

# CAMU CAMU

## C ++ ®

*Get the C from the Source!*



PERU NATURALS

# ABOUT CAMU CAMU



Camu Camu is a fruit similar to a berry or a grape, with a size comparable to that of a cherry, with light bright-green and dark matte-red colour. It has a very hard and thick skin and inside, a juicy sour and astringent pulp.



The fruit is produced by a small shrub found throughout the Amazon Rainforest of Peru and grows wild in swampy flooded areas in the shoreline of the Amazon River and effluents.

Its name comes from an old and extinct language called "Taino" that influenced the aboriginal people of the Amazon of Peru... the name has a very unique meaning of its own. The word "camu" means "lots of water", so "camu camu" means "twice as much water", a name used to describe best the way this plant grows, underwater!

## UNDERSTANDING VITAMIN C

Vitamin C is a water-soluble vitamin naturally found in food, fruits and vegetables; it is a complex compound made of different elements like ascorbic acid, flavonoids, bioflavonoids, flavanols, minerals and many other substances. Flavonoids are a large group of secondary metabolites, that have an extensive spectrum of pharmacological activities,

including their antioxidant, anti-inflammatory, and antiviral properties.

*As many would think, vitamin C equals ascorbic acid, but it is not!*

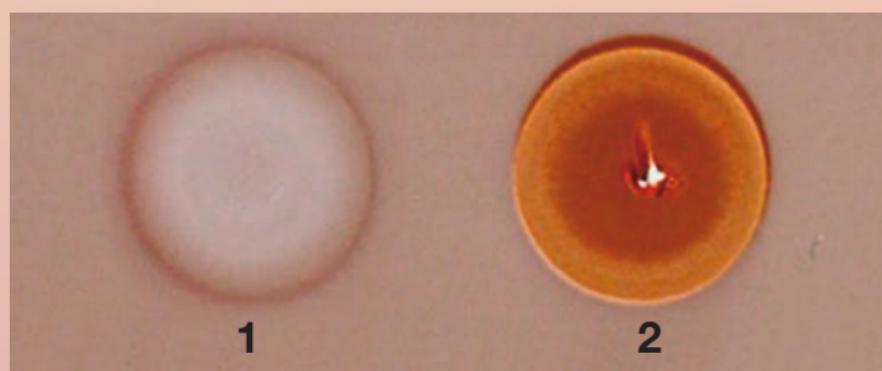
The vitamin C content of Camu Camu is quite complex and very impressive to say the least; a powerhouse of bioflavonoids, minerals and complex compounds that produce the highest ORAC (Oxidative Radical Absorption Capacity) ever seen.

## ASCORBIC ACID OR VITAMIN C?

While ascorbic acid is a component of natural vitamin C, it can also be found as an "extract" or isolated compound that cannot be considered as a full spectrum vitamin C option. Ascorbic acid as found in common vitamin C supplements, is a separate and individual compound, a synthetic form of vitamin C often made from genetically modified corn sugar (or similar base), transformed through chemical processes to mimic only one of the numerous life-supporting molecules found in whole-food vitamin C. Ascorbic acid extract does not account for bioflavonoids and other supporting nutrients.

### HPTLC spotting

Visible light — after anisaldehyde derivatization

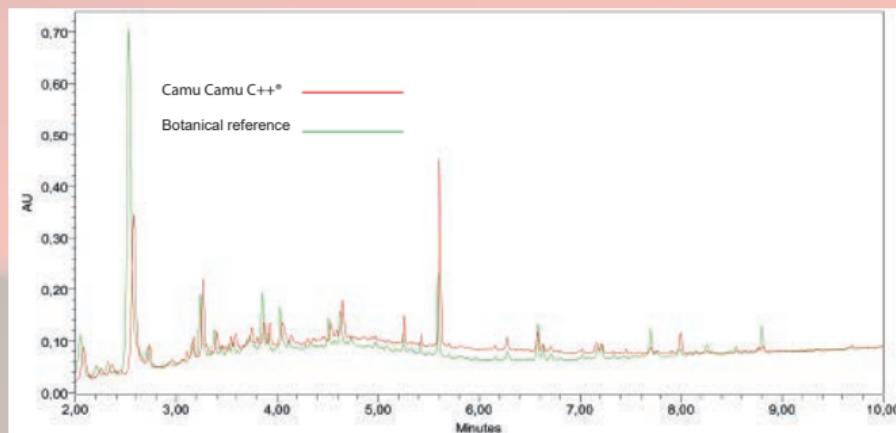


1 : Analytical standard : Ascorbic acid

2 : Customer sample : Camu Camu C++® powder (diluted / 10 in H<sub>2</sub>O + 0,05 % formic acid)

# WHOLE FOOD VITAMIN C

Vitamin C in its natural form is one of the safest and most effective nutrients the body can have, a protector against immune system deficiencies, an essential building block of collagen and a powerful antioxidant to say the least.



