



FRUIT
ESSENTIALS®



THE CRANBERRY SECRET™

How we “squeeze more nutrition” from the fruit – Cranberries have long been associated with healthy living. The unique growing conditions of the cranberry allow the plant to produce a wide variety of important nutrients. Many of the healthy attributes are associated with drinking cranberry juice or eating them whole. Traditionally processed primarily for their juice, some of the healthier parts of the cranberry, including the pomace and seeds, have been discarded. This is unfortunate as most of the nutritional value lies in this “waste stream.”

1 CRANBERRY



Approximately
28 TINY SEEDS



The cranberry seeds hold a secret array of powerful nutrients important to human health. Many people are unaware of the complete protein or omega-3 essential fatty acids (EFAs) available from the concentration and pressing of these tiny seeds. Other important compounds such as vitamin-E and other antioxidants, carotenoids (beta-carotene) and phytosterols also make their home within the cranberry seed. The seeds yield significantly higher amounts than what is found in the berry itself.

The Unique Cold Press Extraction Methodology – Making these extracts available to consumers takes the compilation of thousands of pounds of seeds that follow stringent quality control standards. To protect and preserve the heat-sensitive nutrients, a patent protected, cold-press

methodology is used. This also protects the natural balances of the phytonutrient profile; a very important factor when it comes to utilization by your body. While your body is incapable of digesting whole cranberry seeds, these unique methods are said to “unleash the power of the cranberry.”

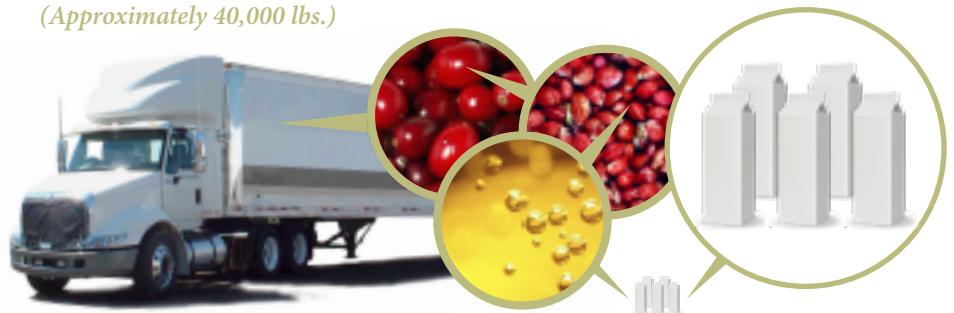
Cranberry Protein Powder – Protein from fruits? Yes, and more! Unlike whey and other sources, cranberry seeds contain a complete protein profile (all essential and branch chain amino acids). Cranberry Protein Powder also includes many non-essential amino acids, phenolics, anthocyanin as well as both soluble and insoluble fiber. A human-tested clinical antioxidant study showed this extract to be: “almost twice as powerful as vitamin C, eight times more powerful than beta-carotene and four times more powerful than vitamin E.”

component in olive oil), phytosterols, phospholipids, and other powerful antioxidants reside in this highly stable oil. With its delightfully neutral taste, increased freshness and longer shelf life, Cranberry Seed Oil is a great alternative to fish and flax oils.

The Bioavailability Factor – It’s not a matter of what you ingest...rather much your body actually uses. As mentioned above, our processing “unlocks” or “pre-digests” the cranberry seeds to allow your body to absorb the important nutrients within. Many clinical studies indicate the importance of a balanced ratio (1:1) of omega-3 to omega-6 EFAs, which is naturally occurring in the cranberry seed extracts. This aids in yielding a higher absorption rate and more uptake and utilization by your body.

More learning: www.fruitesentials.com

1 TRUCKLOAD OF CRANBERRIES = 5 GALLONS OF SEED OIL
(Approximately 40,000 lbs.)



Cranberry Seed Oil – As one of the healthiest oils on the market, this highly unsaturated oil may play an important role in heart and cholesterol health. Uniquely balanced omega-3 and -6 EFAs as well as omega-9 (oleic acid: the key