



## 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 patent-pending, 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: Antioxidant, Anti-Aging, Immune Health, Inflammatory Response, and Cardiovascular Health. 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™ – Silences the ORAC Debate

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.



**Directions:** Adults: One tablet daily, with food.

Supplement Facts		
Serving Size: One tablet		
	Amount Per Serving	% Daily Value
Vitamin A (14% as beta carotene)	3500 IU	70%
Vitamin C	90 mg	150%
Vitamin D	400 IU	100%
Vitamin E	45 IU	150%
Vitamin K	20 mcg	25%
Thiamin (B1)	1.2 mg	80%
Riboflavin (B2)	1.7 mg	100%

CHILD RESISTANT CONTAINER  
PREPARED BY NUTRAGENESIS

## Wellberry™ Substantiated Claims for Dietary Supplements

Wellberry™ features potent, substantiated structure/function claims designed to address a wide range of product categories. These claims are in accordance with the requirements of the Dietary Supplement Health and Education Act of 1994, and have been submitted to the Food and Drug Administration accordingly.

### ANTIOXIDANT CLAIMS

- Helps to protect cellular and tissue health\*
- Helps inhibit cellular oxidative stress\*
- Supports the body's natural antioxidant defense system\*
- Helps prevent free radical-initiated chemical reactions\*
- Helps prevent cellular damage by promoting an antioxidative environment\*
- Promotes an anti-oxidative defense foundation for the maintenance of healthy cellular function\*
- Helps to protect cellular membranes from alterations caused by free radicals\*

### ANTI-AGING CLAIMS

- Helps protect the skin by preventing free radical damage of cells\*
- Supports collagen biosynthesis, a vital factor in maintaining healthy looking skin\*
- Helps slow the effects of aging by inhibiting oxidative damage to cells and tissues\*
- Helps protect against the effects of aging by protecting against free radical damage to cells\*

### IMMUNE HEALTH CLAIMS

- Promotes healthy immune function\*
- Maintains healthy immune function\*
- Supports healthy immune function\*

### INFLAMMATORY RESPONSE CLAIMS

- Maintains a healthy inflammatory response\*
- Promotes a healthy response to inflammation\*
- Promotes a healthy inflammation response\*
- Supports a healthy inflammation response\*
- Affects inflammatory response by inhibiting multiple inflammation pathways\*

### CARDIOVASCULAR HEALTH CLAIMS

- Supports healthy cardiovascular function\*
- Supports cholesterol levels already in the normal range\*

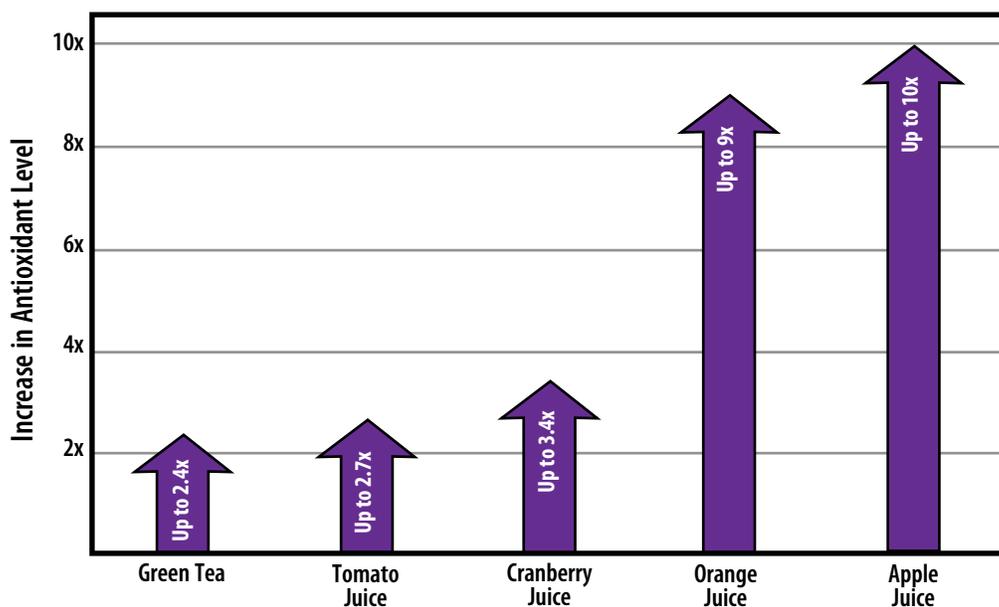
# Product Summary

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## Wellberry™ Provides Unprecedented Antioxidant Boosting Power

Recent independent laboratory studies have confirmed that Wellberry™ nutraceutical ingredient provides highly significant antioxidant boosting power when added to a variety of commercially available fruit juice, vegetable juice, and green tea beverages. Wellberry™ boosted the antioxidant value of beverages with lower baseline antioxidant capacity (apple juice, orange juice) by up to 10 times and boosted the antioxidant value of beverages with higher baseline antioxidant capacity (cranberry juice, green tea, and tomato juice) by up to 3.4 times. Wellberry's unprecedented antioxidant boosting power can significantly enhance the marketing opportunities for a variety of health-enhancing beverage and food 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 multi-functional manner. They prevent free radicals from forming in the skin by short

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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. 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.

### 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 structure/function claims in a wide range of categories including: Antioxidant, Anti-Aging, Immune Health, Inflammatory Response, and Cardiovascular Health.

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 patent-pending Wellberry™ - it's the very "berry" best!

### Wellberry™ Product Application

Wellberry™ elevates the proprietary status of a wide variety of dietary supplement product applications including, but not limited to: capsules, tablets, dry mixes and more.

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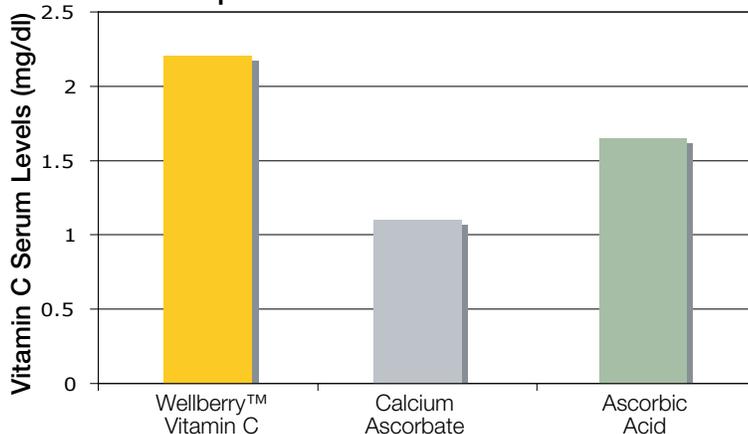
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## Wellberry™ Functional Benefits

- 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

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## Wellberry™ Truly Benefits the Body

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



## Wellberry™ Features and Benefits

- Substantiated Structure/Function Claims
- Patent-Pending Formulation
- Ingredients Protected By Multiple U.S. Patents
- Clinically Proven Superior Absorption and Retention of Vitamin C in the Blood
- Well Defined Chemical Composition
- Water Soluble
- 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.

# Product Summary

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**NUTRAGENESIS**  
Innovations in Functional Nutrition<sup>SM</sup>

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\* 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.



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