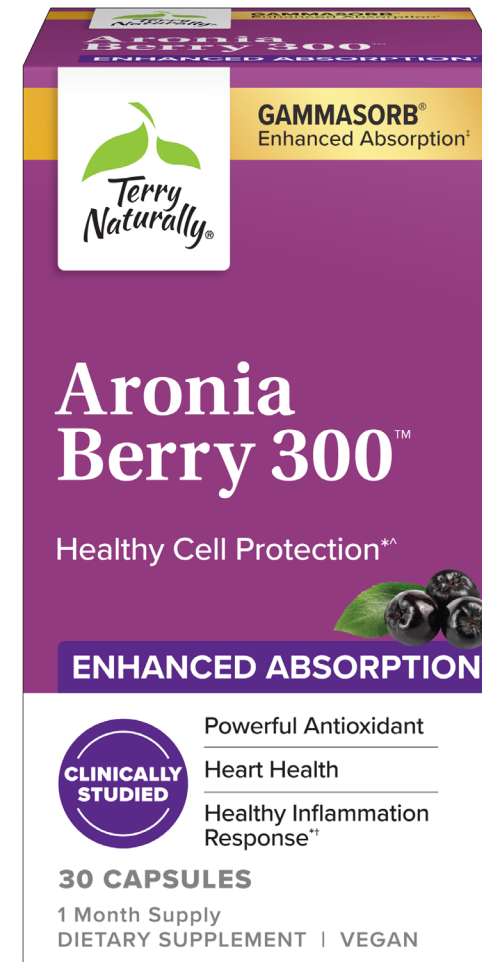




New Product Introduction

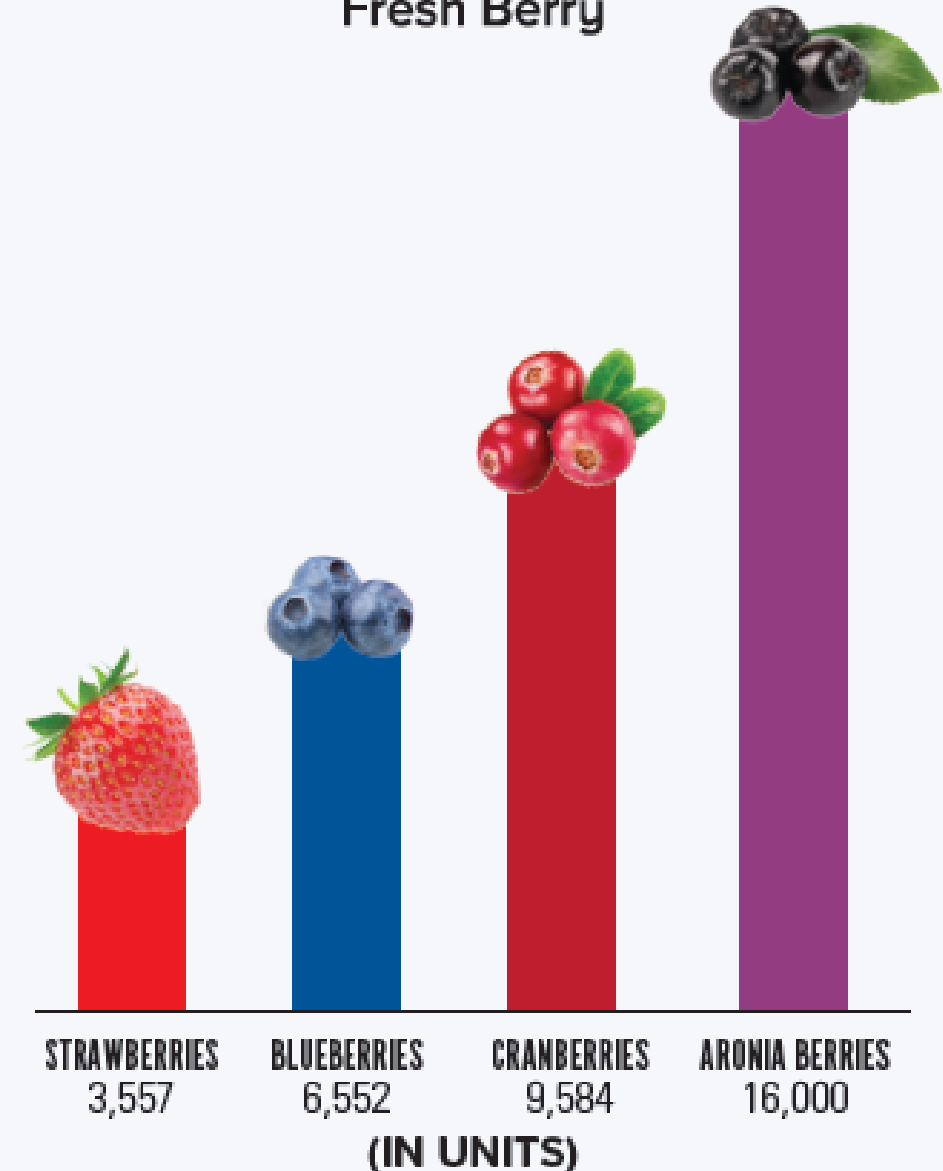


What Makes Aronia Great?

