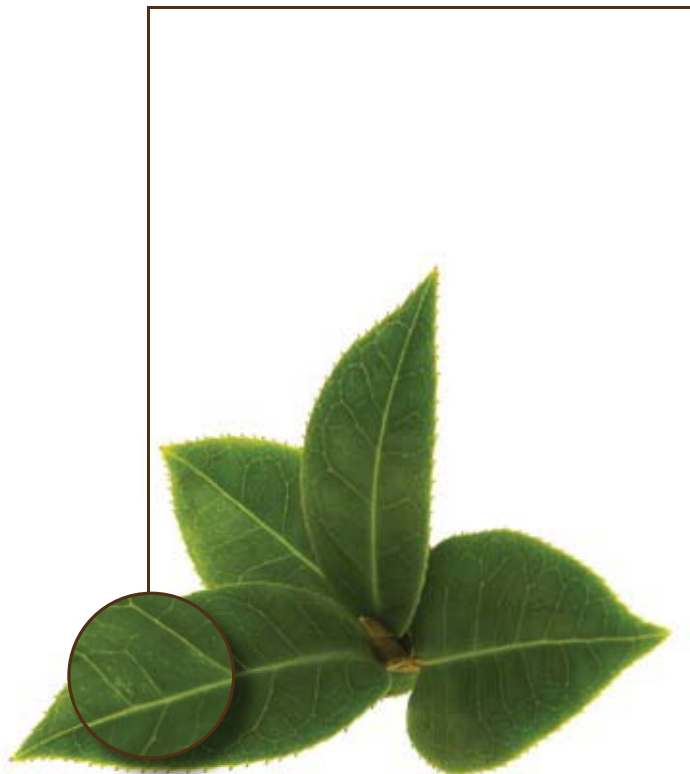


ChromaDex™ Tea Verification Program



ChromaDex is Now Pleased to Offer the Tea Industry a New Service - Product Verification

Several years ago, ChromaDex recognized the need to support this vital and growing market. Tea Services were added to the ChromaDex portfolio of services that now include analytical testing, research and development, reference materials and product verification.

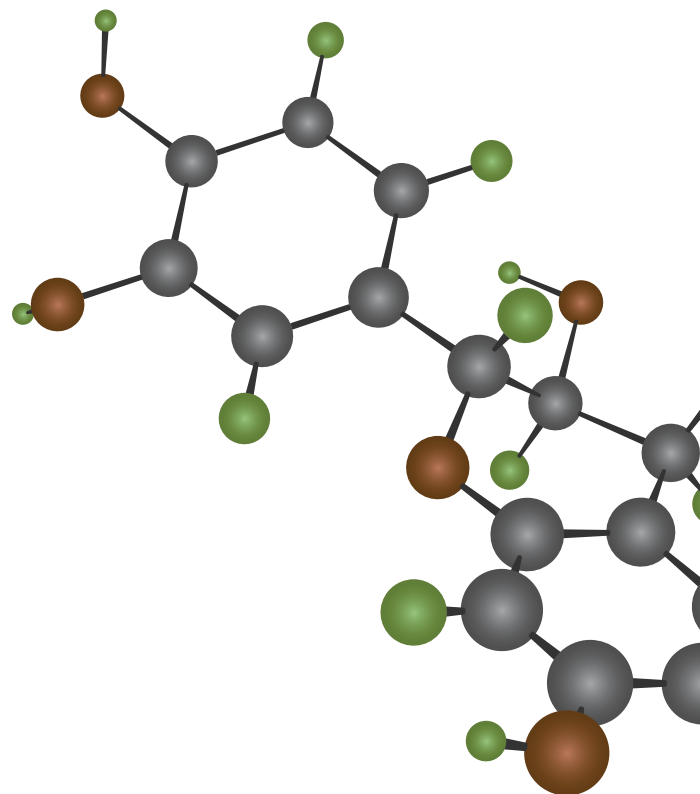
The United States continues to be a strong growth market for tea products with the ready to drink segment leading the way. Thanks to the publicity around tea and its potential health benefits, US consumers are turning to tea as a drink of choice. This is evident by coffee shops offering a tea option, like Chai latte. The ready to drink tea products have opened up the “consumer on the go” segment to tea products. These and many other factors are fueling the growth of tea products in the US.

What is Product Verification?

Product Verification is an independent process that systematically provides for the evaluation of a product to insure it meets specifications and fulfills its intended purpose.

Previously, the scientific understanding of tea was not a priority for the tea supplier. However, times are changing. The health and well being benefits associated with tea are now coming to the forefront of consumer interest. The consumer wants to know which products contain the best or most antioxidants.

The ChromaDex Tea Verification program enables the tea supplier to better control and understand the chemical make up of their products.



ChromaDexTM Tea Verification Program

What is Involved in the Tea Verification Program?

The primary component is analytical testing of the tea – as a raw material, extract or finished product.

This includes:

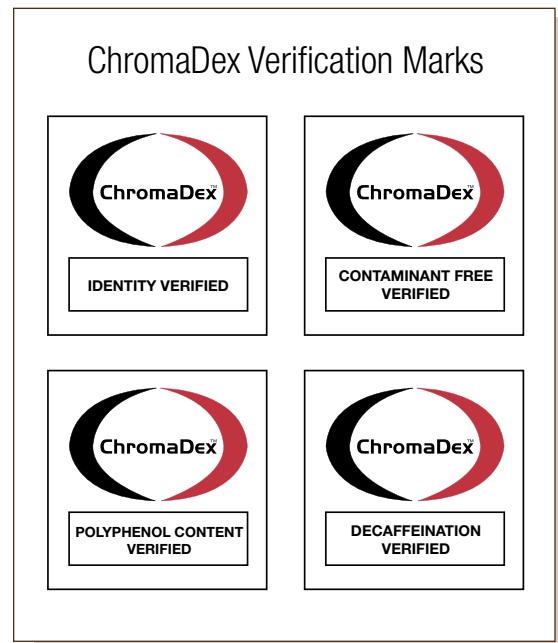
- Testing to determine the chemical fingerprint of the raw tea material
 - » Testing future batches of tea using this fingerprint will identify lot to lot variations or inconsistencies
- Testing for unwanted contaminants
 - » Microbiological, heavy metals, and pesticides
- Testing for caffeine, catechins and theaflavins
 - » Enables one to make content claims and determine product consistency

What are the Benefits of Product Verification?

- Product consistency is improved
- Potential business risk from product contamination is minimized
- Label claims are verified
- Independent confirmation of product quality
- Verification mark on product instills consumer confidence
- Product differentiation
- Company credibility with consumers and regulators is enhanced

Why ChromaDex?

- Recognized around the world for its work in reference materials for botanical and natural products
- Involved for the last 5 years in the testing of teas and related products
- Positioned to provide a complete set of testing services required for a verification program
- Demonstrated product quality through the use of the ChromaDex Verification Mark on product packaging
- Verified products will be listed under a separate section of the ChromaDex website



Ready to Start?

Contact a ChromaDex representative at 1-949-419-0288 or Email to sales@chromadex.com