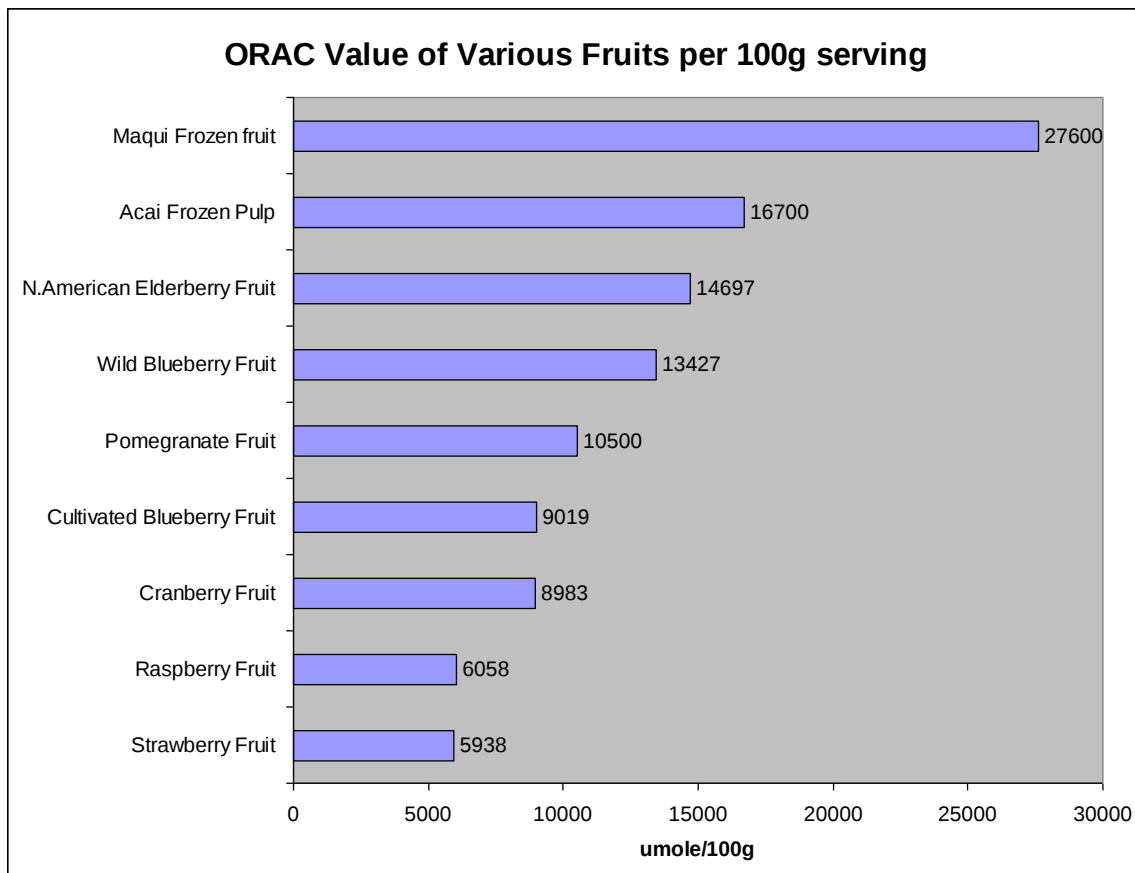




COMPETITIVE ANALYSIS

Comparing Maqui with other Superfruits

Antioxidants contain an extra oxygen molecule and are able to neutralize the free radical before it does any harm. Our body produces natural antioxidants to combat oxidative stress and inflammation and the cell damage that results. However, the aging process and the various environmental and life-style stressors we face every day create more free radicals than our bodies can naturally fight off. Maqui Superberry is packed with antioxidant, especially the anthocyanins and polyphenols. It also contains the highest ORAC value among berries.



ORAC: Developed by food nutrition researchers at Tufts University's USDA sponsored Human Nutrition Research Center on Aging, the ORAC test measures a food's antioxidant ability to neutralize free radicals and potentially mitigate health imbalances. Nutritionist recommends at least 3,000 ORAC per day. Most individuals get only 1,200 ORAC units or less per day through their diet. Maqui superberry has one of the highest ORAC value among all superfruits..

