

## Keywords

Antioxidant  
Defenses  
Natural and Fruits

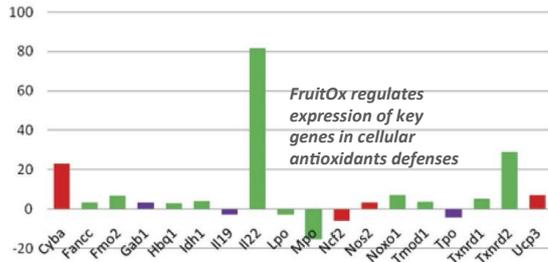
## Summary

**Unleashing the Power of Fruit !**

**Results from chemistry, molecular, cellular and human research unequivocally demonstrate the unique antioxidant properties of FruitOx™.**

**FruitOx has a proven capacity to stimulate the cellular antioxidant defenses.**

FruitOx is a formulation based on polyphenols from different fruits and plants (Plum, Blueberry Leaves, Apple, Pomegranate, Grape Leaves,



Red : Antioxidant genes  
Green : Genes involved in Reactive Oxygen Species metabolism (Free Radicals)  
Purple : oxygen transporter genes. The antioxidant genes were positively promoted while the genes causing oxidative stress were suppressed

White Cherry), developed by POLINAT with the idea of a soluble product, fruits based, antioxidant, and offering a wide spectrum of anti-radical properties (hence the selection of only certain specific polyphenols from each source) and stimulation of cellular defenses.

The selected combination of fruit extracts and concentrates with a wide spectrum of natural flavonoids and polyphenols provides diverse antioxidant profile and broad biological activity. FruitOx has a proven capacity to stimulate the cellular antioxidant defenses.

### Clinical Trials

This is a unique and powerful in-vivo antioxidant. Oxidative stress has been currently linked with many ailments. Epidemiological studies have yielded compelling evidence that suggests dietary phytochem-

icals (such as those present in fruits and plants) may protect our health through modulation of oxidative stress.

In a clinical trial with FruitOx, Abidov et al showed it significantly improved blood lipid profiles along with significantly decreased oxidative stress markers in 22 obese volunteers compared with those taking placebo.

### Newly defined: Beyond ORAC

FruitOx™ antioxidant formulation is proven in people, not a test tube. This new ingredient represents a clinically tested, proprietary blend of standardized fruit extracts that goes beyond the value of FruitOx's impressive ORAC value (ORAC >9000).



# FruitOx