

PRODUCT TECHNICAL REPORT

PATAGONIAN
Maqui
JUICE



Velocity International Marketing is pleased to offer Patagonian Maqui Juice, the ultimate in functional beverages. This delicious drink provides health benefits that are nothing short of astounding. It is composed of Maqui Berry, Aloe Vera Gel, Resveratrol, Ionic Sea Minerals, and a Superfruit Blend. Let's consider each of the remarkable ingredients and what they have to offer.

SUPERFRUITS

Back in 2005, the term "superfruit" was coined to describe a group of fruits and berries containing remarkably high amounts of antioxidant compounds and other health-promoting nutrients. One of the first of these was the blueberry, which topped a list of foods with high antioxidant strength compiled by the USDA in 2004. More recently, greater attention has been focused on other berries and tree fruits that yield even greater antioxidant activity. Among the former are acai and goji berries, while the latter include mangosteen and pomegranate. Many of these are traditional food sources in exotic and remote areas of the world, giving them an aura of mystique that is useful in marketing.

The marketing of exotic superfruit products has led many students of better health through nutrition to become a bit cynical about "the latest, greatest superfruit." It almost seems as if the search for a better source of more densely packaged nutrients will eventually have to take us beyond the confines of our own planet. As it turns out, this is nearly the case.

THE MAPUCHE ADVANTAGE

In the remote area of Patagonia, the southernmost part of South America that spans Chile and

Argentina and reaches almost to Antarctica, there resides a group of natives with a remarkable history - the Mapuche Indians. This tribal group has never been conquered by any of their adversaries, whether the great Native American civilizations, such as the Incas, or European explorers and colonists. The Mapuches resisted conquest by the Spaniards who settled in Chile and Argentina for over 300 years. It was only through treaties executed in the 19th century that they ultimately blended into the Spanish culture that had been established around their homelands.

How were the Mapuches able to resist conquest over such a long time and against such seemingly great odds? Simply put, they were bigger, stronger, faster, smarter, and healthier than their adversaries. And this appears to be due to their use of a remarkable Superfruit as food, beverage, and medicine - the Maqui Berry.

MAQUI BERRY - THE NEW SUPERFRUIT CHAMPION

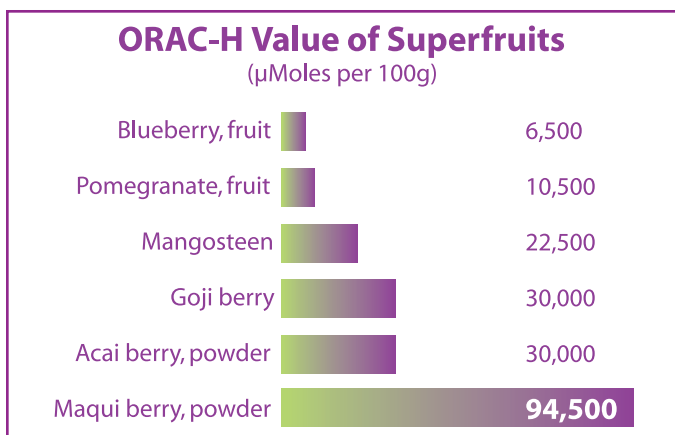
The Maqui Berry (*Aristotelia chilensis*) is a delicious, deeply purple berry that is loaded with anthocyanins, a potent group of antioxidants which give the berry its coloration and provide many documented health benefits. The Maqui Berry has the highest concentration of antioxidants of any known food source. It has several times the antioxidant content and activity of the previous champion, the acai berry. It is also packed with other nutrients that give it many powerful and desirable health-promoting qualities. Because the Maqui Berry grows in a very remote location, bordered by 2 oceans and far from sources of pollution, it is naturally organic.

ANTIOXIDANTS, FREE RADICALS, AND ORAC

To better understand how the remarkable Maqui Berry positively affects our health, let's cover the topic of antioxidants in some detail.

Antioxidants are substances that neutralize free radicals, the damaging compounds produced by metabolism and exposure to toxins and radiation. Free radicals have lost one or more electrons, which makes them unstable. They regain stability by taking the electrons they are missing from other sources. This turns the electron source into a free radical, and often results in a cascade effect that damages cellular structures. The process of free radical generation can reduce the ability of cells to produce energy, alter their genetic material, and even cause them to burst when there is significant damage to cell membranes. Free radical damage causes most of the changes we associate with aging, and it can lead to inflammation, cardiovascular and nervous system damage, impairment of immune function, and even cancerous changes in cells.

