



Harvest the Wellness of Wellberry™

Wellberry™ – Merging the Ultimate Superfruit with a Superior Vitamin C

The recent explosion in popularity of superfruits is a strong acknowledgement of the increasing interest among health-conscious consumers in products providing antioxidant protection for improved health and well-being. NutraGenesis is now serving up a new, branded, functional ingredient winner in the superfruit category called Wellberry™ that features scientifically validated, high antioxidant value together with proven human health benefits and substantiated structure/function claims in a diverse range of categories including: Cardiovascular Health, Immune Support, Inflammatory Response, Cellular Protection, and Collagen Synthesis. Wellberry™ is an ingenious combination of superior, proprietary forms of two of nature's most power-packed antioxidants; an extract of the renowned Ayurvedic superfruit antioxidant, Indian Gooseberry, that is protected under multiple U.S. and foreign patents, and an extraordinary, new, more highly absorbable form of Vitamin C called PureWay-C®. This merging of outstanding ingredients results in a formulation that provides superior, fast-acting, long-lasting antioxidant activity for improved cellular protection.

Wellberry™ – The Ultimate Superfruit Solution

Of utmost importance to consumers and marketers selling superfruits is whether they deliver proven benefits to human health. According to FDA guidelines, this is required to obtain substantiated structure/function claims that can be used on finished goods product labels. Unfortunately, extensive scientific research on most superfruits is lacking, which has prevented them from receiving claims substantiation. Marketers, consequently, have been forced to rely primarily on ORAC value to convince customers of a superfruit's purported health benefits. ORAC is an *in vitro* test with little proven relationship to human health. Although ORAC's significance is questionable, with few other options available, the marketing strategy for superfruits has evolved into a shouting match over whose product beats the competition in ORAC value. Wellberry™ rises above the pack in this superfruit ORAC conundrum because its scientifically validated health benefits support a diverse range of substantiated structure/function claims. Wellberry's unique health claim status has, therefore, enhanced its appeal to consumers and marketers and gives it a distinctly competitive edge over other products in the marketplace.



Wellberry™ Provides Unprecedented Antioxidant Boosting Power

In a recently performed study at an independent laboratory, Wellberry™ nutraceutical ingredient's unprecedented antioxidant boosting power was demonstrated. When added to commercially available fruit juice, vegetable juice, and green tea beverages, Wellberry™ boosted the beverage's antioxidant value by up to 4400%. Additionally, when Wellberry™ was combined with extracts of either pomegranate, acai, blueberry, cranberry, or goji in another study, the resulting mixtures had antioxidant capacities that were up to 8.5 times the predicted value. These results indicate that Wellberry™ bioactives act in a synergistic manner to potentiate the antioxidant levels of these superfruit extracts. Wellberry's unprecedented antioxidant boosting power can significantly enhance the marketing opportunities for these beverage and superfruit products.

Indian Gooseberry – A Superfruit Adaptogenic Antioxidant with 5,000 Years of Use

Indian Gooseberry, also known as amla, is a robust antioxidant that is superior to other superfruits because of its long history of safe human use, superior cascading antioxidant properties, and adaptogenic effects. Indian Gooseberry has been used for 5,000 years in Ayurvedic medicine to treat a range of illnesses and conditions. It is renowned for its rejuvenative, anti-aging, anti-inflammatory, and skin enhancing properties, and is widely regarded as a metabolic enhancer. In fact, in Ayurvedic tradition Indian Gooseberry is known as the “Fruit of Immortality”. It is also eaten daily as a fresh fruit in many countries because of its healthy nutritional profile.

The Indian Gooseberry extract used to formulate Wellberry™ contains low molecular weight tannins, polyphenols, and bioflavonoids. Scientific research has demonstrated that these bioactives reduce oxidative stress and reactive oxygen species to defend against unhealthy environmental influences in a multifunctional manner. They prevent free radicals from forming in the skin by short circuiting a natural biochemical reaction to UV light exposure that normally results in their formation, thereby inhibiting the number one cause of aging of the skin. These bioactive antioxidants also continuously recycle and remain active over a long period of time, which allows Wellberry™ to aggressively scavenge free radicals that form throughout the body due to both internal, biological and external, environmental factors. This property contrasts dramatically with the mechanism of action of other antioxidants, where antioxidant molecules lose their function shortly after initiating antioxidant activity.

Indian Gooseberry is also an adaptogen. Adaptogens are a small group of plant and mushroom species that increase the body's resistance to negative physical, chemical, and biological factors, and stimulate an overall feeling of balance. It is thought that this occurs by restoring the balance in endocrine hormones that gets disrupted when the body is subjected to both internal and external stressors.

Product Summary

© 2008 NutraGenesis



Wellberry's adaptogenic properties, unique among superfruits currently being sold, enhance its wellness profile beyond the standard benefits provided by a generic antioxidant and allow Wellberry™ to have increased variety and breadth in its structure/function claims.

