



## **New Zealand Extracts Ltd. Introduces Antioxidant Extract Blend at Vitafoods 2009**

### ***Oxi-fend Plus® Combines Four Organic Fruit Extracts Offers Potent Synergistic Properties***

Geneva, Switzerland, May 2009 – Extract products that are natural, residue-free and possess potent antioxidant activity are synonymous with New Zealand Extracts Ltd. Using a unique extraction process New Zealand Extracts has created Oxi-fend Plus®, a special blend of extracts from grape seeds, boysenberries, blackcurrants and kiwi fruits. Containing health promoting natural anthocyanins, ellagitannins, ascorbic acid and catechins, Oxi-fend Plus boasts antioxidant activity beyond that of the four separate extracts.

“The synergistic properties of Oxi-fend Plus is the first-time, to our knowledge, that this activity has been seen when combining extracts. In one product, we are able to offer food product manufacturers a significant increase in health benefits -- all from natural, organic and sustainable sources,” noted Campbell Berry-Kilgour, Marketing and Sales Manager at New Zealand Extracts.

The antioxidant activity of Oxi-fend Plus has been shown to be very high in both ORAC (Oxygen Radical Absorbance Capacity) assays (laboratory tests) and human cell protection assays. When tested in the ORAC assay, the effect of combining extracts was 6895 ORAC units/gram versus a value of 5240 when each individual extract’s score was added together. This compares to 1500 ORAC units/gram for vitamin C and 180 ORAC units/gram for blueberries. In human cells *ex vivo*, Oxifend Plus was shown to be a powerful antioxidant and protects the cells from oxidative stress equal to 2062 µmol Trolox Equivalents/gram.

Oxifend Plus is manufactured using the company’s unique 100% Aqua Pure® process that uses only water to extract and concentrate the antioxidants. This means that the antioxidant activity is not destroyed by harsh chemicals or solvents that are often used to produce other antioxidants. Purity of the extracts has been assured from independently conducted tests that show that Oxifend Plus is free from pesticides and heavy metals. No genetically modified organisms are used in any stage of the process.

#### **About New Zealand Extracts**

New Zealand Extracts offers organic fruit and berry extracts that are naturally high in antioxidants. Using its unique water extraction process, the products are completely free of chemical residues. We are dedicated to delivering quality products supported by quality science, especially in the functional food and personal care areas. Product lines include extracts from the seeds of the award winning Sauvignon blanc grapes and Oxi-fend, extracts from grape seeds, boysenberries, blackcurrants and kiwi fruit. For further information contact:

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