



Frontiers of Innovation

Not all berries are created equal

Health Benefits

Blueberry species belonging to the genus *Vaccinium* supply powerful flavonoid molecules that possess antioxidant and other nutritional properties. The unique berries used to create the **AuroraBlue™** *Vaccinium* complex were selected by studying the ethnomedicinal traditions that Alaska Natives established over thousands of years. Before these populations adopted a "Western" diet, anthropologists and epidemiologists noted that they were relatively free from chronic conditions of modern society, including cardiovascular disease, diabetes mellitus and complications, and cancer.

Some scientific evidence suggests that consumption of antioxidant vitamins may reduce the risk of certain forms of cancer; however, the FDA has determined that this evidence is limited and not conclusive.

AuroraBlue™ offers health benefits that:

- Prevent some effects of premature aging
- Promote cardiovascular health
- Support retinal health and vision
- Promote joint health
- Protect urinary tract health
- Promote healthy brain function, mental clarity, and improved mood
- Support immune function
- Enhance strength and endurance
- Maintain already normal blood glucose when used with a healthy diet*

**These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, prevent or cure any disease.*

Composition

Biochemical Properties

Total Flavonoids (HPLC): 12-20% typical

Anthocyanins: 4-6% typical

Polyphenolics: 6-8% typical

Proanthocyanidins: 3-5% typical

ORAC hydrophilic (Peroxyl Radical) Units: 1100-2000 (mmole TE/g) typical

ORAC lipophilic (Peroxyl Radical) Units: 25-50 (mmole TE/g) typical

HORAC (Hydroxyl Radical) Units: 150-200 (mmole GA/g) typical

NORAC (Peroxynitrite Radical) Units: 200-250 (mmole TE/g) typical

Plant Parts Used: Fruit (>95% w/w), Leaves and Stems (<5% w/w)

Applications

Let your imagination run wild with AuroraBlue™!

Truly wild **AuroraBlue™** Alaska *Vaccinium* complex is amenable to a variety of product formats and custom formulations. To date, it has been encapsulated alone or in combination with various dry ingredients, with oils and with powdered oil ingredients, and it has been used as a base in liquid dietary supplements. **AuroraBlue™** may be incorporated into fruit leathers, energy bars, sports drinks and dairy-based products.

AuroraBlue™ is available in 20kg and 100kg bulk packaging for inclusion in your own formulations or as Flavon-Plus Formula encapsulated blends, which also contain astaxanthin (the red-orange carotenoid found in salmon and other marine sources) and Vitamin C, both powerful antioxidants, plus pure concentrated omega-3 fatty acids that provide complementary health benefits.

Properties

AuroraBlue™ is a complex of truly wild Alaska *Vaccinium* species including Alaska Early Blueberry (*Vaccinium ovalifolium* Sm.), Alaska Black Huckleberry (*Vaccinium alaskensis* How.), Alpine Blueberry (*Vaccinium uliginosum* L. subsp. *alpinum* (Bigel.) Hult.), and Tundra Bilberry (*Vaccinium uliginosum* L. subsp. *microphyllum* Lange).

Your formulations can benefit from the many unique properties and advantages of **AuroraBlue™**. The exceptional flavonoid content and intense wild flavor, aroma and color of wild, fresh berries are preserved through a gentle drying technology. With only water removed during processing, **AuroraBlue™** is a whole food matrix that offers superior nutrient bioavailability, is free of solvent residues, and never contains fillers or carriers.

Storage and Shelf Life

When properly stored in a closed container in cool and dry area, away from strong light, **AuroraBlue™** has a shelf life of three years from date of manufacture; then retest.

Physical - Chemical Characteristics

Physical Description: Flakes (Refractance Window™ Dried)

Concentration: ~10:1

Extraction Solvent: None

Carrier: None

Color: Dark violet (visual)

Odor: Typical (organoleptic)

Taste: Typical (organoleptic)

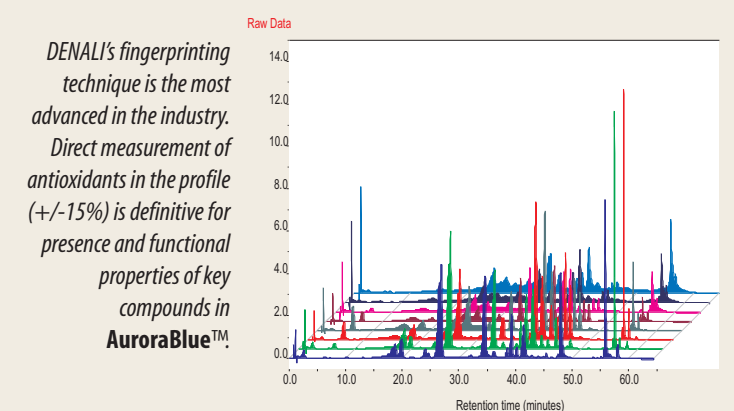
Moisture: <4%

Solubility: Partially soluble in water; improved with milling

Trademark property of MCD Technologies, Inc.

Quality Assurance

AuroraBlue™ is subjected to stringent, routine analysis for composition consistency, wholesomeness and quality. The berries used in this product are uncultivated, gathered by hand, free of pesticides and herbicides, and lack exposure to environmental pollutants in the pristine wilderness of Alaska.



Composition

Fingerprint: Conforms

ORAC/HORAC/NORAC

Units: Conforms

Chemical Toxicology

Mercury: <0.2 mg/kg

Arsenic: <0.5 mg/kg

Phosphate Organics: <DLR

Organic Residues: <DLR

Pesticide Residues: <DLR

Contact

For more information, specifications on additional product lines, please contact info@denali-biotechnologies.com

or call us toll-free at

877-336-2540.



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AuroraBlue™

Truly Wild Alaska *Vaccinium* Complex

Nature's
Premier
Antioxidant
and More...

Alaska Wild Blueberries

DENALI BioTechnologies is proud to introduce **AuroraBlue™**, a new proprietary nutraceutical derived from **truly wild** berries from Alaska. Fruits belonging to the genus *Vaccinium*, which includes almost 450 species of blueberries, bilberries, huckleberries, cranberries and lingonberries, have been savored by ancient and modern cultures worldwide. While humans have instinctively understood the beneficial properties of *Vaccinium* berries, modern science now documents a biochemical understanding of their health-promoting effects.

AuroraBlue™ was developed by a biochemist trained at the prestigious National Institutes of Health. With an exceptional phytochemical composition and flavonoid profile, **AuroraBlue™** possesses nearly 10 times the antioxidant capacity of cultivated blueberries. The unique **AuroraBlue™** complex of truly wild *Vaccinium* berries scavenges tissue-damaging peroxy, hydroxyl and peroxynitrite types of oxygen radicals far more effectively than any other fruit- or vegetable-based nutraceutical.



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For more information, please visit our Web site,
www.denali-biotechnologies.com
or call
1-877-336-2540

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