

Demonstration of Consistent Quality and Meeting the 100,000 ORAC Guarantee in the VIBE 2.0 Nutraceutical

Date: January - December 2007

Background information:

While many nutritional supplements claim to possess antioxidant activity or potency, few manufacturers of these products actually routinely test their products for anti-oxidant activity, even fewer products are certified by a recognized ORAC testing agency and, furthermore, none that we know of offer an Oxygen Radical Absorbance Capacity guarantee for their product. The Eniva VIBE nutraceuticals differ on all accounts mentioned.

The purpose of this report is to provide to the reader insight as it relates to:

1. The minimum ORAC guarantee (ROO hydro + lipo) of 100,000 micromolTE/L for the VIBE (2.0) nutraceutical and the ORAC guarantee of 75,000 ORAC Trolox units for VIBE Original
2. Quality control data regarding ongoing ORAC testing of the VIBE nutraceuticals
3. An awareness and understanding of the “ORAC Certification” of the VIBE nutraceuticals by Brunswick Labs, one of the leading antioxidant research and testing laboratories in the United States.

Methodology:

Production runs of the Eniva VIBE nutraceutical are sent for third-party (Brunswick Labs, MA) independent ORAC analysis for the peroxy radical (ROO hydro + lipo) as a marker of antioxidant activity of the finished bottled material. The methodology used is per a validated analytical method. This is done on a scheduled basis as part of the Eniva Corporation's quality control program.

Results:

Please find below a sampling (not exhaustive) of Total ORAC (peroxyl radical) scores of various production runs of the Eniva VIBE (2.0) nutraceutical during 2007. The actual score reports are enclosed as an addendum to this report.

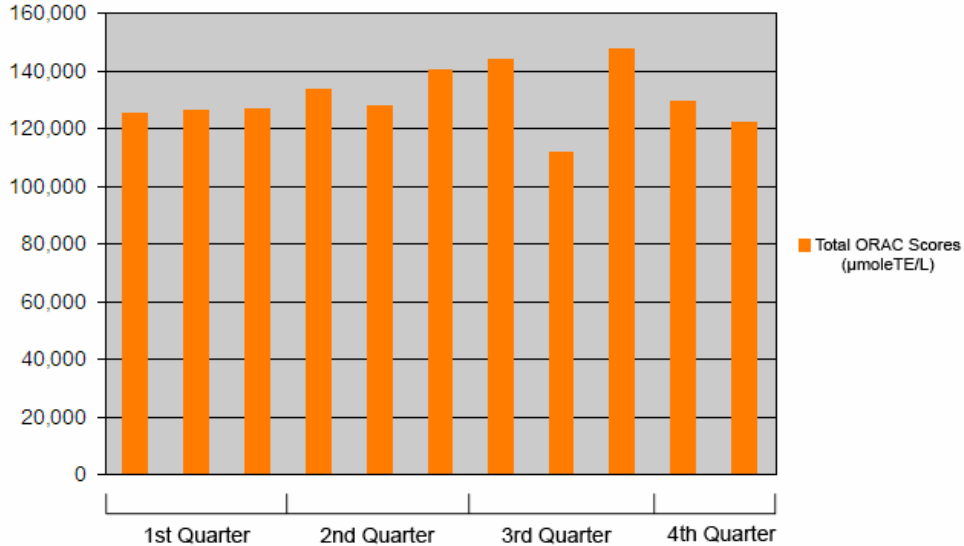
Table 1:

VIBE 2.0 ORAC Score (ROO lipo + hydro)) Quality Samplings, 2007

Sample	ID	ORAC (ROO lipo + hydro) micromolTE/L
VIBE 2.0	20605407	125,061
VIBE 2.0	20609307	126,430
VIBE 2.0	206010907	126,430
VIBE 2.0	206013107	133,363
VIBE 2.0	206016507	127,874
VIBE 2.0	206019407	140,216
VIBE 2.0	206020607	144,005
VIBE 2.0	206022607	111,920
VIBE 2.0	20605607	147,495
VIBE 2.0	180700	129,018
VIBE 2.0	218302	121,883

Figure 1:

VIBE 2.0 ORAC (ROO hydro + lipo) Score Quality Samplings: 2007



Discussion:

Many nutritional manufacturing and marketing organizations claim to use fruit and vegetable components/extracts in their products which contribute to their overall antioxidant activity. As well, many supplements are fortified with recognized essential nutrients, several of which may be anti-oxidants. However, with a current lack of in-place quality regulations regarding the manufacturing of dietary supplements and concerns over raw material variations, consumers need be wary of products which are not routinely tested for nutrient and/or antioxidant content.

It is argued here that should an organization be advertising their product as an anti-oxidant, routine antioxidant testing should take place regarding antioxidant activity, not just raw nutrient content testing. In addition, due to seasonal variations in fruits and vegetables and overall variations in raw materials, manufacturers have even more incentive to quantify the anti-oxidant capacity of their products as an internal measure of consistent manufacturing techniques, adequacy of raw materials from vendors and one measure of overall quality.

The Eniva Corporation, as a part of its quality control measures, routinely quantifies the strength of the anti-oxidant activity of its VIBE nutraceuticals. Because of tightly regulated manufacturing standards and routine testing, the Eniva Corporation provides a 100,000 ORAC guarantee in relation to its VIBE nutraceuticals. This is reassuring to both consumers and practitioners who seek a quality broad spectrum (Please see ERG report entitled:) antioxidant supplement.

Because of committed and routine antioxidant capacity testing of the VIBE nutraceutical as part of its quality control program, the Eniva Corporation has earned the highly respected Brunswick Laboratories** Certified ORAC Seal of Approval:



You will find this ORAC Certification Seal on every bottle of the VIBE Nutraceuticals.

** Brunswick Laboratories, the leading commercial laboratory specializing in the science of antioxidants and oxidative stress, has received a Patent Notice of Allowance from the US Patent and Trademark Office (USPTO) for its well-known ORAC assay. A Notice of Allowance is the formal USPTO notification that an applicant is entitled to a patent under the law. ORAC, which stands for Oxygen Radical Absorbance Capacity, has become the international testing standard for antioxidant capacity, particularly for natural products such as botanical-based ingredients and consumer food products. Original work on the ORAC method was done by the USDA, and scientists at Brunswick Labs improved upon the method for commercial use.