

200 Turnpike Rd Southborough, MA 01772 USA Phone: +1 508 281 6660

Phone: +1.508.281.6660 Fax: +1.508.281.6665

Email: blservices@brunswicklabs.com

11/01/2013 rev1 Page 1 of 1

Certificate of Analysis

Customer: NewGen Direct Ltd

Sample Identification:

Batch #: B-13065i BL ID #: 13-0766

Description: NewGen Superfoods Plus, powder, 21930000N1052

Date Received: 10/23/2013

Results:

		A.
Analysis	Result	Units
Antioxidant power against peroxyl radicals (ORAC)	425,250	μ mole TE/ monthly supply
Antioxidant power against hydroxyl radicals (HORAC)	515,100	$\mu mole \; TE/\; monthly \; supply$
Antioxidant power against peroxynitrite (NORAC)	29,348	$\mu mole \; TE/\; monthly \; supply$
Antioxidant power against super oxide anion (SORAC)	1,478,250	μ mole TE/ monthly supply
Antioxidant power against singlet oxygen (SOAC)	260,250	μ mole TE/ monthly supply
Total ORAC _{FN} (sum of above)	2,708,198	μmole TE/ monthly supply

^{*} The acceptable precision of the ORAC assay is < 15% relative standard deviation.

There are five predominant reactive species found in the body: peroxyl radicals, hydroxyl radicals, peroxynitrite, super oxide anion, and singlet oxygen. Total ORAC_{FN} provides a measure of the total antioxidant power of a food/nutrition product against the five predominant reactive species.

The ORAC result is expressed as micromole trolox equivalency (µmole TE) per monthly supply.

Monthly supply is 750 g.

No animal testing has been conducted in these tests.

Released on behalf of Brunswick Laboratories by

Jin Ji, Ph.D.

Chief Technology Officer

REFERENCES:

- [1] Ou, B. et al., J Agric and Food Chem, 2001, 49 (10): 4619-4626.
- [2] Huang, D. et al., J Agric and Food Chem, 2002, 50 (7): 1815-1821.
- [3] Ou, B. et al., J Agric and Food Chem, 2002, 50 (10): 2772-2777.
- [4] Zhang, L. et al., Free Radic.Bio Med, 2007, 43 (suppl. 1): S17.
- [5] Dubost, N.J. et al., Food Chem, 2007, 105 (2): 727-735
- [6] Zhang, L. et al., J Agric and Food Chem, 2009, 57(7): 2661-2667.
- [7] Ou, B. et al., Method for assaying the antioxidant capacity of a sample. US Patent 7, 132, 296 B2.

The results shown in this Certificate of Analysis refer only to the sample(s) tested, unless otherwise stated. Attention is drawn to the limitation of liability, indemnification, and jurisdictional issues. This Certificate of Analysis cannot be reproduced, except in full, without prior written permission of Brunswick Laboratories, Inc.. Any misrepresentation, unauthorized alteration, or falsification of the content or appearance of this Certificate of Analysis is unlawful. The Customer agrees and indemnifies Brunswick Laboratories, Inc., its officers, directors, employees, agents, (collectively referred to as Brunswick Labs) and agrees to hold them harmless from any claims, judgments, actions, or expenses of any kind, including attorneys' fees, in the event that Brunswick Labs takes action to correct any such misrepresentation, alteration, forgery, or falsification, understanding that such conduct by Customer or its employees or agents damages the reputation and therefore the business of Brunswick Labs. Such actions may include, without limitation, litigation or announcements to any component of or the entire relevant industry of such misbehavior, as described above.