



VitaBerry™

Antioxidant Blends

Ultimate ORAC
from Fabulous Fruit!

FUTURE  CEUTICALS



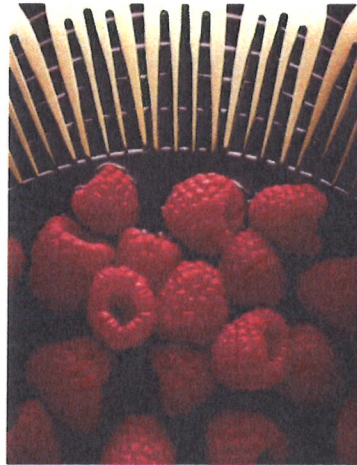
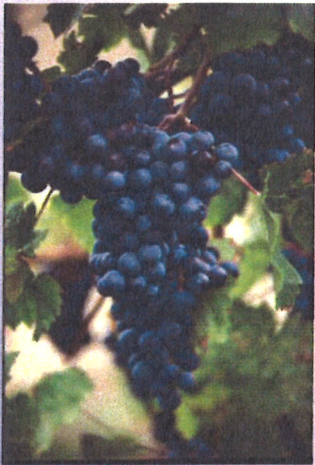
Fruit Antioxidant Blends

VitaBerry™ proprietary blends of concentrated fruit extracts and whole-fruit powders contain Wild Blueberries, Grapes, Grape Seed, Raspberries, Raspberry Seed, Cranberries, Prunes, Cherries, Wild Bilberries, and Strawberries.

These blends pack a double wallop of nutrition by providing quality, high-ORAC antioxidants from fruit extracts plus a liberal helping of fully-intact whole fruit phytochemicals from concentrated freeze-dried fruit powders.

More concentrated than fresh berries, just 1 GRAM of VitaBerry™ provides 6000 ORAC units!

VDF FutureCeuticals goes to great lengths searching the coastal fields and barrens of Maine and eastern Canada, in glacial soils and rough northern climate, for the finest and rarest wild blueberries...



Raspberries and strawberries from the rainy Pacific Northwest and bilberries from the chilly climes of Scandinavia...



Tree-ripened Cherries from Michigan, the "Cherry Capitol of the World"...

Grapes from the mountainsides of South America and sunny vineyards of California...

And cranberries from the bogs of New England...



Utilizing our technology and expertise as one of the largest freeze-drying specialists in the world, VDF FutureCeuticals is offering VitaBerry™ REAL-FRUIT blends for nutritional supplements of unparalleled value!



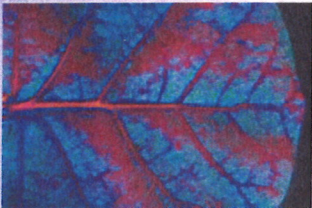
VitaBerry™ provides many benefits:

- Superior source of natural antioxidants
- Helps prevent the effects of premature aging
- Promotes cardiovascular health
- Promotes healthy brain function and mental acuity
- Promotes healthy vision
- Promotes healthy blood sugar levels
- Excellent source of flavonoids and organic acids
- Promotes urinary tract health
- Promotes healthy skin



VitaBerry™ applications:

- Nutritional supplements
- Fortified nutritional and meal replacement bars
- Healthy weight management products
- Sports and energy applications
- Glucose management
- Anti-aging supplements

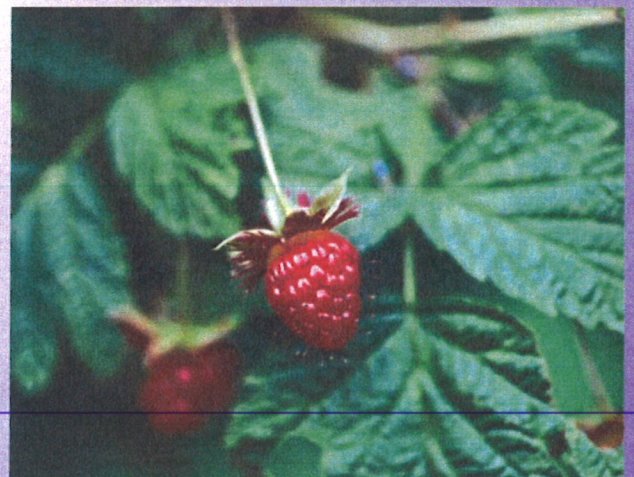


Why do berries and fruit contain highly potent antioxidants?