"The expected specific markers of *Myrciaria dubia* (Kunth) McVaugh are found in the customer's sample. The HPLC profile of the customer's sample (Camu Camu C++®) is similar to the botanical reference. The ratios of the compounds of interest are mainly respected and it does not seem that there is any spiking in ascorbic acid in the sample." Source, Botanicert Identity Test.

## HOW DOES VITAMIN C WORK IN OUR BODIES?

Humans synthesize the vitamin C from food, there is no internal production of vitamin C from enzymes like most animals do, plain and simple... **food is the source!**

But what happens when the food is low in nutrients or our diet is mainly composed of fast or processed food? This kind of diet would lead to deficiencies of vitamin C, where supplementation would then be required.

Vitamin C deficiency may have consequences in the long run, including problems with blood pressure, stroke, atherosclerosis (plaque build-up) and development of rare tumors and some cancers.

Common drinks such as coffee and soft drinks tend to deplete the level of vitamin C stored in the body. Getting enough vitamin C from a good and balanced diet or adequate natural supplementation is a must.

## **CAMU CAMU C++®**

*Get the C from the Source!*

Camu Camu C++® is an incredible line of products made of select camu camu berries from the Amazon of Peru, sourced from sustainable wildcrafting, collected when they are ready to yield the highest amount of natural vitamin C.



By using the best raw materials in conjunction with our exclusive cold drying process, we achieve the best of Camu Camu's nutritional profile, including whole-food vitamin C, bioflavonoids and other essential co-factors as well as its high ORAC value. The result is a line of products of incredible strength with a true powerful antioxidant capability.

As the true pioneers in the field of Camu Camu, we have used our knowledge and expertise to manufacture the highest quality products since 2004. We ensure at all times consumer satisfaction, effectiveness and quick results, as well as safety on all our products.



## ATTRIBUTES

Camu Camu C++® Products are manufactured under the following standards:



## PRODUCT HIGHLIGHTS

- 30:1 Concentration
- Made with 100% select Certified Organic Camu Camu berries from the Amazon of Peru (only pulp and skin)
- Exclusive Cold Drying Process not used anywhere else in Peru
- Highest concentration of natural occurring vitamin C (not standardized, 16%~21% by weight) – No synthetic ascorbic acid spiking!
- Orac 41,000 µmoleTE/gram (on a one-year-old product), 63,000 µmoleTE/gram on a fresh batch product (\*)



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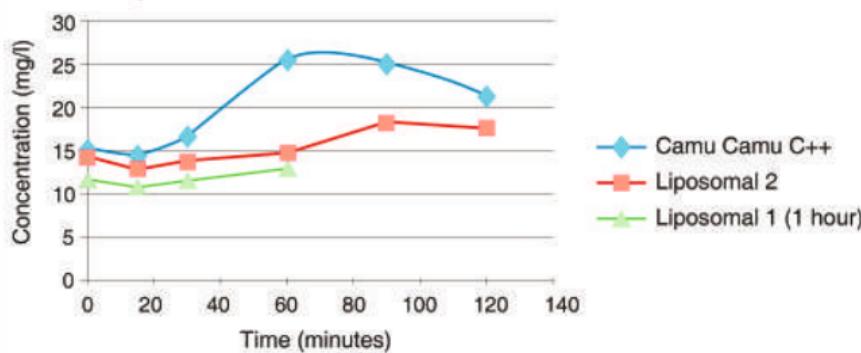
- 23mg/100g Bioflavonoids (1)
- Active anti-viral properties (as per free radical testing made by Brunswick Labs)
- Faster and prolonged bioavailability compared to synthetic compounds mimicking vit C - tested clinically in Belgium (2)
- Amazing stability on the vit C and ORAC (Oxidative Radical Absorption Capacity), min. 5 years
- No ascorbic acid, citric acid, additives or excipients added (3)

(1) Bioflavonoids have been used in alternative medicine as an aid to enhance the action of vitamin C, to support blood circulation, as an antioxidant, and to treat allergies, viruses, or arthritis and other inflammatory conditions.

