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Ethical Naturals Expands Use of Patent Pending Antioxidant Technology for Beverage and Supplement Use

San Anselmo, CA, (January 25, 2010) -- In July, 2009, Ethical Naturals Inc. (ENI), of San Anselmo, California, completed the PCT and U.S. patent application filing process for their ORAC-15,000™ natural antioxidant from grapes. They have now completed filing applications for the use of this unique antioxidant extraction technology for the production of high ORAC extracts from other fruit sources.

This technology has now been applied to the production of a new Standardized Fruit Blend (*SFB™*), extracted from a wide variety of fruit sources: Apple, Bilberry, Blueberry, Chokeberry, Cranberry, Goji Berry, Grape, Mangosteen and Pomegranate. This new ingredient is standardized both for ORAC Value (7,500 Units/gram), and for polyphenols (40%).

ENI's technology embodies unique benefits in the production of natural antioxidants for both beverage and supplement use. Principally, it produces a very high, precise level of antioxidant activity, as measured by the Brunswick Laboratories patented analytical methods.

An additional benefit of the 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.

"The public interest in natural antioxidants continues to grow," says Cal Bewicke, President of Ethical Naturals, "and our technology allows us to offer unique ingredients with defined antioxidant levels, from 100% natural sources. We have begun to see how a wide range of companies can improve both the nutritional quality and marketability of their products by incorporating the defined levels of antioxidant power offered by these proprietary ingredients."

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