During photosynthesis (the botanical conversion of H₂O and CO₂ into carbohydrates by means of sunlight), a huge number of free radicals are produced. Plants need strong antioxidants to protect against cellular damage by these free radicals. Antioxidant plant pigments, primarily carotenoids and flavonoids, provide most of this protection.

Research has shown that human ingestion of these compounds results in similar protection.

Research also shows that antioxidants work synergistically and are far more effective when a *spectrum of fruits* is ingested, not just isolated compounds.





----- What is ORAC? -----

The scientific standard for measuring the antioxidant potency of foods is currently expressed in ORAC units (Oxygen Radical Absorbent Capacity). The ORAC assay was originally developed by Dr. Guohua Cao of the National Institute of Aging in 1992. In 1996, Dr. Cao joined Dr. Ronald Prior's group at Jean Mayer USDA Human Nutrition Research Center, where Drs. Cao and Prior were instrumental in semi-automating the ORAC assay. Since then, the ORAC assay has been extensively utilized in the field of antioxidant and oxidative stress.

----- How does the ORAC assay work? -----

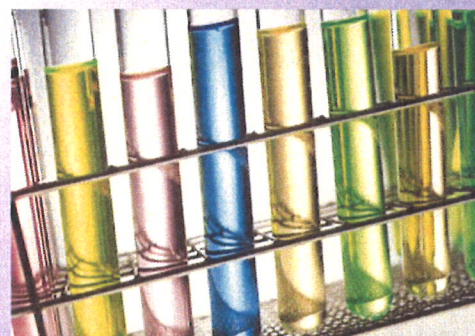
The ORAC assay measures the total antioxidant capacity of a product. Before the development of ORAC, antioxidant testing was limited to determining the levels of one or two specific phytochemicals. Earlier procedures were difficult and confusing due to the wide variety of phytochemicals present at greatly varying levels from species to species of plant. The ORAC test can reliably quantify any complicated mixture of antioxidants to a relative measure of total antioxidant strength.

Simply explained, a high ORAC score indicates a high *total antioxidant capacity*.



----- Why is the ORAC assay important? -----

Because most of the active nutritional components in fruits are antioxidants, accurate measurement of antioxidant activity serves as a good indicator of potential health benefit. Scientific opinion runs high that ORAC will eventually become a government standard of reference for overall daily fruit and vegetable intake.



----- VDF FutureCeuticals: the ORAC Pioneer -----

VDF FutureCeuticals was one of the first companies to embrace the ORAC scoring system. *We were ORAC when ORAC was brand new.* Since the mid-1990's, we have designed our production methods and tailored our products to the most rigid ORAC standard. *We are the premier producers and manufacturers of custom hi-ORAC fruit and vegetable blends in the marketplace today.* One hundred and fifty years of Van Drunen experience, family tradition and pride is invested in each and every product. Our ORAC values are conservative, consistent and reliable. Our products continually represent the "Gold Standard" for the industry.



Get the 100% Real Fruit Benefit!

High ORAC blends are not all built the same! Some companies use barks, herbs and other NON-FRUIT products to spike their "Fruit" antioxidant blends!

The powerful health benefits of REAL berries are attributed to uniquely high levels of plant compounds called **Polyphenols**. Polyphenols are powerful flavonoid antioxidants which may protect us against the damaging effects of chronic diseases associated with aging by inhibiting free radicals.



Natural plant polyphenols are responsible for the colors of many red and purple berried fruits, vegetables and flowers. **Anthocyanins, Chlorogenic Acid, Proanthocyanins, Ellagic Acid, Resveratrol and Quinic Acid** are all polyphenols.



VitaBerry™ brings much more to the table than high ORAC values...we have gone the extra mile to establish **specific** polyphenol levels in a well-rounded, robust blend that sets the industry standard!