Comparing Novelle's Maqui Superberry to other finished products in the market



4 oz Pom Wonderful Pomegranate Juice = 1 oz Maqui Superberry

8 oz Agro Labs Noni Juice = 1 oz Maqui Superberry

9 oz of Genesis Today Goji = 1oz of Maqui Superberry

11 oz Sambazon Acai = 1 oz Superberry

33 oz or 2 bottles of Dynamic Health Mangosteen – 1 oz Maqui Superberry

**1oz or 4
caps of
Maqui
Superberry
= 4000**

Equals

The
antioxidant
level of 100g
servings of 10
commonly
consumed
fruits and
vegetable

banana	813
corn	593
cabbage	508
baby carrot	335
Celery	470
Honeydew	230
Pineapple	373
Tomatoes	366
Watermelon	123
cucumber	132
	3943

Comparing Antioxidant Level Using Other Testing Methods

- (1) Trolox equivalent antioxidant capacity (TEAC)
- (2) Oxygen radical absorbing capacity (ORAC)
- (3) Ferric reducing antioxidant power (FRAP)
- (4) Free radical scavenging properties by the diphenyl-1-picrylhydrazyl (DPPH) radical

	DPPH (% Inhibited)	ORAC-H (umole of TE/ml)	FRAP (umole of FE/ml)	TEAC (umole/ml)
Maqui Berry Juice	207.7	133	55.0	127.8
Pomegranate Juice	50.1	25	8.1	41.6
Red Wine	35.2	25.7	4.3	18.7
Blueberry Juice	20.6	20.6	4.2	15.0
Cranberry Juice	19.2	15.4	2.7	10.4
Acai Juice	18.3	19.5	3.8	12.8
Orange Juice	12.7	7.4	1.5	4.2
Apple Juice	11.8	4.8	1.2	3.6

Anthocyanins

Anthocyanins are produced by plants for self-protection against, sun, irradiation, diseases, and biological enemies. With the harsh cold weather in central and southern Chile, and with high solar radiation in Chile, these factors guaranteed high anthocyanins in the fruits and berries that are grown in that region. Anthocyanins are antioxidant flavonoids that protect many body systems and have some of the strongest physiological effects of any plant compounds. Anthocyanins were found in one study to have the strongest antioxidizing power of 150 flavonoids.¹ (Approximately 4,000 different flavonoids have been identified.)

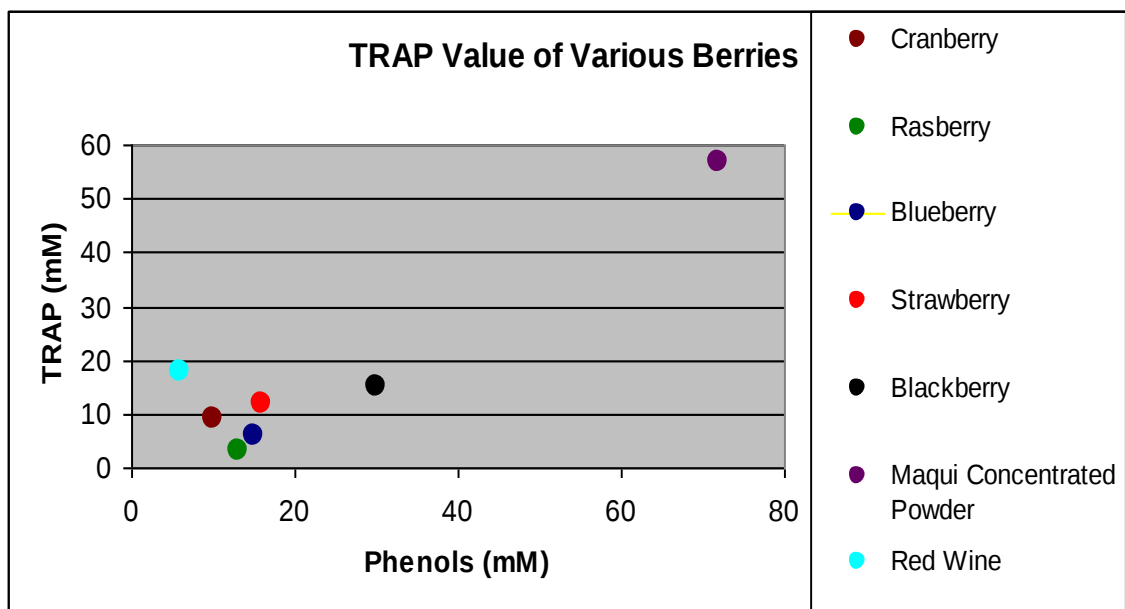
Benefits of Anthocyanins:

