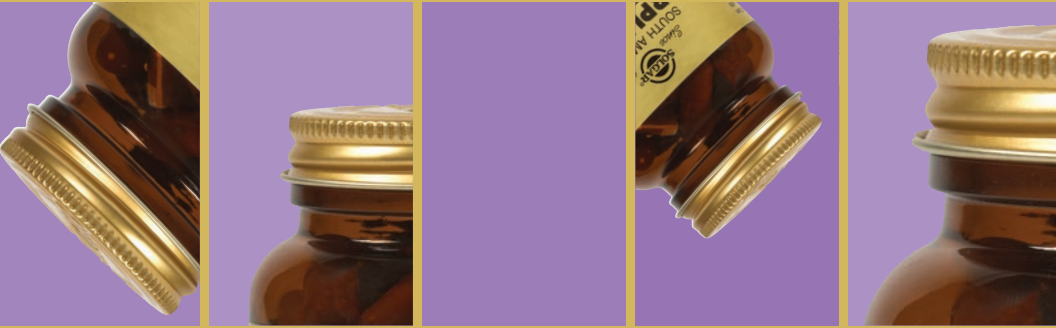
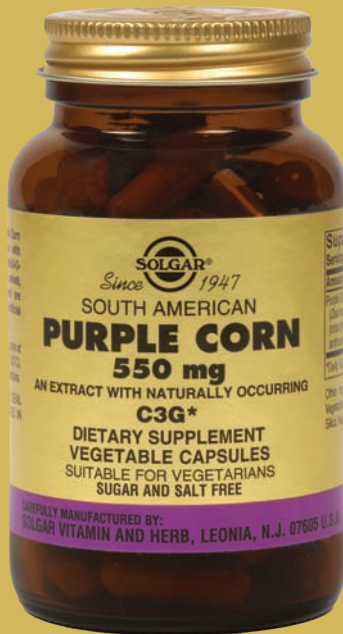


SOLGAR®
Since 1947



antioxidant protection* arterial health* weight management*



*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

S O U T H A M E R I C A N
P U R P L E C O R N



The History of Purple Corn

Purple corn (*Zea mays*), or “maiz morado” in Spanish, has been consumed by the people of the Peruvian Andes for thousands of years. It is the main ingredient of a refreshing beverage called chicha morada, which dates back to the Inca Empire and is reputed by native folklore to bestow good health to its drinkers. The kernels of this ancient plant are a dark purple seldom seen in the botanical kingdom. Recent investigations have discovered it is this purple color that is responsible for the plant’s recently validated health benefits.

Antioxidant Protection

Purple corn contains a high concentration of phyto-nutrients called anthocyanins. These pigments give the corn kernels their deep purple color. They’re also what make blueberries blue. But more than just pigments, anthocyanins are antioxidants with a very high capacity for quenching free radicals.

Because of their anthocyanin content, blueberries have registered some of the highest antioxidant values of foods tested to date. Yet a recent comparative study found the anthocyanin content of whole purple corn is over four times that of blueberries. Additionally, purple corn has demonstrated superior anti-radical capacity against the DPPH free radical compared to blueberries.

One of the most studied anthocyanins is cyanidin 3-O-D-glucoside (C3G). C3G is the most abundant anthocyanin contained within purple corn. Of 13 anthocyanins tested for antioxidant activity, C3G was the most powerful. It is over 40 times as effective as vitamin E at inhibiting oxidative stress caused by ultraviolet light.

Solgar’s South American Purple Corn 550 mg is standardized to contain 5% anthocyanins, including naturally occurring C3G.

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S O U T H A M E R I C A N P U R P L E C O R N

Arterial Health

Oxidation is a process whereby a molecule is attacked by a free radical and loses an electron. Since electrons occur in pairs, the loss of an electron makes the molecule imbalanced. It is then forced to “steal” an electron from another molecule, initiating a destructive chain reaction. Rust is an example of the oxidation of metal. Oxidation can also happen internally. Cholesterol, for example, is particularly vulnerable to oxidation.

Research has shown that C3G from purple corn decreases the susceptibility of blood lipids (cholesterol and triglycerides) to oxidation, supporting the health of the arteries. It also helps maintain cholesterol levels that are already within a healthy range.*

Weight Management

Excess weight can diminish the body’s ability to respond effectively to insulin, a hormone produced by the β -cells of the pancreas. Since insulin regulates glucose and fat metabolism, being overweight can actually contribute to further weight gain.

Emerging research suggests that C3G prevents excess weight gain, supporting healthy insulin signaling and pancreatic β -cell function. Additionally, C3G has been found to upregulate gene expression levels of adiponectin, a hormone that inhibits weight gain and lowers plasma glucose levels.*

Healthy Response to Inflammation

Inflammation is a healthy immune response to infection or irritation that involves the mobilization of blood and white blood cells to the injured site. If inflammation persists, the body will release chemical messengers called cytokines that call even more immune cells to the area. Unfortunately, these pro-inflammatory cytokines also release free radicals into the system, so sometimes their presence is less than helpful. CG3 has been demonstrated to keep pro-inflammatory cytokines in check, supporting a healthy response to inflammation.*





Solgar's South American Purple Corn 550 mg Vegetable Capsules Facts:

- Offers purple corn extract, standardized to 5% anthocyanins, including naturally occurring cyanidin 3-O-D-glucoside (C3G)
- A convenient dosage (1 vegetable capsule daily)
- Sugar and salt free
- Free of yeast, wheat, soy, and, dairy products
- Formulated without the use of artificial preservatives, flavors or colors

For specific label information, please log on to www.solgar.com.

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