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### **ENI Completes Filing of International Patent Applications for ORAC Antioxidant Ingredient from Grapes**

(July 28, 2009) Ethical Naturals Inc., of San Anselmo, California (ENI) recently completed the PCT patent application filing process for their ORAC-15,000™ natural antioxidant from grapes. The PCT filing encompasses over one hundred countries, including the EU. Last year ENI filed patent applications for ORAC-15,000™ in China and the U.S.

ORAC (Oxygen Radical Absorbance Capacity) is a method that quantifies the antioxidant levels in food and supplement compounds, and ENI's patent applications are directed to a unique technology that consistently produces an extract delivering 15,000 ORAC units/grams, derived from a 100% natural source material, in this case grape seeds and skins.

An additional benefit of ENI's technology is that the final product has a very low taste profile, and is highly water soluble. This makes it ideal for inclusion in beverages and foods, as well as dietary supplements.

ORAC-15,000™ is designed to add a defined level of antioxidant activity to a wide variety of products: at 15,000 units per gram, three times the ORAC value of pure vitamin C, a dose level of 350mg meets the USDA daily recommendation of 3,000 – 5,000 ORAC units (it is generally estimated that the daily diet consumed by the majority of Americans contains less than this recommended level).

“ORAC-15,000™ is currently one of the highest known ORAC value ingredients available from natural sources,” says Cal Bewicke, President of Ethical Naturals Inc., the developer of ORAC-15,000™. “We're very pleased to have completed the process of making this invention patent-pending in the world's largest supplement ingredient markets.”

“Our product is unique in its ability to provide defined antioxidant activity for a wide range of product types: beverages, supplements and foods. Antioxidants are a rapidly growing category, and ENI's patent-pending technology provides the highest level of consistency and purity, starting from a 100% natural source,” ends Bewicke.

#### **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](mailto:paulapage@earthlink.net).

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