

SUPERFOODS

What's Up with Superfood Products

Once concerned individuals started becoming aware of the health consequences of consuming synthetically made vitamin supplements, new types of products that promoted healthier ways to get your vitamin and mineral daily values began proliferating the market. Products such as fruit and vegetable extract capsules, superfood drinks, and super green powders with the implied claim that these types of products are loaded with the essential nutrients that are missing in our modern diets. Their colorful labels, packed with fresh produce and superfoods, sure looked the part, but a good question to ask is “what percentage of a person’s recommended daily values of essential vitamins and minerals actually make it into these products?” For example, the air drying technology used by many manufactures, can destroy much of a foods vitamin and phytonutrient content. That’s why these types of products reference only the food ingredients used and not the actual vitamin mineral content on their nutritional fact panels. When researchers tested a few popular brands of fruit and vegetable capsules, superfood drinks and super green powders for their actual nutritional content, the results were disappointing to say the least. Here’s the test results of a popular product that claims to contain garden vegetables and orchard fruits that is enriched with two synthetic vitamins;

The results of a popular super greens product;

The results of a best selling superfood drink; Compared to Alovea’s standardized, whole food sourced vitality product

Nutrients	Orchard Fruit and Garden Veggie Capsules	Popular Super Greens product	Fruit and Vegetable Capsules Enriched with Synthetically made *Vitamins	Alovéa VITALITY
Vitamin A	<1.0%	1.8%	500%*	100%
Vitamin C	3.9%	<1.0%	780%*	102%
Vitamin D	<1.0%	<1.0%	<1.00%	100%
Vitamin E	3.0%	3.0%	300%	66%
B Vitamins				
Thiamin (B1)	0.1%	0.8%	0.20%	166%
Riboflavin (B2)	0.2%	1.0%	0.40%	154%
Niacin (B3)	0.1%	1.1%	0.20%	76%
Pantothenic Acid (B5)	0.1%	0.6%	0.20%	120%
Vitamin B6	0.2%	0.7%	0.40%	236%
Folate (B9)	0.2%	0.9%	210%	166%
Vitamin B12	<1.0%	2.5%	<1.00%	166%
Biotin (B7)	<1.0%	0.2%	<1.00%	100%

These results may not be consistent with all fruit and vegetable or superfood products, but without standardized label claims, no one really knows what level of nutritional support they’re actually receiving from any of these products.

Consumers have been stuck with the choice of standardized synthetically made vitamin products, or non-standardized, healthy looking superfood products. Until now! Alovea, an industry leader in evidence based nutritional technologies, recently introduced its Vitality product into the market. It required the right blend of freeze dried nutritionally dense foods and sprouted grains to achieve standardized, daily values of essential vitamins, and minerals that come from 100% Whole Foods sources. No synthetics! This unique formula is then supercharged with Alovea's proprietary immune optimizing Acemannan to provide health building benefits, unseen before in the supplement industry. Nothing takes the place of a healthy diet, but in a world full of toxins, stress and process foods, it's good to know that a standardized whole food product is there to fill the gap.