PRODUCT CHARACTERISTICS

Botanical Name
Plant Part
Description
Flavor
Preservatives

SPECIFICATION

Various Fruits
Various Fruits
Powder
Typical of a fresh fruit blend
None

PHYSICAL PROFILE

METHOD

SPECIFICATION

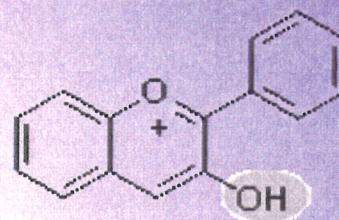
Particle Analysis

VDF FC 2

100% through a U.S. #40 screen

COMPOSITION PROFILE

Moisture	VDF FC 1	4.0% Maximum
ORAC Values (Oxygen Radical Absorption Capacity)	VDF FC 5	6000 moles TE/gm
Polyphenols	30%	Minimum
Anthocyanins	2.7%	Report
Proanthocyanins	18%	Report



MICROBIOLOGICAL PROFILE

Standard Plate Count	AOAC 990.12	50,000 per Gram Maximum
Yeast and Mold	AOAC 997.02	100 per Gram Maximum
Coliform	AOAC 991.14	Less than 10 per Gram Maximum
E. Coli	AOAC 991.14	Less than 10 per Gram Maximum
Salmonella	FDA BAM 8 th Ed., Ch 5	Negative
Coag. Pos. Staph	FDA BAM 8 th Ed., Ch 12	Negative

INGREDIENT STATEMENT

List with Scientific Names

Wild Blueberry Extract, Grape Seed Extract Powder, Raspberry Seed Extract Powder, Cranberry Powder, Prune Powder, Tart Cherry Powder, Wild Bilberry Extract, Strawberry Powder.

VITABERRY™ Typical Analysis: 125:1

ORAC Units per gram	6000
Polyphenols	30%
Proanthocyanidins	18%
Anthocyanins	2.7%

Phytochemical Profile: Anthocyanins, Chlorogenic Acid, Proanthocyanins, Ellagic Acid, Quinic Acid, Resveratrol

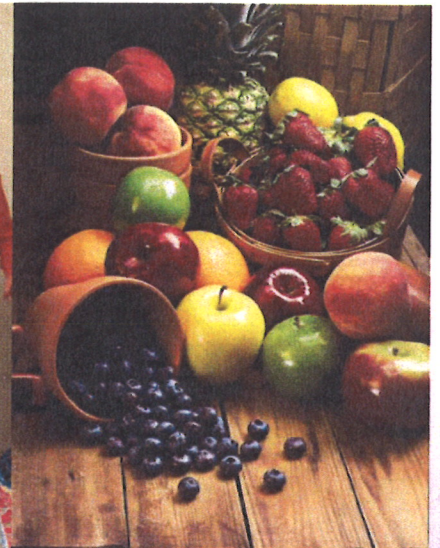
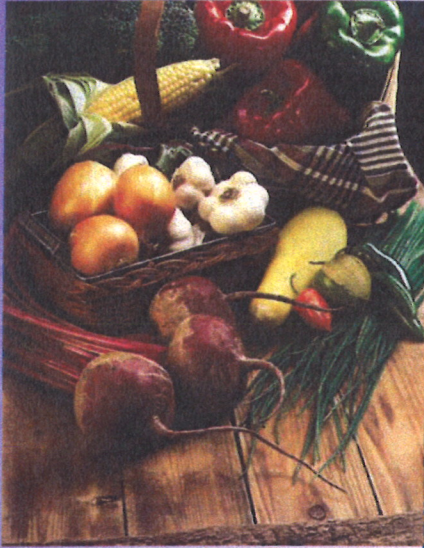
Be sure to inquire about our new "VitaBerry™ + " blend with RESVERATROL and QUERCETIN!

SHELF LIFE

12 months from shipping date.



Have you been getting your "5 A DAY"???



The "5 a day for better health" slogan reflects a major government-industry campaign to encourage people eat more fruits and vegetables. Studies by the U.S. Department of Health and Human Services, U.S. Department of Agriculture, and the National Academy of Sciences suggest that the nutritional goodness of fruits and vegetables, with a diet that is low in fat, saturated fat and cholesterol and that contains plenty of whole-grain breads and cereals, may decrease the risk of heart disease and cancer. The U.S.D.A. and Department of Health and Human Services' Food Guide Pyramid recommends 3 to 5 servings of vegetables and 2 to 4 servings of fruits.

Experts are saying that as many as 42% of the population are eating less than two servings a day, one of which is likely to be French fries.

Compare these figures with the five to nine servings a day recommended by the USDA-DHHS "Dietary Guidelines for Americans" and you can see that many of us have a long way to go. The "Guidelines" warn, "Most Americans of all ages eat fewer than the recommended number of servings of vegetables and fruits, even though consumption of these foods is associated with a substantially lower risk for many chronic diseases, including certain types of cancer."

