

## United States

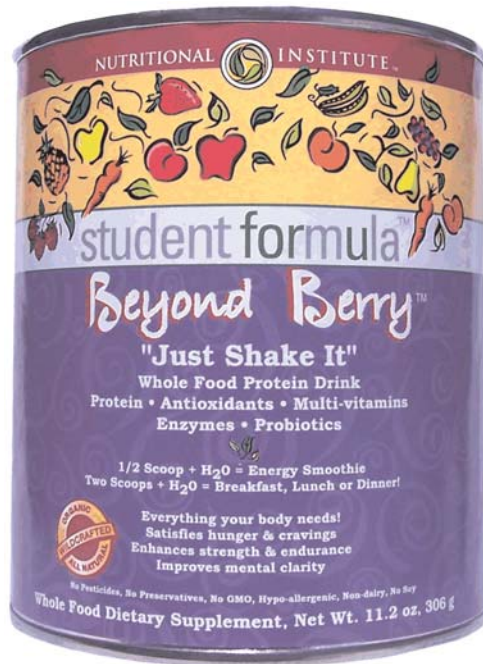
### wellness beverages

## Students set to apply healthy living formula

Natural health products company **National Institute** has introduced two nutrient-rich drinks under its Student Formula brand of nutritional supplements.

The all-natural range is designed for busy students, who often have neither the resources, time or inclination to prepare nutritionally balanced meals. Available in a powder format, it was developed by company founder Linda Slater-Dowling in collaboration with students, nutritionists and biochemists to boost students' energy levels, wellbeing, immune response and concentration levels.

Beyond Berry blends organic and natural foods in a protein rich formula that is designed to supply the gamut of antioxidants,



minerals, enzymes and probiotics. Made with organic berries and organic protein from rice and peas, it is sweetened with stevia and xylitol, two low glycaemic sweeteners. The drink "is everything your body needs to help you achieve optimum nutrition, at a price that students can afford", according to National Institute. Half a scoop of Beyond Berry powder mixed with water creates a nutrient-dense energy smoothie; two scoops create a meal replacement drink.

Green Latte, a low calorie organic green 'superfood' drink for consumption between meals, features broccoli, carrots and celery as well as green detoxification 'superfoods' chlorella and spirulina. Chlorophyll rich chlorella is believed to help remove toxins and heavy metals from the bowel, the liver and the circulatory system. The drink also provides vitamins, enzymes, antioxidants, trace minerals and flavonoids that work synergistically to optimise health and wellbeing through balancing the body's pH, increasing energy levels and improving digestion, vision, and concentration levels.

Linda Slater-Dowling told **functionaldrinks**, "Students are the most receptive to change - they are the voices of our future. They are smarter and brighter than ever and they are the most open to change when it comes to natural health. Eating right and taking supplements to help one ward off illness, disease and obesity works."

Both drinks cost US\$29.95 for a month's supply and are currently available through college bookstores.

[www.studentformula.com](http://www.studentformula.com)

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### ingredients

## Health benefits that shouldn't go to waste?

Scientists at the Agricultural Research Service's (ARS) Citrus and Subtropical Products Research Laboratory in Florida have found that consumption of citrus derived polymethoxylated flavones (PMFs) may help lower low-density lipoprotein (LDL) cholesterol levels.

For 8 years, the ARS research team has been investigating the nutraceutical potential of the PMFs found in citrus peel, an abundant by-product of the Florida juice industry that is generally sold cheaply for livestock feed.

ARS citrus flavonoid expert John Manthey's research had mainly focused on PMFs' anticancer properties, but recent trials on hamsters demonstrated significant cholesterol and triglyceride-lowering actions associated with PMFs.

At 1% of diet, PMFs lowered blood plasma levels of LDL,

very low-density lipoprotein (VLDL) cholesterol and triglycerides by between 30% and 40%. At 0.25% of diet PMFs resulted in smaller decreases in LDL and VLDL cholesterol, but decreases in triglycerides were as large as those occurring at higher PMF doses.

The research also showed that PMFs decrease blood serum levels of apoprotein B, the structural protein of LDL. LDL is the major cholesterol carrier in the blood and linked to the development of atherosclerosis.

[www.ars.usda.gov](http://www.ars.usda.gov)

