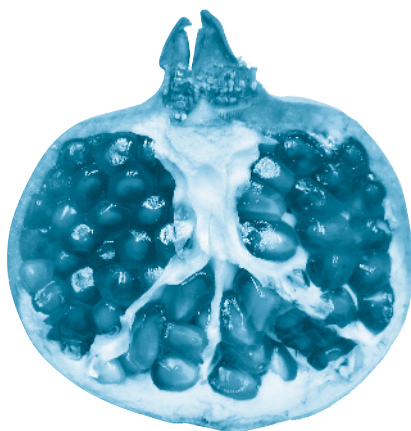


# POMEGRANATE EXTRACT

## Antioxidant and DNA Protection



It is said that the fruit shared by Adam and Eve in the Garden of Eden was the pomegranate, not the apple. King Tut was buried with pomegranates so that he would have a happy rebirth. They were the favorite fruit of the prophet Mohammed. The goddess Persephone's taste for pomegranate led her to spend half of each year in Hades and half in the light of the world. Pomegranates are symbols of sexuality, rebirth and abundance. Now we have learned that pomegranates are loaded with

antioxidants, vitamins, potassium, folic acid and iron.

Source Naturals POMEGRANATE EXTRACT, in a convenient tablet form, contains a minimum of 40% ellagitannins - a polyphenol that converts to ellagic acid in the body. Ellagic acid is a powerful antioxidant, stronger than vitamin C, while ellagitannin supports DNA integrity and promotes over-all cell health through growth and regulation of various cells and tissues. POMEGRANATE EXTRACT supports four of the twelve deep SystemiCare™ metabolic systems identified by Source Naturals as necessary for optimum health: Antioxidant Defense, Circulation, Immunity, and Cell/DNA health.



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## Traditional Pomegranate Use

Pomegranates contain high levels of tannins, like ellagitannin, which have astringent properties and have traditionally been used to maintain normal intestinal flora and function. Ellagitannins are converted into ellagic acid which is readily absorbed through the gastrointestinal system. Topically it has been used as a gargle for occasional throat discomfort.

## Protective Benefits

Dieticians have long stressed the importance of consuming fresh fruits and vegetables for general health because they offer a wide array of natural vitamins, antioxidants, flavonoids and phytochemicals. Studies have confirmed that the ellagitannins contained in POMEGRANATE EXTRACT effectively protect cells from free radicals. One study showed that ellagic acid was able to induce the production of quinone reductase (QR), which is a major detoxification enzyme.

## Cells/DNA

Science has shown us that ellagic acid binds to DNA and acts a shield, protecting DNA and increasing the expression of the enzyme p21. This enzyme is responsible for preserving the integrity of DNA and minimizing cells with poor function. Ellagic acid also stimulates the activity of various isoforms of the enzyme glutathione-S-transferase, which supports healthy cell growth. The high levels of tannins in pomegranate can exert an astringent effect on mucosal tissues, dehydrating the tissue, reducing internal secretions and forming a hardened external protective layer of cells.

## Support for Circulation

The many flavonoids in pomegranate are known to support healthy circulation. Flavonoids are powerful antioxidants that may help to protect LDL cholesterol against oxidation. The flavonoids from fresh fruits, especially pomegranate, are rich in carotenoids and may support healthy circulation.

Pomegranate juice can help keep blood platelets from clumping together.

Pomegranate is a renowned culinary delight used frequently in recipes throughout India and The Middle East. It is also a well known refreshing drink enjoyed throughout the West. Now we know that this juicy red fruit provides many healthful benefits as well. Source Naturals POMEGRANATE EXTRACT, available in a convenient tablet form, supports circulation; healthy cells and DNA; healthy immune function; and is a powerful antioxidant. Source Naturals once again has joined forces with your natural food retailer to provide you with a powerful natural fruit extract which is proven by science to deliver abundant health and wellness support. Source Naturals continues to apply intelligent choices and provide healthy alternatives which fulfill our commitment to SystemiCare™. This is achieved through promoting nutrition, education, and supplementation with scientifically proven ingredients to keep important metabolic systems in a healthy balance.

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