Antioxidants are able to donate electrons to free radicals without themselves becoming particularly unstable and damaging. They come in many varieties, a common form being phytonutrients, chemicals produced by plants that are food sources. The amount of antioxidant activity in a food or supplement can be measured by a test known as ORAC (Oxygen Radical Absorbance Capacity). This yields an ORAC score for the food or supplement. The higher the ORAC score, the more potent the antioxidant activity. The following graph shows the extraordinary antioxidant strength of the Maqui Berry as compared to some other superfruits.



The particular antioxidant compounds that are found in abundance in the Maqui Berry are mainly flavonoid compounds known as anthocyanins and polyphenols. Anthocyanins have some of the strongest physiological effects of any plant chemicals, and have been found to have the strongest antioxidant activity of any flavonoids in one study. They are responsible for the bright and often deep coloration of the plants in which they occur and act as natural sunscreens, giving protection from the sun's radiation. They also protect the plants containing them from biological threats such as bacteria, fungi, and parasites. When ingested by humans, anthocyanins provide anti-aging effects, promote cardiovascular health, reduce the likelihood of cancerous degeneration in cells, reduce allergic responses, and support healthy sugar-insulin metabolism.

The polyphenols in Maqui Berry reduce unhealthy inflammation, promote cardiovascular health, offer additional protection against cancerous changes, and provide even more anti-aging impact. The following chart compares ORAC, anthocyanin, and total phenol levels in a number of "superfood" sources.

	ORAC-h micromole per 100g	Anthocyanins mg per 100g	Total Phenols mg per 100g
Red Wine		24-35	600
Red Grape		30-750	
Strawberry	2600		1600
Boysenberry	3500	160	
Cherry	2100-4700	350-400	1500
Blackberry	5100	82-325	3000
Cranberry	5200	50-80	1000
Red Raspberry	2700-5300	213-428	1300
Black Raspberry	5000-16,400	400	1300
Blueberry	3200-8700	25-495	
Bilberry	8186	300-648	400
Mangosteen	20,000-30,000	195	1500
Acai	18,400-31,000	319	
Maqui Juice	40,000-50,000	800-2200	4000-5000
Maqui Concentrate Powder	75,000-92,000	4027-5000	7000-9000

WEIGHT A MINUTE!

An interesting observation about superfruits loaded with antioxidants is that they can be very helpful with promoting weight loss. This appears to be related to an increase in thermogenesis (heat creation) within cells. There is mounting evidence that the antioxidants affect expression of genes which control this process. A recent investigation of the potential impact of Maqui Berry on weight loss, done at the University of Texas at Austin, produced some interesting results. 250 men and 250 women who wanted to lose between 10 and 40 pounds were divided into 3 groups. One group received 2 servings of Maqui Berry each day, another group received 2 servings of acai berry each day, and the final group was put on a strict diet and exercise program under the supervision of personal trainers and nutritionists. At the end of 6 months the groups on acai berry and the diet/exercise regimen had lost weight and felt much better. In contrast, the Maqui Berry group lost nearly 4 times as much weight, and 80% said their energy levels were substantially higher and they had a tremendous sense of well being. A follow-up after another 6 months showed that 92% of the Maqui Berry group was able to keep off all their lost weight, compared to 46% of the other 2 groups.

EVEN MORE FROM MAQUI

Maqui Berry has been observed to provide a number of additional benefits. It helps reduce excess inflammation and the associated pain by inhibiting the production of an enzyme known as COX-2. This is how a leading group of arthritis medications work. Maqui Berry also stimulates cellular receptors that affect metabolism, particularly those involved with fat and sugar-insulin metabolism. This increases the efficiency of production and use of energy within cells. It also improves the functioning of liver cells, and this leads to a positive effect on cholesterol and triglyceride profiles. Maqui Berry helps with proper regulation of cell development, which manifests externally as healthier skin, hair, and nails. This is what we can see – similar effects occur out of sight within the body.

It should be clear why many consider the Maqui Berry to be the “King of Superfruits.” By itself, it can

offer some remarkable health advantages, but these are amplified in Patagonian Maqui Juice by the inclusion of some other potent ingredients.