(2) Bioavailability Test - Clinical test comparing the effects in the blood after taking our Camu Camu C++® and a Liposomal vit C from synthetic source.

### Bioavailability of Vitamin C

Liposomal Vitamin C vs Camu Camu C++



Remark: The initial intake of each product corresponds to 300mg ascorbic acid.

The study has been made specifically with Camu Camu C++® and cannot be generalized for Camu Camu products.

(3) Common practice by many to spike the vit C after production. High heat production methods are commonly used in Peru destroying the naturally occurring vit C and other compounds – our product is made without the use of high heat leaving its vitamin C and other co-factors intact. Citric Acid has been identified in other materials sold in the market - oranges and grapefruit are usually used in production by other manufacturers to reduce costs and make a cheaper product.

(\*) Our product is very stable and its potency last for a while; it scores 63,000 µmole TE/gram ORAC on a fresh product and 41,000 µmole TE/gram ORAC on a product over a year old – the Vitamin C remains intact for over 7 years. Different tests performed on our

Camu Camu C++® achieved impressive ORAC values with higher antioxidant power against the Superoxide Anion, a toxic free radical commonly associated with lowering the immune system allowing common colds, flus and viral issues to happen.

## BENEFITS OF VITAMIN C

A food containing an all-natural wholefood vitamin C along with its co-factors will provide many benefits. The key is in finding the best food source available.

- Detoxify
- Promote healthy levels of white blood cells
- Boost and strengthen the immune system
- Prevent common colds and flus
- Prevent viral infections such as blisters, shingles, herpes and HPV
- Have antibacterial properties
- Improve circulation and reduces plaque formation
- Promote collagen formation
- Strengthen the nervous system
- Promote the growth and repair of connective tissue
- Promote cell regeneration for a healthy fresh skin, shiny hair and strong nails
- Prevent arthritis and osteoarthritis
- Promote enzyme production to facilitate the absorption of nutrients
- Assist Depression

Camu Camu is the greatest source of natural vitamin C with the highest ascorbic acid content and a full array of naturally occurring vitamins, minerals, and amino acids. By far many times better than high concentration synthetic ascorbic acid tablet alone!



# THE LINEUP

## CAMU CAMU C ++<sup>®</sup> POWDER 30:1



Made from select berries harvested wild while still green, when its nutrients are at their peak. Only the pulp and skin are used, both are then processed separately to get the most out of the fruit. This product is made with an exclusive cold drying process in a 30:1 ratio of concentration and protected from high heat and direct light to provide the highest- grade natural vitamin C possible.

## CAMU CAMU C ++<sup>®</sup> FLAKES



Our Camu Camu Flakes are made from carefully selected red and green berries to obtain the best flavour and highest vitamin C content. Ideal to brew an incredibly tasting hot vitamin C drink, taken as a snack or combined with your favourite meal.

*Our products are considered the best functional foods ever seen, they've been around for over 20 years and have demonstrated incredible benefits during that time, with no reported side effects, toxicity or interactions with any food, supplement or medicine.*

# F.A.Q.'s

## How to recognize a good Camu Camu ingredient?

A good Camu Camu can be recognized by its Colour, Taste and Texture. Camu Camu powder should be brown in colour. A pink/reddish colour is a clear indication the product contains maltodextrin and is made from ripe fruit which bears very little vitamin C as well as other compounds. Depending on the concentration, Camu Camu's taste should range from pleasantly sour to a slightly strong sour taste. It should never be bitter! A strong bitter taste is caused by the use of camu camu seeds and/or citrus fruits within manufacturing. Finally, a good product will be fine and "fluffy". Coarse powders denote the use of foreign materials as well as the use of synthetic ascorbic acid or other materials, usually not declared.

*Camu Camu C++® is a unique product made from berries that are at the peak of their vitamin C content, highly concentrated, 30:1 ratio of concentration and using only pulp and skin, discarding the seeds, with an exclusive cold drying process to protect the integrity of the product and benefits. Our product delivers a strong but pleasant sour taste and is fine in texture.*

## How much vitamin C is enough?

Vitamin C is a powerful antioxidant and co-adjuvant for many other minerals and bio-chemical compounds. High vitamin C consumption is not known to cause any health risks, but everything should be taken with moderation.

## Is Camu Camu C++® safe?

Yes, safe with no known side effects, toxicity reports or interactions with other medicines, supplements or foods.

## Is this product sustainable?

We work intensively with Co-ops in the Amazon of Peru to obtain the best berries while never depleting the source and always preserving the environment.