

Cranberry Institute to Standardize Cranberry Material Used for Health Studies

Canada-based Fruit d'Or Nutraceuticals is supporting a recent Cranberry Institute Symposium Summary, which closely mirrors the company's ongoing work to strengthen the three primary pillars it says are essential to the future growth and survival of the cranberry industry: authenticity, standardization and efficacy.

To support research conducted and underwritten by the Cranberry Institute, the organization developed its own whole cranberry powder from the fruit itself. Then, working with Complete Phytochemical Solutions, a third-party consulting and testing botanical ingredi-



ent company, a specification sheet was created to send to researchers along with the materials. That specification sheet includes the material's entire composition including fiber, protein, flavonols and proanthocyanidins (PACs) levels.

For more information, call (888) 472-2275 or visit www.crannaturelle.ca.

FDA Grants the First GRAS Classification for Rice Protein

The U.S. Food & Drug Administration (FDA) granted the first GRAS (generally recognized as safe) classification for any rice protein to Axiom Foods (Los Angeles, CA) for their clinically studied Oryzatein organic brown rice protein ingredient. Axiom's Vegotein pea protein was also awarded a GRAS classification.

According to the company, the nation's largest consumer packaged food conglomerates are reformulating their products to eradicate allergen-

charged soy and whey proteins, gluten-laden wheat and GMO (genetically modified organism)-infested corn. The FDA GRAS nod to Axiom Foods is the specific classification that opens the doors for rice and pea protein to burst into the mainstream of food production.

Axiom Food's Oryzatein has been used in multiple studies including the 2013 clinical trial (*Nutrition Journal*) comparing the muscle building and maintenance ability of animal-based whey protein to plant-based rice protein. The study resulted in showing there was no difference; a historical landmark finding in the world of sports nutrition, the company stated.

For more information, visit www.axiomfoods.com.



FloraGLO Legacy Continues With New Blue Light Protection Patent

The United States Patent and Trademark Office has issued Kemin Industries (Des Moines, IA) a patent (U.S. Patent No. 9,226,940 B2) for the role of its products, FloraGLO Lutein and ZeaONE Zeaxanthin (distributed by DSM as OPTISHARP Natural), in protecting individuals with three common ocular disorders from blue light or light-induced damage.

Kemin's patent allows vitamin and dietary supplement manufacturers using FloraGLO and/or ZeaONE to position their products for blue light protection.

The patent specifically covers products containing ocular antioxidants, including lutein and zeaxanthin, employed to protect the eye from light-induced damage, particularly the damage caused by the blue wavelengths of light. It targets individuals with presbyopia, hyperopia or astigmatism. In these three conditions, blue wavelengths of light are focused directly onto the macula, creating a higher risk for ocular damage.

For more information, visit www.floraglo.com.

Vitamin K2 Necessary for Supporting Bone & Cardiovascular Health

Open Heart has published a new paper that explores better strategies for optimizing bone strength and reducing risk of fracture, while at the same time decreasing risk of cardiovascular disease. The paper found that vitamin K2 is recognized, along with calcium, vitamin D, and magnesium, as essential in supporting strong bones and healthy arteries.

In the paper, "Nutritional strategies for skeletal and cardiovascular health: hard bones, soft arteries, rather than vice versa," the authors cite a U.S. Surgeon General's Report that states that one in two Americans over age 50 is expected to have or to be at risk of developing osteoporosis, which causes 8.9 million fractures annually, with an estimated cumulative cost of incident fractures predicted at \$474 billion over the next 20 years in the U.S. Further, a Mayo Clinic study reported that compared to 30 years ago, forearm fractures have risen more than 32 percent in boys and 56 percent in girls.

Meanwhile, strong epidemiological associations exist between decreased bone mineral density (BMD) and increased risk of cardiovascular (CV) disease. For example, individuals with osteoporosis have a higher risk of coronary artery disease, and vice versa. This problem will be magnified, according to the paper, if the therapies for osteoporosis (e.g., calcium supplements) independently increase risk of myocardial infarction.

Dr. Hogne Vik, chief medical officer with Norway-based NattoPharma, exclusive global supplier of MenaQ7 Vitamin K2 as MK-7, and sponsor of the three-year studies cited in the paper, explained that it is not possible to get sufficient amounts of vitamin K2 through a European or U.S. diet.

For more information, visit www.nattopharma.com.