

Rich in Polyphenols and Essential Sugars



Beyond the Bean: The Whole Coffee Fruit

- CoffeeBerry™ is abundant in polyphenols that:
- help preserve natural antioxidants in the body*
 - protect cell membranes and human plasma against damaging oxidation*
 - neutralize toxic free radicals*
 - help maintain healthy blood glucose levels*

CoffeeBerry contains five of eight rare and essential sugars called monosaccharides, as well as polysaccharides, such as mannans and arabinogalactans, which make up almost half the dry weight of CoffeeBerry. These glyconutrients are essential for proper immune system function and support of cellular and connective tissue integrity.* Research indicates these glyconutrients are also essential for the proper interaction and function of various complex biological systems to prevent free-radical damage and to initiate cellular repair.* Conventional roasting destroys these nutrients, so they're not found in traditional brewed coffee.

Thanks to the patent-pending technology exclusively licensed to *New Chapter*® by VDF FutureCeuticals, the extraordinary health benefits of fresh, ripe coffee fruit are available for the first time.

New Chapter's CoffeeBerry Whole Coffee Fruit Concentrate contains less than 1% caffeine, which means that a daily serving contains no more caffeine than one tenth of a cup of tea.

Like many fruits, the coffee fruit is designed to nourish and protect its seed. The coffee bean is not the whole coffee fruit, no more than a peach pit is the peach. People who live in the coffee-growing regions of the tropics know this, and have traditionally benefited from the powerful antioxidants in the whole coffee fruit. The rest of us, until now, have had to make do with just drinking the roasted coffee seeds. It's time to experience the complete antioxidant richness of this miraculous fruit!

To appreciate the unique antioxidant power of CoffeeBerry™ Whole Fruit Concentrate, with an ORAC unit value of 2500, we've compared it with other antioxidant fruits:

ORAC Activity of 400 mg of CoffeeBerry Blend Compared to Similar Amounts of Top Antioxidant Fruits

	CoffeeBerry™	2500.0
Blueberries	9.6	
Strawberries	6.2	
Raspberries	4.9	
Oranges	3.0	
Grapes	2.9	

ORAC Units for CoffeeBerry Blend verified by Brunswick Laboratories

ORAC Units on Antioxidant Fruits as measured by USDA Center for Aging at Tufts University

Supplement Facts

Serving size 1 Vcap®
Servings per container 30

One Vcap contains	%DV
Coffeeberry™ 2500 Proprietary Blend 400 mg • (<i>Coffea arabica</i>) (berry) whole coffee fruit concentrate	
• Daily Value not established	

Other ingredient: Modified cellulose (capsule).

Suggested Use: Take one Vcap daily.

Caution: As with any dietary or herbal supplement, you should advise your health care practitioner of the use of this product. If you are nursing, pregnant, or considering pregnancy, you should consult your health care practitioner prior to using this product.

* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

ORAC stands for Oxygen Radical Absorbance Capacity. Free radicals of oxygen can damage our cells and disrupt normal DNA activity. Foods with high ORAC values can absorb and neutralize those damaging free radicals and thus provide critical protection against that damage.*

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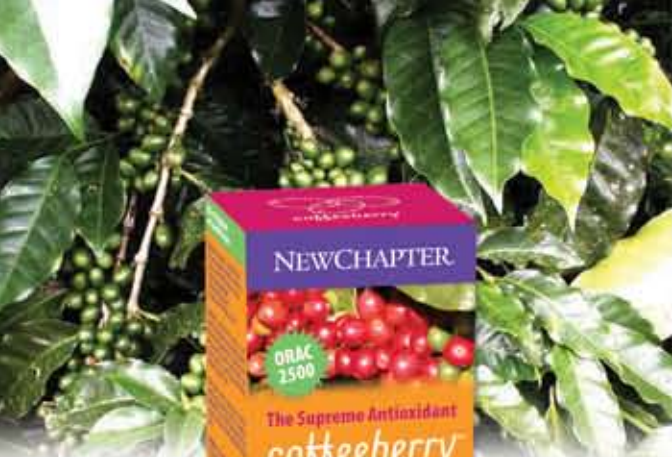
NEWCHAPTER®



CoffeeBerry™

The Supreme Antioxidant

Whole Coffee Fruit Concentrate
Provides the extraordinary antioxidant defense of more than 5 servings of antioxidant-rich fruits*



How CoffeeBerry Gets Its Goodness

The story of how **CoffeeBerry™** gets its goodness begins on the slopes of high-altitude volcanic mountains. Nourished by mineral-rich soil and warmed by intense tropical sunlight, coffee plants produce a profusion of bright red berries. Native peoples have used these berries since the dawn of time to make tea, wine, medicine, and high-energy foods. Recent scientific discoveries about the benefits of healthy coffee compounds have explained the wisdom in native peoples' use of the whole coffee fruit.

Research indicates that nutrients present in whole coffee fruit may assist in the maintenance of healthy glucose levels and protect against insulin resistance and other age-related conditions.*



CoffeeBerry™ has significantly higher levels of these important plant compounds than conventional brewed coffee. That's because many beneficial coffee nutrients are lost when the fruit is discarded during processing (and destroyed during the roasting of the coffee bean!). Coffee distributes its powerful nutrition throughout the whole fruit—not just the bean.

A single serving of CoffeeBerry provides the extraordinary antioxidant defense of more than 5 servings of antioxidant-rich fruits*

Why So Many Antioxidants?

Coffee grows in high-altitude, low-latitude regions where the sun's rays are strongest. As the plants mature, they develop many powerful antioxidants to protect them from damage caused by high doses of the sun's radiation and the natural by-products of photosynthesis.

THE BEAN PLUS THE BERRY

ORAC 2500



Healthful Compounds in the Berry

Scientific research suggests the following phenolic acids—which are present in **CoffeeBerry™**—offer many specific benefits:

FERULIC ACID—A powerful antioxidant

- Shown in studies to help maintain healthy cholesterol levels*
- Shown in studies to promote healthy blood pressure levels*
- Shown in studies to greatly reduce free-radical damage*
- Shown in studies to be as effective as estrogen in promoting bone health*

CHLORGENIC ACID—A potent antioxidant

- Derivatives identified in coffee are substantially more potent than Vitamin C*
- Research indicates helps promote normal blood sugar levels*
- Shown in studies to slow the oxidation of LDLs thus promoting cardiovascular health*

QUINIC ACID—Another common coffee phenolic

- Research shows it can be a preventative against the damages of oxidative stress*
- Shown in studies to be cell-protective, immuno-modulatory, and to promote a healthy inflammation response*
- Shown to promote normal blood pressure*

CAFFEIC ACID—A coffee polyphenol

- Research indicates it could have potential to combat the negative effects of stress*
- Promotes normal fungal resistance and is an effective means of detoxification*
- Protects cells against oxidative stress*

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The fruit, the whole fruit, and nothing but the fruit.



More people drink coffee than any other beverage except water. In the United States, we drink nearly 350 million cups of coffee a day. Yet, what we know as coffee contains just a small part of the goodness and nutrition that the coffee plant offers.

Until now, the only coffee options we've had came from the roasted bean, or seed, of the coffee plant. Growers were forced to throw away the fruit of the coffee—a wonderful glowing red berry—because it was too perishable to process.

What a waste.

Like many plants, coffee concentrates most of its powerful nutrition in the whole fruit, not just the seed. Whole coffee fruit is loaded with high concentrations of beneficial phenolic acids and other extraordinary nutrients. Some of these nutrients have been known and used by the people living in coffee-growing regions since time began. Others have special health benefits that are just now being documented and understood by scientists.