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HEALTHY LIVING

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## ViaViente named TOP Anti-Oxidant Product in the Industry!

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- Highest Anti-Oxidant Strength in the Industry
- Natural Anti-Inflammatory
- Minerals for Sustained Energy



# A Consumer Conscious Look at 6 Premium Anti-Oxidant Products

By Dr. Frank Ervolino, ND AP

## Beginnings

As a naturopath and botanical researcher, I am fascinated by the health and diets of long-lived people, such as those in the Andes mountain village of Vilcabamba, Ecuador. This land of the Centenarians – peoples who regularly live past the age of 100 – has been documented by Dr. Alexander Leaf of Harvard Medical School and reported in National Geographic.

Oxidative stress is a process that can damage healthy cells and contribute to aging and disease. Anti-oxidants combat oxidative stress and its effects, such as aging and inflammation. Medical researchers found that a diet rich in anti-oxidants contributes to the remarkable health of the Vilcabambans.

Anti-oxidant products have become extremely popular in the U.S. A number of premium products tell stories about their exotic ingredients and anti-oxidant superiority. So, I decided to take a deeper look at the facts behind several popular products.

## Finding an Objective Standard

I focused my investigation on similar products. All are juices that use whole-fruit purees; all recommend a 1 fluid ounce serving size; and all claim superior anti-oxidant benefits.

These products promote “superfruits” that have gotten a lot of buzz, such as acai, goji, mangosteen, noni, and pomegranate.

My objective was to review these products based on their actual merits. I came up with a set of five criteria that brings objective order to such a comparison.

**Total ORAC Testing.** The best tests available to measure broad-spectrum anti-oxidant capacity in natural products are the Brunswick Labs ORAC Suite – ORAC, HORAC, NORAC, and SORAC<sup>(1)</sup>. Together, they give a comprehensive picture of broad-spectrum anti-oxidant activity. I reviewed each product for evidence of Total ORAC testing<sup>(2)</sup>.

**Total ORAC Value.** I tested each of the six products with the Total ORAC Suite of tests and compared the results.

**Brunswick Labs Certified Seal.** The Brunswick Labs Certified Seal is a consumer assurance symbol. It indicates that a product’s anti-oxidant claims have been certified by rigorous testing and the product has met testing standards. I know of no better way to demonstrate to customers that the anti-oxidant power a company promotes is actually delivered. Which products carry this important certification?

**Scientific Evidence.** I evaluated scientific evidence for each product. I paid particular attention to anti-oxidant testing and clinical studies that feature the actual product.

**Marketing Accuracy.** I analyzed corporate promotional information about each product – particularly as it related to central branding message. Are these companies accurately representing their products to the public?

In aggregate, I believe these criteria set an objective standard for comparing anti-oxidant-based health products.

## The Products

I selected five products that are popular, commonly available, and promote themselves as superior fruit-based, anti-aging, and anti-oxidant products. The sixth, ViaViente, I obtained by typing “Vilcabamba” and “supplement” into a well known search engine to see what came up. These products are:

G3 .....	Pharmanex
Himalayan Goji .....	FreeLife
MonaVie .....	MonaVie
Tahitian Noni .....	Tahitian Noni
ViaViente .....	ViaViente
XanGo .....	XanGo



## The Results

As you can see in the chart, below, there is a significant difference in product performance based on my comparative criteria.

### 6 Anti-oxidant Products – A Comparison

Product	Total ORAC Comparison <sup>(3)</sup>	Brunswick Labs Certified Seal <sup>(4)</sup>	Total ORAC Complex
ViaViente	482%	YES	YES
MonaVie <sup>(5)</sup>	377%	NO	NO
Xango	272%	NO	NO
G3	146%	NO	NO
Himalayan Goji	142%	NO	NO
Tahitian Noni	100%	NO	NO

#### Total ORAC Value

ViaViente was the clear leader in Total ORAC anti-oxidant value. It registered a value almost 500% that of the lowest product, Tahitian Noni, and an impressive 130% the average ORAC of the next highest product, MonaVie.

#### Total ORAC Testing and Brunswick Labs Certified Seal

Of the six products, only ViaViente carries the Brunswick Labs Certified Seal and has regularly conducted Total ORAC testing on its product. These are important measures of quality assurance and broad-spectrum anti-oxidant testing.

#### Scientific Evidence

ViaViente again led the field in scientific evidence, with 3 clinical studies completed or in progress based on ViaViente product. Tahitian Noni has also conducted more than one clinical study; MonaVie presents 1 study; Xango and Himalayan Goji have none; Keep in mind, clinical studies give evidence about how a product actually works in humans.

#### Marketing Accuracy

ViaViente's product description was consistently accurate. They described their product as a powerful anti-oxidant that is a blend of fruit purees and minerals; and they displayed the Brunswick Labs Certified Seal to validate its anti-oxidant power.

All other products' marketing I found to be misleading in some respect.

Himalayan Goji markets almost exclusively on the benefits of goji although it does not disclose the goji content in its product and contains a total of 7 ingredients; it is described as "the world's most powerful anti-aging food," which is highly deceptive.

MonaVie builds its marketing around acai although it is made up of 26 ingredients and does not disclose the content of acai; it promotes an ORAC value only for freeze-dried acai, but not for its finished product.

This is very misleading.

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Dr. Ervolino has no association with any of the companies whose products were tested for this article.



Pharmanex G3 promotes only 4 ingredients of 12; it promotes its own corporate device for measuring anti-oxidant power.

Tahitian Noni makes sensational claims about its product ("one of the world's great super-anti-oxidants"); it does not quantify its anti-oxidant power.

Xango marketing is based almost exclusively on mangosteen. Xango is made of 14 ingredients including apple, pear, grape and its mangosteen content is not disclosed. Xango does not quantify its anti-oxidant power.

Notes:

1. See "Publications" on the Brunswick Laboratories website, [www.brunswicklabs.com](http://www.brunswicklabs.com).
2. Brunswick Laboratories is the only commercial lab that offers the ORAC suite of tests. A company's test history and results are confidential. As a result, I have used publicly available information such as published certificates of analysis or other verifiable results.
3. Source. Based on certificates of analysis from Brunswick Labs for Bell Advisory Services.
4. Source. Brunswick Labs.
5. Average of two recent Brunswick Labs tests as verified by certificates of analysis.

## Conclusion

I have spent years in the field of nutritional research. I recommend putting your own favorite health product to the test. Seek out the best information available. Does it quantify its benefits? Does it use the best testing standards available? Does it apply good science to the actual product you purchase? Does it market fairly and accurately?

I looked critically at 6 products that claim to deliver superior anti-oxidant and anti-aging benefits. Based on my research, ViaViente seemed to be the top choice for consumers to consider. It was interesting that I had not heard of ViaViente prior to choosing it for this study and merely choose it to round out my field on products for this article. In this case the dark horse actually won out over the favorites.

Here's to your health!

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around the world.

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