ALOE VERA GEL

Aloe vera is a perennial succulent plant that has been used to promote health for thousands of years. It is a member of the lily family, as are 2 other well-known health promoting plants, garlic and onion. There are over 360 different species of aloe, but aloe vera, also known as aloe barbadensis Miller, is the variety with the most health benefits.

The long, broad, and thick leaves of aloe vera have edges with spines, which make the plant resemble another succulent, the cactus. A latex material lines the inner surface of the leaf material, and this surrounds a copious gel material that is largely water but also contains over 200 substances that are responsible for most of the health promoting benefits of aloe vera.

Aloe has been used topically and internally for centuries. Recent interest in its health benefits arose at the end of World War II when it was recognized that people with radiation burns from the atomic bombs detonated in Japan who applied aloe gel to their wounds healed better, faster, and with less scarring.

Aloe vera gel is used in many topical preparations to improve the health of skin, to relieve the pain and inflammation of sunburns and other minor burns, and to promote better healing of cuts and abrasions. It is also taken orally as a drink to exert a number of effects throughout the body. Aloin, a material found in the inner leaf latex of aloe vera is a potent cathartic that can be used for laxative effect. Pure preparations of the gel are essentially free of this material, so over-stimulation of bowel activity is not an issue.

Among the 200 plus health promoting substances that are found in aloe vera gel are vitamins, minerals, amino acids (including 7 of the 8 essential amino acids), and a variety of phytochemicals, some of which are very potent mediators of healthy activities within the body.

Many of these are able to bind to cellular receptors and thus exert their influence. An example of this is a receptor for growth factor; when aloe compounds attach to this receptor, they stimulate fibroblasts, the cells that produce collagen for wound repair and healing. At another receptor, compounds in aloe gel stimulate the production of proteoglycans, the matrix material that holds collagen and other structural materials together. These effects are at the heart of aloe's ability to improve healing and reduce scarring.

Aloe vera gel has significant effects on the immune system. Through the actions of complex polysaccharide compounds such as acemannan, it up-regulates the ability of the immune system to attack, destroy, and eliminate abnormal cells and foreign invaders such as bacteria, viruses, yeasts, and parasites. At the same time it can down-regulate inflammation and associated pain, as occurs in arthritic conditions. It can also reduce inappropriate over-activity of the immune system, which occurs in allergies and autoimmune disorders. The ability to restore a state of balance (homeostasis) is related to the diversity of active compounds found in aloe vera gel, and is truly one of its most remarkable features.

Aloe vera gel strongly supports healthy functioning of the digestive system. It tends to promote growth of healthy organisms, while inhibiting growth of those that can be harmful. It is known to help relieve gastritis, esophageal reflux, and peptic ulcers. This is likely due to a number of factors, including reduction of inflammation, control of harmful organisms, and promotion of healing. These same factors mean that aloe vera gel can be very helpful in conditions that occur further down the digestive tract, such as inflammatory bowel disorders (Crohn's disease and ulcerative colitis), irritable bowel syndrome, and diverticular disease. Its components improve the absorption of nutrients from the digestive tract, and this makes aloe vera gel an ideal carrier for other nutrients bundled with it. It also promotes digestive system (and body-wide) detoxification.

Aloe vera gel has significant antioxidant activity,

which provides effects that have already been covered, such as anti-aging impact. Its components help regulate metabolism and this makes it useful in weight management. Once again, this regulatory effect can move in either direction, so it can help people who are overweight to lose weight, or it can help people who are underweight to gain weight. Aloe vera gel is also known to improve the activity of insulin, which further helps with weight management, promotes cardiovascular health, and provides some anti-diabetic impact.

To get the most "bang for the buck" from aloe vera, the plant must be grown in optimum conditions. There should be the right amount of moisture - not too much and not too little. There must be plenty of building-block nutrients in the soil. The adverse effects from environmental chemicals should be minimized. The aloe vera used in Patagonian is grown in a particularly favorable environment in Costa Rica, using organic and crop rotation techniques to produce the highest quality aloe vera available anywhere.

RESVERATROL

Resveratrol is a polyphenol compound found in the skin of red grapes, and thus is present in red wines. It is also found in peanuts, some berries and pines, and in the Japanese knotweed. Resveratrol is a potent antioxidant that protects host plants against injury, infection, and disease. Its benefits in humans came to be recognized when it was found to be largely responsible for the so-called "French paradox," the surprisingly low incidence of cardiovascular disease in populations consuming significant amounts of saturated fats and red wine.