- One of the richest in polyphenols of all the berry fruits
- Potent antioxidant activity – higher ORAC activity than most other fruits
- Healthy Inflammation Response
- Protects DNA from damage caused by oxidative stress



ANTIOXIDANT ORAC VALUE PER 100 GRAMS Fresh Berry



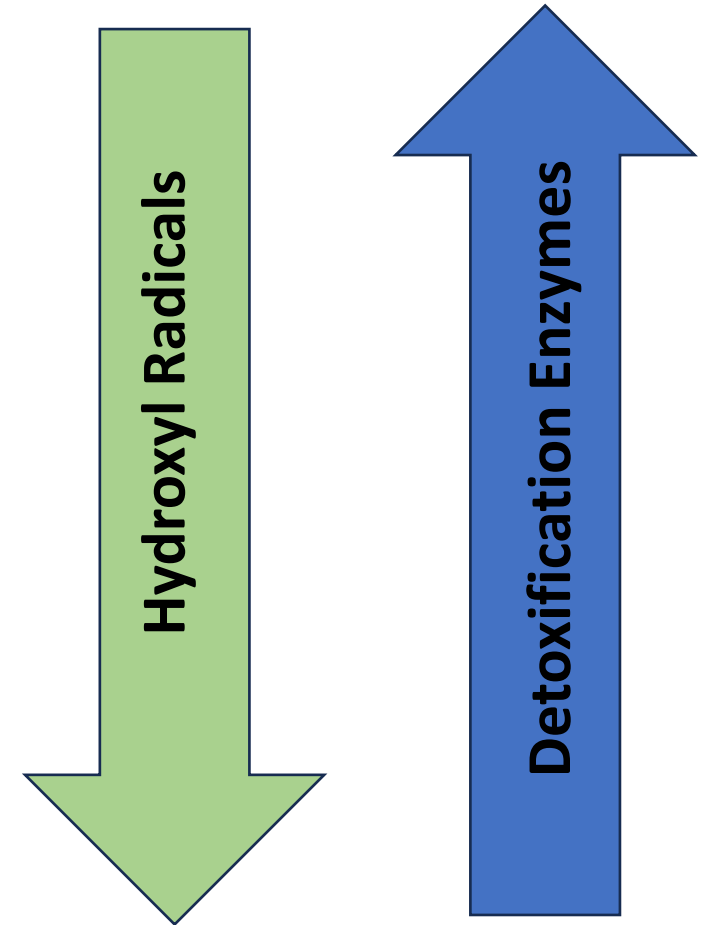
The Dark Side of Oxygen



- Advanced life could not exist without oxygen
- But oxygen-containing free radicals are one of the root causes of disease
- These molecules are highly damaging
 - **Hydroxyl radical (most powerful [reactive])**
 - Superoxide anion radical
 - Oxygen singlet
 - Peroxynitrite radical

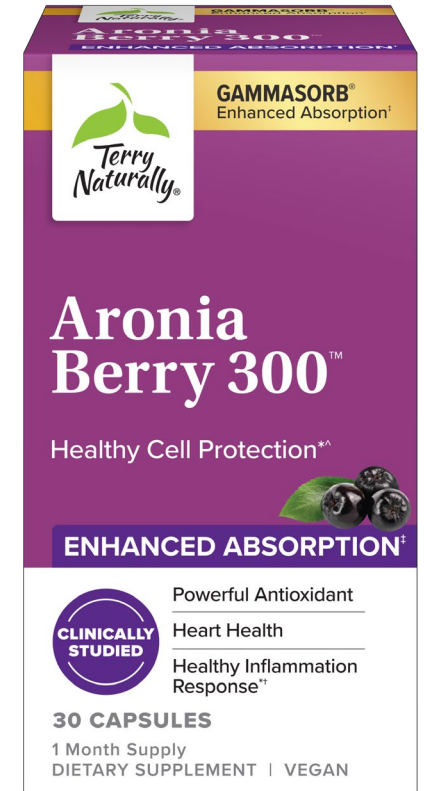
Aronia's Antioxidants

- Researchers isolated 27 unique fractions from aronia
- 63% of these showed significant ability to neutralize hydroxyl radicals
- These same fractions also bumped up the activity of an important detoxification enzyme



Aronia Berry 300

- Aronia berry extract standardized for polyphenol content
- Scientifically supported
 - Human clinical trials
 - Three new studies by Ajay Goel on cellular immune effects
- Featuring the GammaSorb delivery system
- Support for cellular health, heart health, and a healthy inflammation response*†



SUPPLEMENT FACTS		
Serving Size: 1 Capsule		
Servings Per Container: 30		
Amount Per 1 Capsule (Veg):		%DV
Aronia (<i>Aronia melanocarpa</i>) Berry Extract (AB40™) standardized to ≥ 40% total polyphenols	300 mg	**
**Daily Value (DV) not established.		

Recommendations: 1 capsule daily.

Occasional inflammation due to exercise or overuse.

*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.