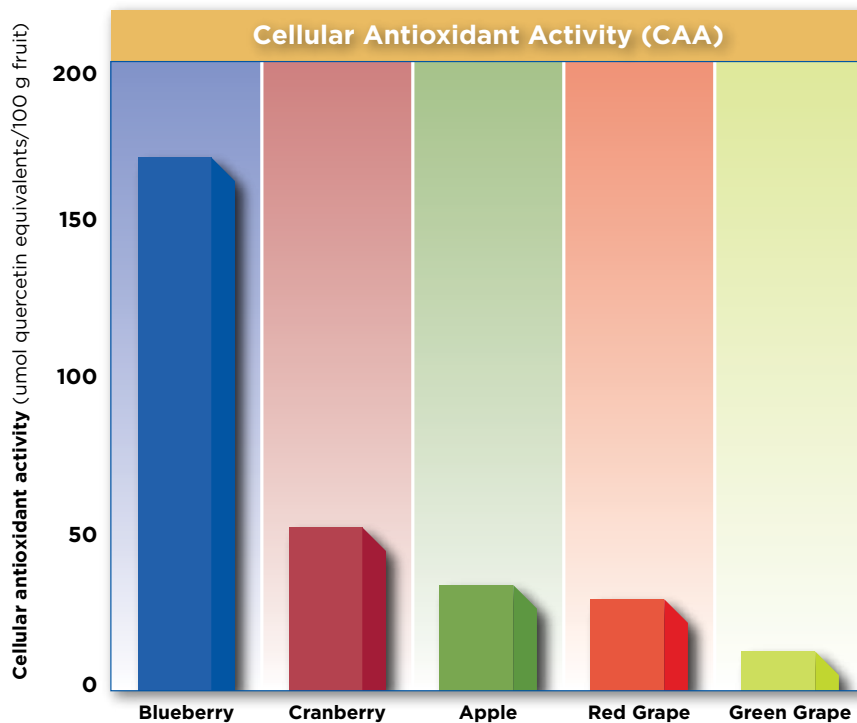


# NEW ANTIOXIDANT RESEARCH CONFIRMS WILD BLUEBERRY'S STATUS AS TOP BERRY!



## WILD BLUEBERRIES #1 IN CELLULAR ANTIOXIDANT ACTIVITY (CAA) ASSAY

Antioxidants are associated with many health benefits, from fighting cancer and heart disease to protecting against Alzheimer's and other effects of aging. And once again, studies confirm that the #1 antioxidant fruit is Wild Blueberry. Using the cellular antioxidant activity (CAA) assay, a new antioxidant research tool,

Cornell University scientist Rui Hai Liu, Ph.D. compared antioxidant activity at the cellular level and found that Wild Blueberries outperformed cranberries, apples and both red and green grapes. This advanced CAA measure provides scientists with valuable insight into how antioxidant compounds potentially react in the body.

*Journal of Agricultural and Food Chemistry, 2007; 55 (22), 8896-8907*

## MORE REASONS TO CHOOSE NATURE'S ANTIOXIDANT SUPERFRUIT™

### #1 in Total Antioxidant Capacity.

USDA studies show that Wild Blueberries have the highest antioxidant capacity per serving, compared with more than 20 other fruits. Using the Oxygen Radical Absorbance Capacity (ORAC) testing procedure, researcher Ronald Prior, Ph.D., found that a serving of Wild Blueberries had more total antioxidant capacity (TAC) than a serving of cranberries, strawberries, plums, raspberries and even cultivated blueberries.

*Journal of Agricultural and Food Chemistry, 2004, 52: 4026-4037*

### Fighting Oxidative Stress.

Recently, Dr. Prior concluded that eating Wild Blueberries and other antioxidant-rich foods at every meal helps prevent oxidative stress. This study advances antioxidant research by moving beyond the measurement of antioxidants in foods to actual examination of the performance of specific fruits against oxidative stress in the body. Oxidative stress is linked to chronic diseases and aging.

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