



One serving of LycoPom™ equals one serving of tomatoes and fifteen whole pomegranates.

The lycopene in **LycoPom** is dramatically different from conventional lycopene products. Conventional lycopene products are often chemically extracted to yield a more isolated lycopene molecule.

New Chapter® delivers lycopene as part of a symphony of nutrients responsible for its benefit in nature. Our lycopene comes from a blend of supercritically extracted lycopene-rich herbals and a proprietary ethyl-acetate-free tomato extract. **LycoPom** delivers a full complement of synergistic compounds to lycopene, such as the *phytofluene* and *phytoene* in tomatoes and *rubixanthin*, *beta-cryptoxanthin*, and *zeaxanthin* in rosehips.

One serving of LycoPom contains...

- 1 serving of tomatoes
- 15 whole pomegranates
- 7 other important whole herbs providing lycopene's antioxidant and cell supportive properties, including **Turmeric**, **Sea Buckthorn**, and **Rosehips**



"Even after adjusting for age, diet, and other factors, lycopene, more than any other carotenoid including beta carotene, has the most 'life' protective effect."*
—Lycopene study as reported in the *American Journal of Epidemiology*, 1997

"Lycopene is twice as efficient as beta-carotene at protecting lymphocytes from nitrogen oxide-induced membrane damage and cell death."*
—Lycopene study as reported in *Natural Medicine*, 1995



"We are excited about this brilliant whole-food herbal antioxidant from our favorite company. All of our customers have been asking us about lycopene, and with this formula we can offer them so much more. Punicalagins are the next big thing in antioxidants, and it's wonderful to find both in the same formula..."
—Wendy Meyers, Natur-Tyme, Syracuse, New York

"Scientific research clearly demonstrates that when considering the health benefits of both tomato and pomegranate, the whole food—rich in dozens of synergistic active compounds—is superior to purified extracts of single phytonutrients. I am thrilled to recommend **LycoPom** for individuals who want to reap the exciting antioxidant, cardiovascular, and cell-protective benefits that can only be obtained from naturally prepared whole tomatoes and pomegranates."
—Taryn Forreli, N.D. Phoenix, AZ



Supplement Facts

Serving size 1 Vcap®
Servings per container 30

One Vcap contains	%DV
Tomato (<i>Lycopersicon esculentum</i>) (fruit) 250 mg • extract (1% lycopene - 2.5 mg)	
Pomegranate (<i>Punica granatum</i>) (fruit) 200 mg • Pomeforce™ (30-40% punicalagins - 60-80 mg)	
Antioxidant Support (Proprietary Blend) 23 mg • [Sea Buckthorn Blend (<i>pulp</i> and <i>seed</i>) supercritical extract (min. 58% PUFA's), Rosehips (<i>pulp</i>) supercritical extract, Turmeric supercritical extract, Saffron powder, Rosemary supercritical extract, and Marigold (<i>Calendula officinalis</i>) supercritical extract]	
Turmeric (<i>rhizome</i>) hydroethanolic 8 mg • extract (11% curcuminoids - 0.9 mg)	
• Daily Value not established	

Other ingredients: Modified cellulose (capsule), organic maltodextrin, sunflower oil, corn starch, soy lecithin, and silicon dioxide.

Suggested Use: Take one capsule daily. Under a condition of greater oxidative stress, an additional capsule would be of significant benefit.

100% vegetarian; no artificial flavors or colors.

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.

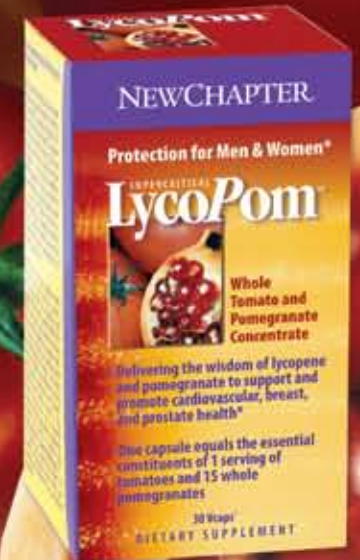
* These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

New Chapter's whole-fruit pomegranate extract is grown without the use of pesticides and delivers a consistent broad spectrum of protective compounds, including *ellagic acid* and the important class of compounds called *punicalagins*, reported in research to be five times more potent than vitamin E.*

Formulated and distributed by
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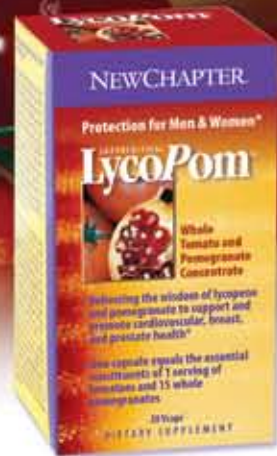
NEWCHAPTER®

LycoPom™



Whole Tomato and Pomegranate Concentrate

- Delivering the wisdom of lycopene and pomegranate to support and promote cardiovascular, breast, and prostate health*
- One capsule equals the essential constituents of 1 serving of tomatoes and 15 whole pomegranates



Why LycoPom™?

More than 35 scientific studies have concluded that *lycopene*, an important compound found in tomatoes, works on multiple organ systems to promote good health.

Lycopene is the fat-soluble plant pigment that gives tomatoes their vibrant color. In nature, lycopene protects plant cells during the process of converting sunlight into chemical energy—*photosynthesis*.

