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High Antioxidant Guarantees in Ethical Naturals' New Standardized Fruit Blend

San Anselmo, CA (May 28, 2009) -- Ethical Naturals, Inc (ENI) has introduced a new ingredient to its line of ProfileProven™ natural antioxidants. This latest ingredient, ENI's Standardized Fruit Blend, can be used to add definable antioxidant and nutritional activity to supplements, beverages and foods.

The Fruit Blend is made from concentrated extracts of: apple, bilberry, blueberry, chokeberry, cranberry, goji berry, grape, mangosteen and pomegranate and unlike typical ratio based blends, this new ingredient guarantees an ORAC value of 7,500 units per gram (1 ½ times the level of pure vitamin C) and contains 40 percent Polyphenols.

ORAC (Oxygen Radical Absorbance Capacity) is a method that quantifies the antioxidant levels in food and supplement compounds and was developed by scientists at the National Institute on Aging, in the National Institute of Health (NIH). It is widely accepted that antioxidants, molecules such as the polyphenols present in ENI's Standardized Fruit Blend, can slow the oxidation of other molecules and may play a significant role in retarding the aging process. In recent studies, polyphenols have also been linked to numerous long-term health benefits, including cardiovascular health and the prevention of osteoporosis, neurodegenerative diseases and diabetes.

"Our ORAC-15,000™, natural grape extract guarantees one of the highest antioxidant values available, and our ResVinol-25™ is a unique combination of Resveratrol and polyphenols. So the Standardized Fruit Blend, supplying antioxidant and polyphenol activity from a wide variety of fruits and berries continues to build ENI's strong position in this key market", says Cal Bewicke, President of Ethical Naturals.

The high solubility of the Standardized Fruit Blend makes it ideal for all types of nutritional supplementation. It can be delivered ready-to-use, or custom blended for different uses.

About Ethical Naturals

Ethical Naturals is dedicated to bringing a new level of knowledge and integrity to the supply of key natural raw materials for the health supplement industry.

To schedule an interview with Cal Bewicke contact Paula Page at paulapage@earthlink.net.

For more information, please visit: <http://www.ethicalnaturals.com>