

ORAC FAQ

structure

comp

oxygen

reactive

ORAC_{FN}

health

ANTIOXIDANTS have become an increasing topic of interest in recent years, stirring up both controversy and competition as marketers scramble to meet the increased demand for high-antioxidant products and customers begin to grasp their impact on the human body and their significance in aging.

COMMON QUESTIONS ABOUT ORAC VALUE...

WHAT ARE ANTIOXIDANTS?

Best known as reactive oxygen scavengers, antioxidants are known to support the body in its fight against the aging process and a myriad of age-related breakdowns. To fully understand the value of antioxidants, let's first examine what they do.

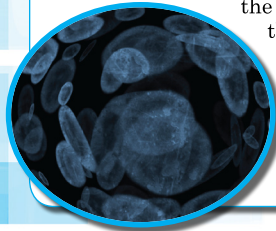
Due to environmental influences, such as; disease, pollution, toxins, chemicals, radiation, and prescription drugs, the molecules within our bodies begin to oxidize. This is similar to the oxidation (rust) that occurs on a car after being exposed to the elements. It's not just water that causes metal to rust, as many believe, it's actually the chemical reaction between the water molecules and the metal that triggers oxidation.

In our bodies, the oxidation process produces free radicals, which are unstable molecules boasting single unpaired electrons that try to attach to other molecules within the cellular structure of the human body. As these high-energy chemical buzz-bombs ricochet around, trying to attach to already coupled healthy molecules, they cause damage to the cells by converting them into unstable ions. This ignites a chain-reaction within the body, leading to wide-spread cellular damage as free-radicals (an ion with unpaired electrons) attack one cell after another in their quest to "couple" with other ions. **This is visible when metal rusts or an apple slice browns >**



THE IMPACT OF CELLULAR DAMAGE...

As we all know, cellular damage can lead to degenerative diseases, premature aging and an impaired immune system. So, it's not necessarily our exposure to these environmental influences that cause problems for us. It's the chemical reaction deep within the cellular structure that produces free-radicals, which attack our otherwise healthy cells. This can happen with or without external environmental influences – often simply as a by-product of natural reactions within our cells. So, even if you were to completely shelter yourself from outside environmental influences, your body would still produce free-radicals.



DISARMING THE ENEMY - PROMOTING CELLULAR LONGEVITY!

Antioxidants neutralize these free-radicals, either by providing an extra (uncoupled) electron for the free-radical to bond with or by neutralizing the free-radical altogether. In short, they stop the chain reaction that occurs if the free-radicals are left to their own devices. Thus, a diet rich in antioxidants will ensure a constant supply, enabling you to reap the healthy benefits!

SO, HOW CAN WE GET MORE ANTIOXIDANTS?

For years, nutritionists have been encouraging people to eat a diet rich in fruits and vegetables due to their high antioxidant content. The fact is, most people are unable or unwilling to consume as many fruits and vegetables as they need to truly have an impact on their health. In response to this, science has found a way to concentrate the antioxidants, making them more easily consumable and this development has been embraced wholeheartedly! But, with so many choices out there and so many people claiming to have "high antioxidants" – how do we compare products and make healthy choices?

WHAT IS THE ORAC TEST?

That's where the ORAC test comes to the rescue! ORAC, which stands for Oxygen Radical Absorbance Capacity, has become the internationally accepted standard of measuring antioxidant capacity. Originally developed by the USDA, the ORAC method was further developed and improved upon at Brunswick Labs. As the leading commercial laboratory specializing in the science of antioxidants and oxidative stress, Brunswick Labs has been testing and providing documentation regarding the total ORAC value of various products worldwide for over 10 years.



WHAT IS ORAC_{FN}?

More recently, Brunswick Labs developed an even more comprehensive test, called the TOTAL ORAC_{FN} which measures antioxidant activity against 5 of the most important free radicals found in humans. These are hydroxyl, peroxy, peroxynitrite, singlet oxygen, and superoxide anion. In a patent pending analytical laboratory method, TOTAL ORAC_{FN} combines all 5 measurements into a single, easy to use test result, delivering valuable, quantitative analysis to evaluate broad-spectrum antioxidant potential of oil- and water-soluble ingredients.



For the time being, **YOUNGIVITY®** will provide **BOTH** the ORAC and ORAC_{FN} test results to make it easier for our customers to compare our **Triple Treat™ Chocolate** to other so-called super-antioxidant products.

Although, upon learning the staggeringly high results, which underwent multiple tests by Brunswick Labs, we honestly don't think there is **ANY** product on the market that compares to our **Triple Treat™ Chocolate with Probiotics!**



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