



# INSIDER™

Vol. 12, No. 3

The Official Magazine of SupplySide®

www.naturalproductsinsider.com

Mar. 12, 2007

## Athletes Seek a Nutritional Edge

Forever at the forefront of the nutrition industry are sports-minded consumers, especially athletes. Even in area where research is slow to validate benefits, sports nutrition fans will try almost anything with potential to improve their bodies and performance abilities at a safe but swifter pace than plain ol' eating and working out. Well-researched sports staple ingredients such as creatine, protein, glucosamine and antioxidant vitamins and minerals are still doing well, alongside up-and-comers like tribulus, Tongkat ali, *Citrus aurantium* and 7-keto-DHEA.

*Story begins on page 22*



NEW, PATENTED  
**Phase 2**  
 STARCH NEUTRALIZER  
 FOR WEIGHT CONTROL  
 GRAS AFFIRMED

The first weight control ingredient with  
 two FDA-accepted claims

phase2info.com 800-526-0609



## It's a Bird, it's a Plane, it's SuperFruit!

Fruit has always been a health savior, and the benefits of standbys like cranberries and blueberries can't be denied. However, standard ingredient offerings are gaining company from a group of nutrient-dense fruits from exotic locales. These increasingly popular superfruits are richly colored and chock-full of healthy phytonutrients, including potentially powerful antioxidants. Noni, mangosteen, goji, açai, camu camu and pomegranate have stormed the market, showing up in a bevy of pills, foods and drinks. The story behind these superfruits is indigenous, the research slow. But consumers are clamoring for the new hot ingredients, leading suppliers to get innovative. Some are using processing methods such as freeze drying to deliver the whole fruit in an ingredient form; others are isolating bioactives to ensure efficacious levels of compounds used in research trials. And both paths are facing bumps in the road in delivering quality through the finished product form, whether food, beverage or supplement.

*Story begins on page 44*

Periodicals

Introducing a new branded ingredient that takes a revolutionary approach to immune health. A high-metabolite immunogen that's backed by science, it's simply immuno-amazing.

For more information visit [www.embriahealth.com](http://www.embriahealth.com) or call 877-362-7421.

**EPICOR®**  
 High-Metabolite Immunogen

# IMMUNO - AMAZING

EpiCor® is a registered trademark of Embria Health Sciences, LLC.