In addition, the multi-patented Indian Gooseberry fruit extract used in Wellberry™ is superior to other Indian Gooseberry extracts on the market today. Wellberry™ fruits are selected, harvested, and processed according to strict criteria. This produces a consistently high quality product that maximizes levels of healthy low molecular weight tannin (LMWT) bioactives while minimizing levels of damaging gallic acid by-products. Other Indian Gooseberry products on the market today have high levels of gallic acid due to uncontrolled oxidation or enzymatic degradation of the LMWT bioactives during the extraction process, making those products less healthy alternative choices. In addition, the extraction process used for the Indian Gooseberry in Wellberry™ is water-based with no solvents used, yielding an extract with superior color, activity, composition, aqueous stability, and consistency.

PureWay-C® – The New Gold Standard of Vitamin C Ingredients

In addition to Indian Gooseberry extract, Wellberry™ contains PureWay-C®, the absolute Gold Standard of Vitamin C ingredients. Recently published scientific research has shown that PureWay-C's patent-pending composition results in superior absorption, distribution, and retention rates. And it provides these benefits without having the adverse effects often observed with other forms of Vitamin C, including rapid excretion from the body, major stomach upset, and diarrhea.

The secret behind PureWay-C's enhanced Vitamin C bioavailability lies in its completely novel, proprietary manufacturing process that combines ascorbic acid with several types of natural lipid metabolites and bioflavonoids. The lipid metabolites, which are fats derived from vegetable sources, are vital components of cell membranes and are pivotal in the regulation and control of cellular function. In PureWay-C®, the lipid metabolites act as ascorbic acid carriers to increase intestinal absorption and vascular distribution of Vitamin C, as well as enhance cellular uptake kinetics which allows ascorbic acid to enter cells more quickly in a safe and effective manner. The bioflavonoids increase the antioxidant capability of PureWay-C® relative to ascorbic acid on its own, and also enhance absorption in the intestinal tract. The result is a superior alternative to other, less functional Vitamin C formats.

Because of its increased bioavailability, PureWay-C® provides superior beneficial health effects. These have been confirmed in laboratory analytical testing and a recently completed human clinical trial. Compared to other forms of Vitamin C, PureWay-C® promotes increased antioxidant and free radical scavenging activity, better immune system support, more sustained anti-inflammatory protection, as well as enhanced cardiovascular support.

Product Summary

© 2008 NutraGenesis



The Wellberry™ Difference – Quantifiable Condition-Specific Health Benefits

By merging in Wellberry™ two proprietary nutraceutical powerhouses, a multi-patented Indian Gooseberry extract and patent-pending PureWay-C®, Nutragenesis has created a superfruit extraordinaire unlike any other that not only has outstanding antioxidant properties, but also scientifically validated, diverse health benefits. As a result, Wellberry™ has substantiated product claims in a wide range of categories including: Cardiovascular Health, Immune Support, Inflammatory Response, Cellular Protection, and Collagen Synthesis. These substantiated claims may be utilized in dietary supplement products as structure/function claims or in food and beverage products as functional food claims.

So if you are interested in rising above the great ORAC scoring wars and supercharging your superfruit product with real, scientifically supported health claims for a dramatic competitive edge, count on Wellberry™ - it's the very "berry" best!

Wellberry™ Product Application

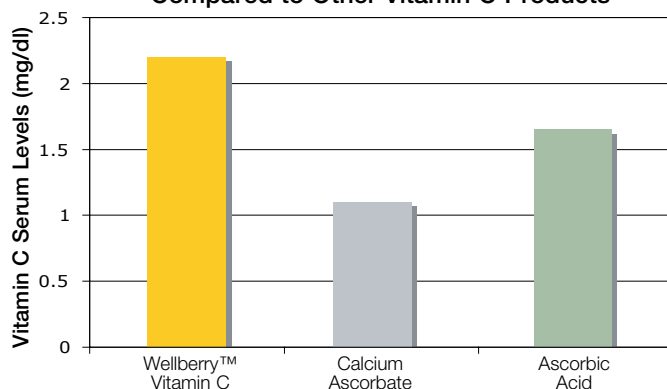
Wellberry™ elevates the proprietary status of a wide variety of product applications including:

- Dietary Supplement Applications – capsules, tablets, dry mixes and more.
- Food and Beverage Applications – beverages, nutrition bars, confections, drink mixes and more.

Wellberry™ Functional Benefits

- Excellent Source of Highly Bioavailable Vitamin C
- Clinically Proven in Human Models to Possess Greater Absorption and Retention of Vitamin C in the Body Than Other Forms of Vitamin C
- Long Lasting Antioxidant Protection and Superior Free Radical Scavenging
- Superior Reductions in C-Reactive Protein
- Superior Reductions in LDL Oxidation

**Wellberry™ Increases Absorption of Vitamin C
Compared to Other Vitamin C Products**



Product Summary

© 2008 NutraGenesis



Wellberry™ Truly Benefits the Body

- Antioxidant
- Cardiovascular Health
- Inflammatory Response
- Anti-Aging
- Immune System Health

Wellberry™ Features and Benefits

- Substantiated Functional Food Claims
- Substantiated Structure/Function Claims
- GRAS Affirmed
- Protected by U.S. patents 6,124,268; 6,290,996; 6,362,167
- Clinically Proven Superior Absorption and Retention of Vitamin C in the Blood
- Well Defined Chemical Composition
- Water Soluble, Heat Stable
- Kosher
- Little to no Flavor or Color Impact

About Us

NUTRAGENESIS LLC

Located in the Connecticut River Valley area of Southern Vermont, NutraGenesis is a diversified nutraceutical product marketing company dedicated to the development and commercialization of proprietary, scientifically researched, health-promoting ingredients. NutraGenesis strives to develop strong, mutually beneficial strategic alliances with its customers by providing proprietary nutraceutical products addressing today's most pressing health issues.