Resveratrol's benefits from its antioxidant effects are substantial, but there are a number of other mechanisms by which it yields positive impacts on health. One of these is presently getting a lot of attention. Resveratrol has been found to improve health and longevity by mimicking the gene-expression effects of calorie restriction, the only intervention that has been conclusively shown to extend life span. Since calorie restriction is an approach that is not particularly pleasant or easy to follow, being able to get the same type of

impact from consuming resveratrol makes for a nice alternative.

Resveratrol helps promote healthy weight management in a number of ways. It protects against insulin resistance and the associated tendency for fat accumulation, particularly in the central abdominal area. Resveratrol improves cellular metabolism by increasing the numbers of mitochondria, the cellular “power plants.” This increases energy production and consumption within cells, and boosts metabolism throughout the body. Resveratrol has also been found to enhance exercise tolerance.

Resveratrol is particularly good at protecting the cardiovascular system. Through positive effects on liver health and function, it supports healthy blood lipid profiles. It reduces oxidation of the LDL cholesterol fraction. Resveratrol promotes health of endothelial cells (the inner lining of blood vessels) through reduction of inflammation, antioxidant protection, and upregulation of adult endothelial stem cells that repair damaged areas. Somewhat like aspirin, it helps avert blood clots by reduction of platelet aggregation. It helps prevent heart damage related to reduction of blood flow, and it appears to upregulate adult myocardial stem cells for repair of heart muscle that has been damaged.

Resveratrol has a number of other positive impacts on health. Its anti-inflammatory activity can help reduce the pain associated with arthritic conditions. It stimulates detoxification activity throughout the body. Lab studies indicate that it can help protect against the development and progression of cancers and neurodegenerative disorders like Alzheimer’s and Parkinson’s diseases.

As observed with the “French paradox,” regular consumption of red wine can confer some of the benefits of resveratrol, but many of these require a lot more than is practical or healthy. Patagonian Maqui Juice supplies resveratrol in abundance, and a one ounce serving delivers as much resveratrol as about 7 average bottles of red wine.

IONIC SEA MINERALS

Ionic Sea Minerals are included in Patagonian Maqui Juice to sort of fire up the other ingredients. Sea minerals are a source of over 70 major and trace minerals. Sea water has a mineral composition that is essentially the same as blood plasma, body fluids, and cellular protoplasm. Minerals in ionic form are easily absorbed and can be readily utilized throughout the body.

Trace minerals play many important roles in body functions. They are necessary for the absorption of nutrients from the digestive tract, and they are required for the transport of nutrients into, and wastes out of, cells. They help specialized nutrients exert their full effects, serving as co-factors and building blocks for enzymes, vitamins, hormones, and body tissues. Trace minerals are necessary for the production of nerve impulses and muscle contractions. Some play key roles in the regulation of metabolism, and many are necessary for proper immune function. Trace minerals are required for maintenance of proper acid-base balance in the body. They are vital to the proper functioning of the liver and kidneys, and thus the detoxification of our bodies.

SUPERFRUIT BLEND

Rounding out the active ingredients in Patagonian Maqui Juice is a concentrated blend of various berries that are considered superfruits in their own right. These are: blueberry, strawberry, cranberry, bilberry, elderberry, and raspberry. These berries are great sources of additional anthocyanins, other antioxidants, and specialized plant chemicals. They also further enhance the great taste of Patagonian Maqui Juice.

IN CONCLUSION

It should be clear that with the powerful ingredients in Patagonian Maqui Juice, this is a functional beverage like no other. One taste of this delicious, refreshing drink is enough to make just about anyone want more. With regular consumption, unmistakable health benefits will appear. These can include extra energy, healthier skin and other anti-aging effects, proper

regulation of weight, better digestive system function, control of inflammation and associated pain, support of cardiovascular health, and many others. Velocity International Marketing urges you to try Patagonian Maqui Juice — you'll like it!

CAUTIONS

Patagonian Maqui Juice is not recommended for use during pregnancy or breast feeding. As with any dietary supplement product, anyone with high blood pressure, a heart condition, or any other significant health challenge should consult with their physician or qualified health professional before using this product.

These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease, but rather is a dietary supplement intended solely for nutritional support.

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