

Renewal Laboratories

Keep GoIn™ Naturally!

Can you even say “polyoxyethanyl alpha tocopheryl sebacate”? How about “tocopherol methylcitrate polyethylene glycol”? Or the perennial favorite, “polysorbate 80”?

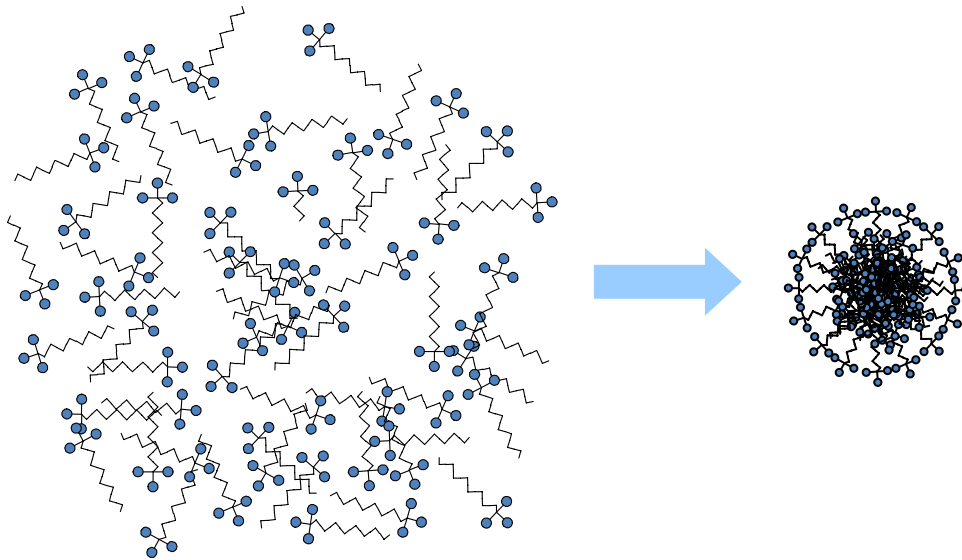
Lots of important food supplements, like omega3s, do not like water. Think salad dressing. To get them to stay in water, companies use those chemicals and others to produce nanoparticles for functional drinks. They'll tell you they're harmless, that they're on the GRAS list. Well, “Generally Regarded as Safe” does not mean that the chemicals are good for you. It just means that at the dose specified, they're not harmful. Organic solvents like acetone are on the GRAS list, too. Is that the message you'd like to send to your customers?

Other companies just put in the tiny bit of supplement that will go into water by itself. The quantities aren't meaningful, but the ingredients look great on the front label.

Renewal Laboratories has taken a different approach. We know that consumers want natural, refreshing beverages with no artificial ingredients or additives. So our scientists discovered a way to use Nature's own natural forces to put the supplements you want into drinks. Things like fish oil and flaxseed oil, lutein, and Coenzyme Q10, in quantities that actually mean something. Without using any additives, detergents, surfactants, or encapsulants, the products and the message can be quite clear. Drinks made with our process are really all natural, and can be certified organic for discriminating customers.

So how do we do it? It turns out that many valuable supplement molecules look like long, twisted chains of atoms. Usually these chains, even when they don't like being in water much at all, still have one end that likes water better than the other end. So, we convince the molecules to group into very small particles, with their water-liking ends pointing out into the water. This process is one type of an important natural biochemical process called molecular self assembly. It's basically the same process that your body uses to build up the membranes that surround your cells. By encouraging the molecules to self assemble, we create microparticles that are just the right size. They're small enough to make appealing, transparent or translucent drinks. But they're large enough so they don't create any of the uncertainty that is associated with nanoparticles in the body. And they're big enough to carry meaningful quantities of the good stuff. So a consumer can get a whole days' quantity of CoQ10 while they hydrate. Or an American Heart Association recommended dose of EPA in a couple of bottles of water that they'd be drinking through the course of a day anyway.

One of the very neat things about our NatureFormed process is that by arranging the molecules into microparticles, they don't smell or taste like anything! This is because your sense of taste and smell involves molecules fitting into receptors in your taste buds and nasal passages. When the molecules are grouped into particles they bypass those receptors. So the result is no fishy smells or bitter tastes.



Another appealing factor about our NatureFormed™ particles is that they protect the supplement molecules from oxygen. Antioxidants are supposed to capture oxygen radicals which can damage the structure of cells. Of course, this means they are efficient at trapping oxygen and doing chemical reactions. This is great in the body, but the antioxidant molecules need to be protected in the meantime. Our NatureFormed particles have about five times larger volume/surface ratio than some competing technologies, which basically means that five times more molecules are protected from oxygen in the interior of the particle. Of course, in the body the particles ultimately dissolve and the antioxidant molecules are released to do their job helping to protect cells.

Antioxidants and other important supplements are often thought to work synergistically. That's why there are all kinds of antioxidant mixes on the shelves. Renewal can take that concept a step further and mix supplements into the same particles. In that way they can be released synergistically into the body, at the same place and the same time. Plus, mixing antioxidants with healthy oils can serve to stabilize the oils, preserving their activity and preventing any off odors or flavors from developing. The benefits of mixing can be multiplied when the ingredients are present within the same NatureFormed particle.

So, if you'd like to get your omega3s and antioxidants naturally, look to Renewal Labs. Our GoIN™ line of functional drinks delivers meaningful quantities of these important supplements, in refreshing drinks and liquid concentrates. Your customers will love the fact that there are no artificial ingredients or chemicals in our products. So, for healthy hearts, eye health, antioxidant protection and improved cell function, just keep GoIN™.