

Is your **green tea** still delivered the old fashioned way?



Why buy your green tea extract from a supplier that has been left behind by the newest technology? Your customers deserve the benefits of the most advanced botanical science. At Indena, we have devoted eight decades of scientific research to developing the world's finest botanical derivatives. Our Phytosome® technology has produced a green tea extract that delivers all of green tea's active principles – but with truly superior absorption. Clinical studies on our GreenSelect™ Phytosome® prove it provides *twice* the absorption and *twice* the advantage of standard green tea extract¹. Next time, formulate with Indena's unique green tea and deliver the clinically proven benefits consumers are waiting for.

Indena GreenSelect™ Phytosome®: delivering all the benefits of green tea at the speed of science.

1. Pietta, P., F. Sironetti, et al. (1998). Relationship between rate and extent of catechin absorption and plasma antioxidant status. *Biochemistry and Molecular Biology International* 46(2): 895-903.

www.indena.it science is our nature

 **indena®**

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GREEN TEA: A Popular Beverage Made Healthier By Science

It's hard to overlook the world's second most popular beverage, especially when it boasts a mountain of research-proven health protection benefits. In addition to its pleasant flavor and special aroma, green tea possesses medicinal properties that have been known since antiquity.

Since 1970, the health effects of green tea have been the subject of numerous scientific studies. The results of these investigations have confirmed the traditional medicinal indications and highlighted other pharmacological activities. In the past five years alone, over 500 different biomedical research studies have explored green tea's biological effects as an antioxidant, anti-decay agent, cancer "preventer" and blood cholesterol level modifier – just to name a few.

Using our decades of expertise in botanical extraction technology, Indena developed GreenSelect™, a patented* premium green tea extract. HPLC analysis confirms that GreenSelect™ contains not less than 60% polyphenol catechins, with a 40% minimum of EGCg, the most potent of all the catechins.

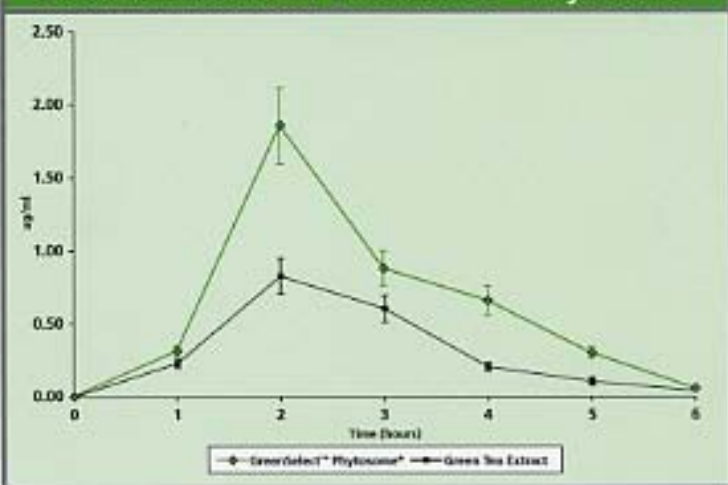
GreenSelect™ has been submitted to toxicological and pharmacological studies demonstrating its safety and *in vitro* antioxidant properties. These results constitute the basis of the protective effect exerted by GreenSelect™ against free radical-induced tissue damage.

GreenSelect™ Phytosome®: Twice as much green tea extract

The pharmacokinetics of a botanical extract's active constituents is assumed to be favorable but is often unknown. It is important to study the outcome in the human body, because what you *ingest* may not be what you *absorb*. Indena's research into the fate of polyphenols made one point very clear: they are *not* well absorbed in the body¹.

Realizing the need for convenience while maximizing health benefits, we applied our proprietary soy distearoylphosphatidylcholine-based technology to GreenSelect™, developing GreenSelect™ Phytosome®. Through this process, the delivery of green tea polyphenols becomes highly effective.

Time course of plasma EGCg after ingestion of Green Tea Extract or GreenSelect™ Phytosome®



A recent clinical trial showed that GreenSelect™ Phytosome® raised blood EGCg (a marker for polyphenol absorption) concentrations **twice** as much as that of a standard green tea extract with the same polyphenol composition².

Indena's GreenSelect™ Phytosome®: 21st century botanical science improving upon thousands of years of health protection.

Call Indena today. Put GreenSelect™ Phytosome® in your product and on your label.



These statements have not been evaluated by the Food and Drug Administration.

References:

*Protected by U.S. patents 5885557, 6098339 and other patents.

1. Nakagawa K, et al. Dose dependent incorporation of tea catechins, (-)-epigallocatechin 3-gallate and (-)-epigallocatechin, into human plasma. *Bioconjugate Biotechnology and Biochemistry* 1997; 51:1981-1985.

2. Pietta P, et al. Relationship between rate and extent of catechin absorption and plasma antioxidant status. *Biochemistry and Molecular Biology International* 1998; 46:895-898.