

Naturally functional

Functional foods are not replacements for a balanced nutritious diet but may help to ensure your body gets all the nutrients it requires on the most hectic of days

Antioxidants are nature's way of protecting against free radicals or oxidative stress. These harmful molecules are produced by metabolic processes within the body as well as by environmental factors such as pollution. Free radicals damage the body's cells and may cause mutations in DNA.

The damage they cause is thought to be one of the important factors in the ageing process. They also interact with components such as cholesterol, leading to cardiovascular disease. Fruit and vegetables are important sources of antioxidants, and cocoa is one of the most potent sources found in nature.

Natraceutical is the driving force for the development and offering of natural, healthy, functional ingredients within the Natraceutical Group. The group's natural ingredient focus in recent years has increased this knowledge with healthy ingredients based on fruit and vegetable nutrition, cardiovascular protection, free radicals defence and obesity prevention with beta-glucan.

Their CocoanOX® range is developed to maximise the amount of natural polyphenols found within cocoa. It not only contains a high quantity of polyphenols, but is of a high quality, characterised by

the elevated concentration and highly bioavailability of the epicatechin and catechin which are the proven antioxidant power and linked to numerous health benefits, most notably the prevention of cardiovascular disease.

Their Viscofiber® is a breakthrough oat beta-glucan concentrate specifically formulated for the dietary supplement and functional food ingredient markets. Viscofiber delivers multiple health benefits including improved cholesterol levels, improved glycemic response, glucose management and increased satiety for weight loss formulations. This concentrate is also the only high-viscosity and high-concentration (up to 45%) beta-glucan available as a GRAS (generally recognised as safe) -affirmed, multi-functional ingredient.

This high-viscosity, soluble fibre is made through a proprietary process which maintains the naturally high molecular weight of the beta-glucan, preserving its viscosity (thickness) and ensuring its effectiveness.

Fruit for health

There are few food products that have a better healthy image than fruits and vegetables. They are constantly promoted by governmental health agencies through five-a-day programmes and new research is constantly linking them as important factors in combating a wide variety of diseases and essential for a healthy lifestyle.

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health profile but also its general appeal, both in taste and colour. The Natraceutical Fruit for Health range consists of fruit extracts standardised with different active ingredients and a guaranteed minimum content on the active. The actives include vitamin C, anthocyanins, fibre, β -carotene, lycopene, ellagic acid and betanine. Their manufacturing process is designed to avoid alcohol extraction making the products completely natural and preserving the original nutrients, entire colour and taste in a more concentrated version.

The benefits of a healthy diet, which is rich in fruit and vegetables, are well known and this concept is constantly being re-enforced through all media routes.

Nutritionists and scientists have been investigating the reason for this for many years and increasingly, evidence points to specific health-giving/preserving products found within fruits and vegetables. The term "phytonutrient" has been coined to describe these products and differentiate them from the classically recognised vitamins. There has been for many generations a belief and perception that a healthy diet should include products with a variety of colours. Scientific and analytical advances have now been able to show that the chemicals in the plants which give rise to the colour are in many cases also the same compounds which have been suggested as active phytonutrients.

Eating functional foods with a variety of different colours is just one way you can help to ensure that you receive a balance of phytonutrients.

Increasingly in today's busy lifestyle, functional foods are seen as a way of topping up the diet and receiving a better balance of the nutrients that the body requires. Such foods are not replacements for a balanced nutritious diet but may help to ensure your body gets all the nutrients it requires on the most hectic of days. **FBA**

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