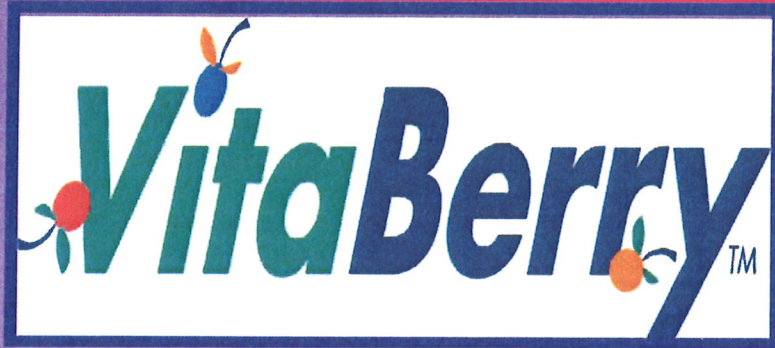


The unprecedented popularity of "High Protein, Low Carb" diets has further reduced or eliminated healthy fruits from the daily routines of millions of Americans.

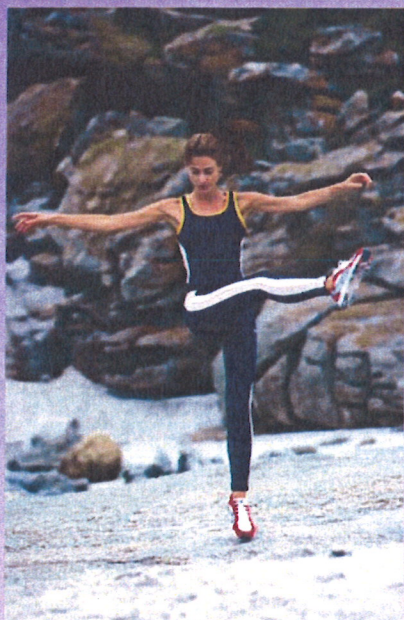
VitaBerry™ provides a powerful, convenient way to supplement diets that do not include sufficient fruit and vegetable antioxidants...



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*Real-fruit antioxidant nutrition from
real-fruit sources!*



West Coast Offices

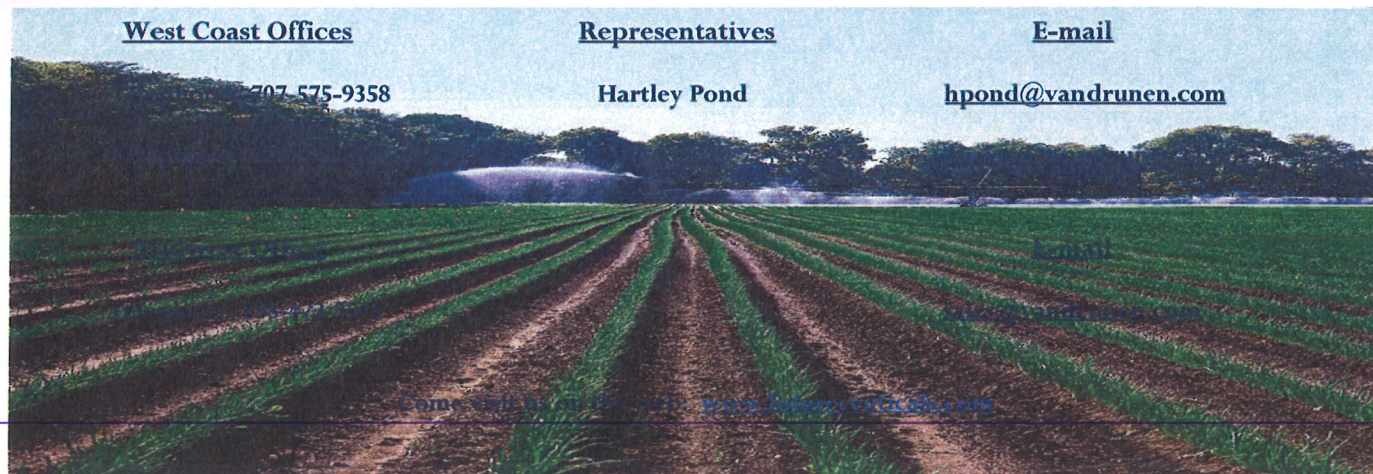
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Representatives

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For more information, visit www.futureceuticals.com