In humans, lycopene acts as a powerful antioxidant that:

- protects cell membranes and arteries from environmental insult and oxidative stress*
- enhances and protects white blood cells*
- nourishes and protects the thymus gland*

The thymus gland's activity plays an important role in the body's immune response.

Why in Mediterranean countries do we find such a prevalence of healthy cardiovascular, colon, breast, and prostate functioning? The Mediterranean diet, with its colorful, flavorful, and lycopene-rich fruits and vegetables, appears to offer many health advantages.



Tomatoes alone are not the answer: LycoPom™ is.

Tomato lovers, rejoice! Tomatoes are beneficial, as well as delicious. But eating a few fresh tomatoes may not deliver enough lycopene to make a significant difference in overall health.

- Lycopene in raw tomatoes is not as bioavailable as cooked tomatoes.
- Conventional lycopene products are often chemically extracted to yield a more isolated lycopene molecule.
- Lycopene as an isolate cannot be assimilated as well as a whole food or whole-food supplement.



New Chapter's lycopene comes from ripe, high-lycopene whole tomatoes grown in California. The growers belong to a network of family farms that have planted, nurtured, and harvested fruits and vegetables in the U.S. for over 100 years. Their mission: to bring the goodness of home-grown farm fare to more people, with greater convenience.

LycoPom's tomatoes have been pureed, cooked, and concentrated to deliver the maximum nutritional benefits (including vitamin C) that only a whole-food tomato product can offer. *No harsh chemicals, no unnatural extracts, no lycopene isolates, and no GMOs.*

This cooked, whole-tomato matrix, with a lycopene concentration of 10,000 ppm, delivers as much lycopene as any isolated lycopene supplement on the market today. But lycopene is only part of the story.

Why pomegranate?

LycoPom is another example of *New Chapter's* innovative approach to combining herbs and whole foods, exploring new and creative ways to unleash the powerful alchemy of nature for natural health.

In this formula, for the first time, lycopene is complemented by a natural-spectrum pomegranate extract, allowing for even greater health benefits than lycopene alone can provide.*

New Chapter's whole-fruit pomegranate extract is grown without the use of pesticides and delivers a consistent broad spectrum of protective compounds, including *ellagic acid* and the important class of compounds called *punicalagins*. Our extract is reported in research to be five times more potent than vitamin E.*

- Pomegranates contain compounds similar to those found in blueberries and raspberries, but the antioxidant profile is *much more potent*.
- The antioxidant activity of pomegranate juice is *higher* than that of red wine or green tea.
- The novel pomegranate extract used in **LycoPom™**, **Pomeforce™**, was found to have *five times greater antioxidant activity* than vitamin E. Punicalagins are believed to be the most responsible for this remarkable biological activity.
- **LycoPom** contains a whole-fruit extract, offering a more synergistic effect of pomegranate phytochemicals and ellagitannins, without the sugar and calories of pomegranate juice.

Lycopene alone is not the answer: LycoPom is.

If you've been wanting to try a lycopene product and weren't sure which one to buy, consider this: The lycopene in **LycoPom** comes from several sources:

- **Whole tomatoes**—pureed, cooked, and concentrated
- **Saffron**—the whole herb
- **Sea Buckthorn** and **Rosehips**—supercritical extracts

The National Library of Medicine (NLM) lists 1,647 published studies on lycopene. It has been well documented that lycopene has an important role to play in breast, prostate, and cardiovascular health.

The benefits of pomegranate are just beginning to be explored, with over 100 studies published to date, according to the NLM. These and other reports of pomegranate's antioxidant levels and activity were enough to convince *New Chapter's* founder and formulator, Paul Schulick, that **LycoPom** was a product whose time had arrived.

"Our mission at *New Chapter*® is to acknowledge and deliver nature's wisdom. We are, therefore, always mindful of our responsibility to preserve the integrity of her gifts, in this case precious phytonutrients like lycopene and the vibrant fruit of pomegranate. It is truly our privilege and joy to share the life-sustaining and uplifting herbs and foods of **LycoPom** with you."



LycoPom™ and Cardiovascular Health

Problem: Many Americans are worried about their cardiovascular health.

Cause: In addition to hereditary factors, poor diet, stress, and lack of exercise can cause oxidative damage to the heart and blood vessels.

Phytonutrients, such as the lycopene and punicalagins in **LycoPom**, can help support healthy heart functioning.*



LycoPom and Breast Health

Problem: Maintaining breast health is a concern for most women.

Cause: Sometimes (though not often) genetic; hormonal changes triggered by menopause; or exposure to toxins that can mimic hormones

Phytochemicals, such as the carotenes and zeaxanthins in **LycoPom**, can help support healthy hormone levels.*



LycoPom and Prostate Health

Problem: PSA levels, prostate health, and andropause† are important health issues for men.

Cause: Cell damage brought on during the natural aging process

Pomegranate and tomato extract supplementation have been reported to promote normal functioning of the prostate gland.*

* Hormonal changes that could lead to loss of normal sexual function



LycoPom and Eye Health

Problem: Eye health is a concern for everyone.

Cause: The normal protective mechanisms in the eyes are weakened with age and lose their protective advantage against oxidative damage.

LycoPom supplies some of the highest antioxidant activity levels found in any whole food or natural supplement.



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