

How Does Maqui Berry



STACK UP?

Acai Berry vs. Maqui Berry

Total ORAC Comparison

	Peroxyl ORAC μmole TE/g	Hydroxyl HORAC μmole TE/g	Peroxynitrite NORAC μmole TE/g	Superoxide anion SORAC μmole TE/g	Singlet oxygen SOAC μmole TE/g	Total ORAC Total μmole TE/g
Organic freeze dried Acai Berry powder	362.0	52.0	37.0	264.0	n/d	715.0
Pristine Products Organic freeze dried Maqui Berry powder	784.0	2,758.0	108.0	2,116.0	354.0	6,120.0

Source: Brunswick Labs

n/d = no detectable amount

Maqui and Total ORAC

Maqui powder delivers a Total ORAC value of over 6,100 per gram – but what does this really tell us about its antioxidant credentials? More than you think... EXTROADINARY

Maqui demonstrates exceptional broad-spectrum antioxidant performance using Total ORAC, the next-generation antioxidant testing method from Brunswick Labs.

Total ORAC is an important advancement in antioxidant analysis:

- The most comprehensive, broad-spectrum antioxidant method available
- Brings a whole new level of understanding to the radical protective properties of products

Total ORAC does not just measure against Peroxyl, it measures broad-spectrum performance against the known top 5 radicals:

1. ORAC – Peroxyl
2. HORAC – Hydroxyl
3. NORAC – Peroxynitrite
4. SOAC – Singlet oxygen
5. SORAC – Superoxide anion

Total ORAC provides valuable measurement of a product's broad-spectrum antioxidant capacity:

- No one radical is “more important” than another
- Every product has a unique “fingerprint” against each radical
- Each product's fingerprints compare to other products' results for the same radicals

Maqui Berry:

- Demonstrates exceptional antioxidant performance against each of the 5 radicals
- Delivers especially powerful protection against:
 - Hydroxyl – the most volatile and reactive of radicals, it can cause the broadest damage and cannot be defended against by endogenous antioxidants
 - Superoxide anion – known as “the mother of radicals” because it is the precursor to other radicals such as hydrogen peroxide and hydroxyl
- Outperforms Acai powder against each radical
- Outperforms antioxidant standards vitamins C and E in 3 of 5 radicals
- Outperforms cocoa powder in 3 of 5 radicals

HEALTH ESSENTIALS

