The image features a microscopic view of plant tissue, likely a root or stem, showing distinct cellular layers and a central vascular cylinder. The tissue is stained, highlighting its intricate structure. A central horizontal band is overlaid with a solid olive-green background, containing the brand name and product description in white text.

ANTHORIGIN<sup>®</sup>

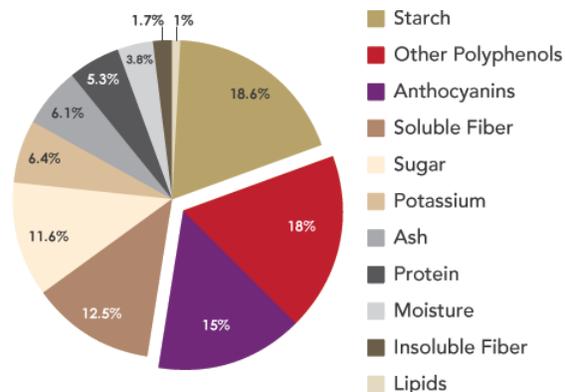
Naturally Extracted Anthocyanins ( $\geq 15\%$ )

## What is AnthOrigin®?

An all-natural, non-GMO purple corn husk extract containing >15% anthocyanins that is water extracted and grown in the US.

## Why is AnthOrigin® so important?

The beneficial compounds in AnthOrigin® are anthocyanins and other healthy polyphenols. Over 80% of AnthOrigin® anthocyanins are cyanidin 3-glucoside (C3G) – one of the most clinically studied of the anthocyanins. The particular variety of purple corn grown in the United States for AnthOrigin® maintains more of its anthocyanins in the husk versus in the kernel; **potentially 10x more.**



† Composition may vary by lot

## How is AnthOrigin® made?

Once dried and ground this material becomes ideal for a heated, clean water extraction. AnthOrigin® anthocyanins are extracted in North America using a patented, solvent-free, water extraction process called the PhytoClean™ Method, delivering high anthocyanin content. This extract is then dried into a powder, ready for your clean label product innovations.



**PhytoClean™**

## What are anthocyanins?

Anthocyanins are a group of healthy antioxidant compounds within the flavonoid group of plant nutrients, most commonly found in blue, red, and purple fruits and vegetables. Anthocyanins are said to be produced as a plant's protective mechanism against environmental stressors, such as ultraviolet light, cold temperatures, and drought.<sup>2</sup> While anthocyanins have for a long time been used as a food colorant, they are now more recognized for their health benefits when consumed in food or as supplements. These benefits include maintaining healthy blood sugar levels already within the normal range, healthy weight management, heart health, cognitive function, and antioxidant capacity.<sup>3</sup>

## Why are antioxidants important?

As far back as the 1950s it has been proposed that free radicals are associated with aging<sup>4</sup> and cause oxidative stress in mammalian cells and tissues through aerobic cellular metabolism.<sup>5</sup> Antioxidants, like anthocyanins, show detoxifying effects of normal free radical oxidative stress and studies have proven that phenolic compounds are able to inhibit nitric oxide free radical production by as much as 50% in mouse cells.<sup>6</sup>





## Claims Supported by Science

There is a large body of evidence suggesting that anthocyanins possess health promoting properties in a number of areas critical for healthy aging:

### Heart Health\*

- May support cholesterol levels already within the normal range<sup>7, 8\*</sup>
- May support healthy blood flow and circulation<sup>9, 10\*</sup>

### Antioxidant/Anti-Aging Properties\*

- Helps fight free radicals and support against oxidative damage<sup>6, 11, 12\*</sup>
- Anthocyanins may boost NAD+ levels<sup>13\*</sup>

### Cognitive Function

- May support healthy cognitive function with aging<sup>12, 14</sup>

### Blood Sugar Maintenance and Weight Management\*

- Used as part of your diet to help maintain healthy blood sugar levels already within the normal range<sup>15-17\*</sup>
- May support a healthy weight loss program<sup>13\*</sup>

## Regulatory Status of AnthOrigin®

- 90-day toxicology studies using AnthOrigin® are ongoing to support a New Dietary Ingredient Notification (NDIN).
- Previous 90-day subchronic oral toxicity study of purple corn color (extracted from cobs and kernel) in rat diet showed no observed adverse effect at 5% in diet in both male and female rats.<sup>18</sup>

## AnthOrigin® Patents

- AnthOrigin® has six patents issued.

## Potential AnthOrigin® Applications

- AnthOrigin® can be used in a variety of forms such as a capsule, tablet, melt, or powder for dietary supplements. AnthOrigin's solubility in water adds to its versatility, making it ideal for ready to drink formulations.
- AnthOrigin® can be used as a stand-alone or in combination products.
- Combining AnthOrigin® with berry extracts provides a full complement of anthocyanins.

\* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

# ANTHORIGIN®

Naturally Extracted Anthocyanins (≥15%)



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