

September 2009

nutraceuticalsworld.com

Nutraceuticals World

SERVING THE DIETARY SUPPLEMENT, FUNCTIONAL FOOD AND NUTRITIONAL BEVERAGE INDUSTRIES

Emerging Markets Create New Healthcare Opportunities



Anti-Aging & Cosmeceutical Trends
The Weight Loss/Management Market

being formulated in a trial production and will be available in Mangosteen and Pomegranate flavors.

Eye Fatigue Relief

Astavita Professional, Burlington, NJ, a global brand of Japan-based Fuji Chemical Industry, has introduced Eye Fatigue Relief, a dietary supplement designed to relieve asthenopia, or eye fatigue, which is characterized by sensitivity to glare, headaches, sore eyes and blurred vision. Each soft gel contains 66 mg of natural astaxanthin complex.

Berry Green SuperFood Drink Powder

Amazing Grass, San Francisco, CA, has launched Berry Green SuperFood drink powder, a complete raw food powder that has a high concentration of naturally-occurring enzymes, carotenoids, phytonutrients and antioxidants that work synergistically to fight free radicals, remove toxins and repair damaged cells. The product contains acai, goji berries, various herbs and maca.

The company has also introduced Wild

Berry Kidz SuperFood drink powder, which combines 32 "phyto-nutritious" fruits and veggies with the flavor of Yumberry. It contains more than 70% organic ingredients and is an "excellent source" of beta-carotene, thiamin (B1) and vitamin K. It also represents a "good source" of vitamin C, iron, riboflavin (B2) and folic acid.

HeartShot

Asantae, Scottsdale, AZ, has introduced HeartShot powder drinks, which contain a blend of conjugated linoleic acid (CLA), antioxidants and 500 mg of MEG-3 brand omega 3 EPA/DHA per 12-gram serving. The product is available in Orange Creamsicle and Very Berry flavors.

vitafusion Fiber Gummies

Northwest Natural Products, Vancouver, WA, has released a line of fruit-flavored gummies designed for adults called vitafusion Fiber Gummies. The Fiber and Weight Management varieties contain 5 grams of fiber per serving, while Calcium contains 4 grams of fiber and 50% of the daily value of calcium and 100% of the recommended

daily intake for vitamin D. Additionally, vitafusion Fiber Gummies Multivitamin with Antioxidants contains 5 grams of fiber while supporting and energizing the immune system and maintaining digestive health, according to the company.

Sun Shower Iced Coffee

NBI Juiceworks, Orlando, FL, has added Sun Shower organic iced coffee to its Super Blends line of fortified coffee and tea beverages. The product contains the Lifeguard Protection nutritional package, which includes protein, vitamins A and E, zinc, calcium and magnesium.

MoodBoost Drink

Monarch Nutrition, Dana Point, CA, has launched MoodBoost Drink, a powdered supplement that contains a blend of 5-HTP, L-tyrosine, L-glutamine, taurine, extracts of *Rhodiola rosea*, ginkgo and St. John's wort, along with B vitamins, vitamin D, magnesium, zinc, selenium and chromium. Designed to boost energy and mood, the product is available in Refreshing Tropical flavor.

Research Highlights

ArginMax May Increase Female Libido

A clinical study on the role of nutritional supplementation in female sexual health indicates that ArginMax, from The Daily Wellness Company, Honolulu, HI, may improve sexual desire and overall satisfaction of women of differing menopausal status. Results were published in the peer-reviewed *Journal of Sex & Marital Therapy*.

The double-blind, placebo-controlled study included 108 women, ages 22-73, who enrolled as participants lacking in sexual desire. The Female Sexual Function Index (FSFI) was used to evaluate the level of sexual health before and after completing the 4-week long study. At the end of the trial, 72% of the pre-menopausal women experienced increased levels of sexual desire and 68% increased in satisfaction with overall sex life. Among the peri-menopausal women, 79% increased in satisfaction with sexual relationship and 64% improved in vaginal dryness and degree of clitoral sensation.

Of the women in the peri-menopausal group, 86% reported improvement in frequency of intercourse and 56% of the women in the post-menopausal group increased in sexual desire, compared to 8% in the placebo group. ArginMax for Women combines L-arginine, Panax ginseng, ginkgo, damiana leaf, vitamins A, C, E, B6, B12, biotin, folate, niacin, pan-

tothenic acid, riboflavin, thiamin and the minerals calcium, iron and zinc.

Eco-Atkins Diet May Reduce Heart Disease Risk Factors

A new study shows a vegetarian version of the Atkins low-carbohydrate diet may help people lose weight and lower levels of LDL cholesterol. The traditional Atkins diet consists of low carbohydrate foods and a high intake of animal protein.

Researchers from St. Michael's Hospital and the University of Toronto conducted this study in collaboration with researchers from Solae LLC. Results, published in the *Archives of Internal Medicine*, looked at weight loss and heart disease risk factors of subjects who followed a diet low in carbohydrates, but high in vegetable proteins that included soy.

Forty-seven overweight men and women with elevated blood cholesterol and triglyceride levels were given either a low carbohydrate diet where the protein came from vegetable sources, including soy, or a high carbohydrate, low-fat, lacto-ovo vegetarian diet for 4 weeks. Calorie restriction was similar for both groups. There was similar weight loss and lowered blood pressure in both groups; however, the low carbohydrate, higher protein diet group also saw significant reductions in LDL cholesterol and other heart disease risk factors like apolipoproteins, blood triglyceride levels and blood pressure.