain relief, or just a general sense of well-being, **FREE** is here to support long-term, sustainable improvements in your life. Plus, it's a great sugar-free option for those who prefer it!

FREE comes in three dose options—50mg, 100mg, and 200mg.
20 capsules per pack.

Our capsules feature a high-potency mushroom variety that delivers maximum benefits with the smallest effective dose. If you're new to microdosing, we suggest starting with 50mg and slowly increasing until you find your "sweet spot"—that perfect amount where you feel subtle effects while still staying fully grounded in your daily life. Remember, you can always take more, but you can never take less!

For a more detailed guide on how to microdose, check out our [Microdosing Guide](#).

Ingredients: Organic I AM Fruiting Bodies, Organic Lion's Mane, Organic Cordyceps

All I AM products are organic, vegan, and gluten-free.

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DELIGHT



DELIGHT is our premium mushroom gummy, perfect for a lighter, more uplifting experience. Whether you're out at a social event, dancing at a concert, hiking in nature, or just looking to replace alcohol with something more conscious, **DELIGHT** is here to bring you joy. It's also fantastic for boosting creativity, focus, and even sparking a deeper sexual connection!

Each gummy contains 200mg of the DELIGHT mushroom fruiting body.

20 gummies per pack, 4g total.

If you prefer gummies over capsules or just love the unique effects of the **DELIGHT** blend, give it a try—you might find your new favorite!

Ingredients: Organic I AM Fruiting Bodies, Organic Tapioca Syrup, Organic Cane Sugar, Organic Fruit Pectin, Organic Pineapple Extract, Organic Passion Fruit Extract, Organic Citric Acid

All I AM products are organic, vegan, and gluten-free.

INSIGHT



INSIGHT is your go-to gummy for deeper inner work. It's designed to help you connect with your intuition, wisdom, and higher self. If **DELIGHT** is for those fun nights out, **INSIGHT** is for those quiet days at home, when you're ready to turn inward. A couple of **INSIGHT** gummies is perfect for meditation or breathwork, and taking 4-6 gummies can take you on a meaningful journey of self-reflection. More experienced users can go even deeper with higher doses.

Each gummy contains 200mg of the INSIGHT mushroom fruiting body.

20 gummies per pack, 4g total.

Like **DELIGHT**, **INSIGHT** can also be used for microdosing if that's your preference.

Ingredients: Organic I AM Fruiting Bodies, Organic Tapioca Syrup, Organic Cane Sugar, Organic Fruit Pectin, Organic Blackberry Extract, Organic Sage Extract, Organic Citric Acid, Organic Blackcurrant Concentrate, Natural Spirulina Coloring

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ONE



ONE is our ceremonial macrodose tea, created to provide a powerful experience for those wanting to take larger doses. This tea features an extra potent mushroom variety. We've crafted it in a delicious tea form to help ease any potential stomach discomfort, so you can fully enjoy your ceremony.

Each tea packet contains 1.25g of I AM fruiting bodies (the equivalent of 6.25 INSIGHT gummies).

4 Sachets per box, 5g total.

We recommend starting with one packet and waiting an hour before deciding to take more. Ceremonial days are special, so be sure to create a peaceful, intentional space for your experience.

ONE Dosage Guide:

- **1 Sachet:** The "lift-off" dose—meaning it is at the threshold of a classical mushroom experience. Lower doses may be appropriate for everyday or social settings, but at this level the typical user will want to be in a safe and quiet space, with ample time to process the experience afterward. While altering effects can be felt at this dose, they are gentle enough to still be aware of your surroundings and grounded in so-called consensus reality.

- **2 Sachets:** A moderate ceremonial dose for most people. Unless you have a high tolerance, or are seeking an ego dissolution/"hero's dose", two packets will be enough for a journey inward. At this dose, you may experience perceptual distortions, and you might have insights that invite deep reflection and integration.
- **3 Sachets:** A typical macrodose. Your perception—inner and outer—may be significantly altered, and at this dose an "ego dissolution" experience may be possible (although is more likely with four packets). Three packets is not recommended for those inexperienced with the medicine, or with a low tolerance to altered states.
- **4 Sachets:** The "hero's dose"—a profound and potentially life-changing journey into the unknown. It is our hope that everyone called to this medicine experiences it at least once in their life. At the same time, we encourage you to exercise caution when taking this much medicine, and only do so if you feel well prepared to enter the deep end of the pool.

Instructions for Use: Heat water to 190°F, or bring to a boil and let cool for 5 minutes. Add tea and steep for 20 minutes in a covered, insulated container. Strain and enjoy with a splash of honey or lemon if desired. Pause for a moment of intention, and let go into the experience.

Ingredients: *Organic I AM Fruiting Bodies, Organic Hibiscus, Organic Lemongrass, Organic Blackberry Leaf, Organic Lemon Balm, Organic Ginger Root, Organic Peppermint Leaf*

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COME HOME
TO YOURSELF