- Neutralize enzymes that destroy connective tissue, prevents oxidants from damaging connective tissue, and repair damaged proteins in the blood-vessel walls.
- Lightens allergic reactions and increase capillary permeability.
- Promote cardiovascular health by preventing oxidation of low-density lipoproteins (LDL), and protecting blood vessels wall from oxidative damage.
- Maintain small blood vessel integrity by stabilizing capillary walls.
- May improve eyesights
- Support healthy blood sugar level

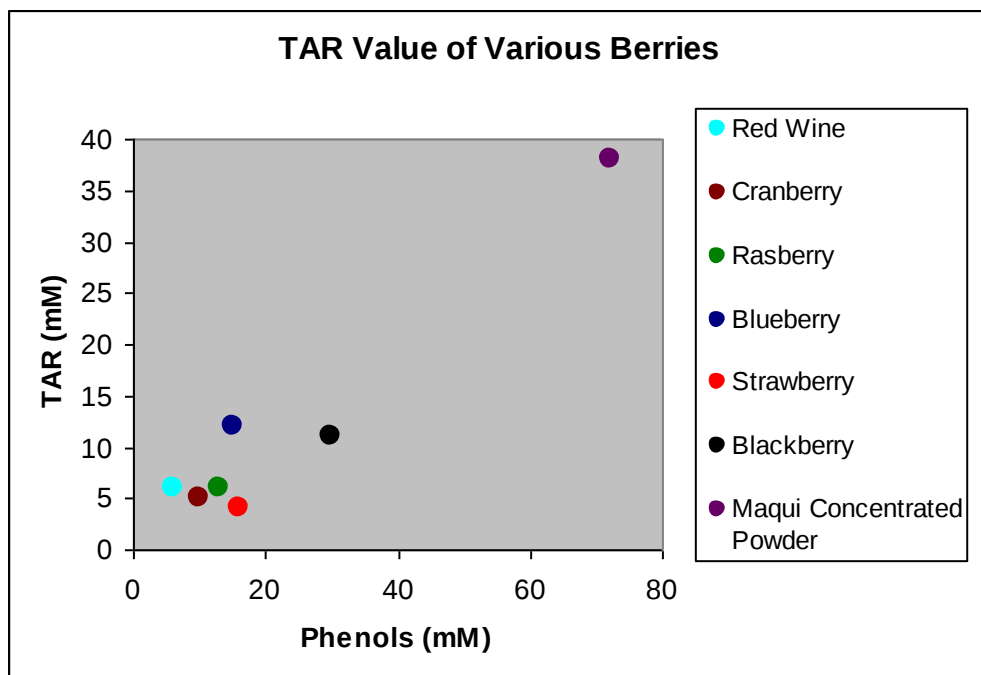
	Anthocyanins Mg/g
Red Wine	25
Mangosteen Fruit & Pericarp Powder	195
Acai Spray Dried Powder	319
Novelle Maqui Superberry Capsule	2390

Comparison of Polyphenols Level

	Phenols (mg/ml)
Novelle Maqui Superberry Liquid	8.36
Pomegranate Juice	3.8
Red Wine	3.5
Blueberry Juice	2.3
Acai Juice	2.1
Cranberry Juice	1.7
Orange Juice	0.7
Apple Juice	0.4



Total Radical Trapping Potential (TRAP): is a measure of the amount of free radicals that can be trapped and therefore represent the total antioxidant present.



Total Antioxidant Reactivity (TAR): indicate the capacity to decrease steady state of free radical concentration and is a better index of antioxidant quality.