

## Absolute Açai™

Check out our usage  
tips on page 2!

**120 grams (4 oz) of 100% Organic Açai Berry Powder**

**Our pure freeze-dried Açai (*Euterpe Oleracea*) is, USDA certified organic and ethically harvested.**

**It's the closest thing to picking and eating fresh açai berries, right from the tree, in the Amazon Rainforest!**

Which form of açai retains the highest percentage of bioactive compounds? Freeze-dried Absolute Açai.

One of the primary challenges in the field of botanical medicine is to effectively translate a beneficial traditional folk remedy into a beneficial shelf-stable product. The five enemies of all natural products are heat, light, air, moisture and time. Any process of açai preparation must minimize these factors, especially considering that the volatile constituents are unstable and are easily reduced or destroyed. While drying açai berries yields a material that can be powdered and put into dietary supplements, this process subjects the fruit to all five destructive factors. Our bottled açai juice (Açai Max™) undergoes a flash-pasteurization process to eliminate the problem of microbial contamination. This process is mandatory and the least damaging to the chemical constituents of the açai. During flash-pasteurization some volatile constituents are inevitably reduced.

At present the processing method most likely to yield a beneficial açai berry product is lyophilization (freeze-drying). Lyophilization is widely employed in the pharmaceutical industry to stabilize drugs and extend the lifetime of their potency. The lyophilization process is a stabilizing procedure in which a substance is first frozen and then the quantity of the water within it is reduced, initially by a primary drying process and then by a secondary drying process to levels that will no longer support biological activity or chemical reactions. This process avoids the five destructive factors, producing a stable material which retains a greater concentration of active, volatile constituents. Because lyophilization is the most complex and expensive form of drying, its use is usually restricted to delicate, heat-sensitive materials of high value such as our Absolute Açai™.

Research has been done by reputable U.S. laboratories to determine which form of açai maintains the highest level of antioxidants. It has been found that freeze-dried açai has the highest antioxidant activity (ORAC value), maintaining the nutrient profile of the freshly harvested fruit. This is great news for those of us outside of the açai growing region of the Amazon Rainforest.



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**FACTS ABOUT THE ACAI BERRY:** The açai (ah-sigh-ee) berry (*Euterpe oleracea*) or açai fruit grows on açai palms in the Amazon Rainforest and is similar to a grape in size, shape, and properties. Açai berries are considered one of the most nutritious (antioxidant) fruits of the Amazon Rainforest and the native peoples have been consuming the berries for hundreds, maybe even thousands, of years. The açai berry itself is 88-90% seed and 10%-12% pulp and skin. Açai must be carefully harvested and processed before it can be made into a juice, as it is very sensitive to the effects of the sun after picking. Açai berries offer up a delicious tropical berry flavor and have an exceptional nutritional profile. Açai berries contain high levels of antioxidants (polyphenols), essential fatty acids (healthy fats), amino acids, fiber, minerals (iron and calcium), vitamins (B and E), and a plethora of beneficial phytonutrients like resveratrol and anthocyanins. Açai berries also have one of the highest ORAC values of any known edible berry and 33 times more health promoting anthocyanins than red grapes.

Absolute Acai™ is a potent source of ellagic acid. Ellagic acid is a naturally occurring compound that also has very strong antioxidant, anti-mutagen, and anti-cancer properties.

- Ellagic Acid is a potent anti-carcinogen.
- Ellagic Acid has the ability to inhibit mutations within a cell's DNA.
- Ellagic Acid is considered to be a cancer inhibitor which has the ability to cause apoptosis (deliberate cell death) in cancer cells.
- Ellagic Acid has antibacterial and anti-viral properties.

Every day the popularity of açai grows. There have been major network news stories on CNN, NBC and CBS. Articles have been written-up in the New York Times, Newsweek and Vogue, reporting the health benefits of açai. Both Nicholas Perricone, M.D., and Oprah Winfrey have touted the berries' healthful qualities on TV and in print.

#### **WHAT BENEFITS MAY I EXPERIENCE FROM ACAI?**

- Stronger Immune System
- Improved Digestion and Elimination
- Improved Mental Clarity
- Improved Energy and Endurance
- More Restful Sleep
- Cleansing and Detoxifying of your body

**ABSOLUTE ACAI™ INGREDIENTS:** 100% wild-harvested organic Amazonian açai berries (*Euterpe oleracea*).

**SUGGESTED USE:** As a dietary supplement, take 2-3 scoops per day. Each scoop equals 1.5 grams. Can be sprinkled on food or added to drinks or smoothies. Store in a cool dry place.

**USAGE TIPS:** Absolute Acai is great blended into a protein shake or fruit smoothie. It also mixes into yogurt well. To more easily mix it into juice, soften it a bit first by putting the powder in a glass with a few tablespoons of warm (not hot) water and mixing that. Then add your juice to the glass and mix. Note: This freeze-dried fruit powder does not dissolve.

**SAFETY INFORMATION:** This formula does not contain preservatives, solvents, additives, fillers, yeast, wheat, corn, soy, or milk. Always consult with a healthcare professional before using any nutritional supplement or starting any nutritional program. Do not use this product if you have a known allergy to any of the ingredients contained in this product.

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