NUTRAGENESIS
Innovations in Functional NutritionSM

167 Main Street #208 • Brattleboro, VT 05301
Tel. 802-257-5345 • Fax 802-251-6981
www.nutragesisnutrition.com

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Product Summary

© 2008 NutraGenesis



1. Antony B., et al. 2006. Effect of standardized Amla extract on atherosclerosis and dyslipidemia. *Ind. J. Pharm. Sci.* 68:437-441.
2. Bhattacharya, A., et al. 1999. Antioxidant activity of active tannoid principles of *Emblica officinalis* (amla). *Indian J. Exp. Biol.* 37:676-680.
3. Block, G., et al. 2004. Plasma C-reactive protein concentrations in active and passive smokers: Influence of antioxidant supplementation. *J. Am. College Nutr.* 23:141-147.
4. Chaudhuri, R., 2002. *Emblica* cascading antioxidant: A novel natural skin care ingredient. *Skin Pharmacol. Appl. Skin Physiol.* 15:374-380.
5. Frei, B. 1991. Ascorbic acid protects lipids in human plasma and low-density lipoprotein against oxidative damage. *Am. J. Clin. Nutr.* 54 (6 Suppl.):1113S-1118S.
6. Frei, B., et al. 1989. Ascorbate is an outstanding antioxidant in human blood plasma. *Proc. Natl. Acad. Sci.* 86:6377-6381.
7. Ghosal, S. 1996. Active constituents of *Emblica officinalis*: Part 1- The chemistry and antioxidative effects of two new hydrolysable tannins, Emblicanin A and B. *Indian J. Chem.* 35B:941-948.
8. Hemila, H. 2004. Vitamin C supplementation and respiratory infections- A systematic review. *Ass. Mil. Surgeons U.S.* 169:920-926.
9. Ihantola-Vormisto, A., et al. 1997. Anti-inflammatory activity of extracts from leaves of *Phyllanthus emblica*. *Planta Med.* 63:518-524.
10. Murad, S., et al. 1981. Regulation of collagen synthesis by ascorbic acid. *Proc. Nat. Acad. Sci.* 78:2879-2882.
11. Nalini, D., et al. 1999. Effect of fruit plants-Indian gall nut, bedda nut and gooseberry- on hypercholesterolemic rats. *Plant Foods for Human Nutrition* 53:343-349.
12. Padayatty, S., et al. 2003. Vitamin C as an antioxidant: Evaluation of its role in disease prevention. *J. Am. College Nutr.* 22:18-35.
13. Pancorbo, D., et al. (in press) Vitamin C-lipid metabolites: Uptake and retention and effect on plasma C-reactive protein and oxidized LDL levels in healthy volunteers.
14. Peters, E., et al. 1993. Vitamin C supplementation reduces the incidence of postrace symptoms of upper-respiratory-tract infection in ultramarathon runners. *Am. J. Clin. Nutr.* 57:170-174.
15. Pinnel, S., et al. 1987. Induction of collagen synthesis by ascorbic acid. A possible mechanism. *Arch. Dermatology* 123:1684-1686.
16. Rao, T., et al. 2005. Amla (*Emblica officinalis* Gaertn.) extracts reduce oxidative stress in streptozotocin-induced diabetic rats. *J. Med. Food* 8(3):362-368.
17. Rege, N., et al. 1999. Adaptogenic properties of six *rasayana* herbs used in Ayurvedic medicine. *Phytother. Res.* 13:275-291.
18. Scartezzini, P. and E. Speroni. 2000. Review on some plants of Indian traditional medicine with antioxidant activity. *J. Ethnopharm.* 71:23-43.
19. Straten, V., and Josling, P. 2002. Preventing the common cold with a Vitamin C supplement: A double-blind, placebo-controlled survey. *Adv. Ther.* 19:151-159.
20. Weeks, B., and Perez, P. 2007. A novel vitamin C preparation enhances neurite formation and fibroblast adhesion and reduces xenobiotic-induced T-cell hyperactivation. *Med. Sci. Monit.* 13(3): BR51-58.
21. Weeks, B., and Perez, P. 2007. Absorption rates and free radical scavenging values of vitamin C-lipid metabolites in human lymphoblastic cells. *Med. Sci. Monit.* 13(10):BR205-210.
22. Yokozawa, T., et al. 2007. Amla (*Emblica officinalis* Gaertn.) prevents dyslipidaemia and oxidative stress in the ageing process. *Br. J. Nutr.* 97:1187-1195.