

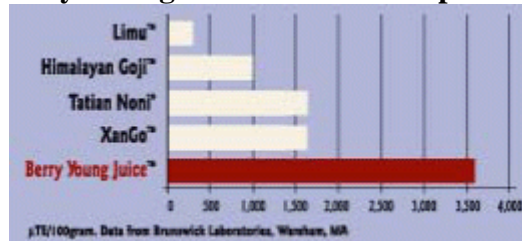
# ORAC (Oxygen Radical Absorbance Capacity)

Several methods have recently been developed to measure the total antioxidant capacity of biological samples. But the ORAC (Oxygen Radical Absorbance Capacity) method is unique, says developer Guohua Cao.

## Comparing Antioxidants - Highest O.R.A.C.

A new laboratory test known as ORAC (Oxygen Radical Absorbance Capacity) was developed by USDA researchers at Tufts University to rate the antioxidant levels of fruits and vegetables. It ranks the Ningxia wolfberry, also known as the Goji-berry as the best antioxidant food in the world.

### Berry Young Juice VS The Competition



Wow - look at how **Berry Young Juice** compares to the "so-called" competition!

**ORAC measures** the degree to which a sample inhibits the action of an oxidizing agent and how long it takes to do so. Then it integrates the two measurements into a single one. This provides an accurate and reproducible measurement for different types of antioxidants having different strengths.

"Whole fruits and vegetables contain a mixture of natural antioxidants that can protect the vulnerable compounds."

*Hundreds of years ago, Spanish Explorer Ponce de Leon set out on a quest for a magical fountain of water that was said to offer rejuvenation and immortality to all who drank from it. Traveling through the New World, he uncovered numerous legends regarding the water, and yet, he never located the enchanted spring...*



D. Gary Young, founder and president of Young Living Essential Oils, embarked on a similar odyssey in 1973, following a devastating logging accident. From a wheelchair, he vowed not only to walk again, but to find health, vitality, and longevity. For nearly 30 years, he single-mindedly continued his pursuit.

Then, in 1994 Gary was approached by a Chinese scientist who was visiting the United States on a fact-gathering assignment. Dr. Songqiao Zhao, senior researcher at the Chinese Science Academy, told Gary about a simple, delicious-tasting berry with amazing health



benefits. He said that Chinese wolfberries had been used for thousands of years to treat a wide range of illnesses. What's more, the people who consumed them on a regular basis lived remarkably healthy lives for 100-plus years.

Intrigued by the story, Gary began an investigation that eventually led to the creation of some of the most exciting health products in the world.

## **Superfood: Chinese Wolfberries**

Chinese wolfberries grow in a remote area of central China near Inner Mongolia. Considered a treasure by the local people, they have been studied by Chinese physicians for thousands of years.

One Chinese Medica dating back 2,000 years cites their use in treatments ranging from replenishing vital essences to strengthening and restoring major organs.(1,2)

More recently, comprehensive analyses have found that wolfberries contain 18 types of amino acids, 21 trace minerals, 29 fatty acids, vitamins B1, B2, B6, E, more beta carotene than carrots, more Vitamin C than oranges, and as much protein as bee pollen. What's more, they are a source of superoxide dismutase and phenylpropanoids. Numerous studies by the Chinese government have shown that Chinese wolfberries are extremely useful for boosting the immune system, protecting the liver, improving the quality of blood, and improving vision.(3,4,5,6)

## **Berry Young Juice™**

Encouraged by the prospect of an all-natural, good-tasting substance that could be so helpful in improving health, Gary determined to find ways to share the benefits of the wolfberry with people everywhere. Young Living Essential Oils, the largest importer of wolfberries in the world, now offers the power of wolfberries as a delicious, refreshing beverage.

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1. Huang Di Nei Jing (Yellow Emperor's Classic of Internal Medicine) Chinese medical textbook dating to the Qin and Han periods (221 B.C.-220 A.D.). Tianjin Scientific Technology Publishing Press, 1986. Chinese version translated by research scientist Sue Chao.

2. Shen Nung Ben Tsao (25-220 A.D.)

3. Ben Cao Gang Mu (Ming Dynasty 1368-1644 A.D.) People's Health Publishing Press, 1982, Chinese version translated by Sue Chao.

4. State Scientific and Technological Commission of China, Pharmacological Experiment on Lycium, Register No. 870303.

5. State Scientific and Technological Commission of China, Clinical Experiment on Lycium, Register No. 870306.

6. Lycium barbarum Medical Effects, improves eyesight, Ningxia Scientific and Technological Commission, July 1982-Jan. 1984.

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