

FOR IMMEDIATE RELEASE

**NATREON, INC. INTRODUCES CAPROS®, THE ULTIMATE SUPER-FRUIT
FROM INDIAN GOOSEBERRY EXTRACT**

New Brunswick, NJ., November 2007 - There is an old saying in India, “Consumption of amla today makes positively towards a better tomorrow!” The Indian gooseberry, or amla as it is referred to in Hindi, has been used for thousands of years in traditional Indian medicine as an effective rejuvenator and detoxifier. Today, the secrets of this ancient superfruit have been captured in Capros®, a powerful antioxidant ingredient supplied by Natreon, Inc. to help balance the body and overcome oxidative stress.

The Indian gooseberry (*Phyllanthus emblica*), found primarily in India and Nepal, is harvested in the autumn. It has a bitter-sour taste and because it is extremely fibrous, it is not typically eaten raw. Throughout India, the amla fruit is pickled with salt, oil, and spices; and is widely recognized as the most important fruit in Ayurvedic medicine.

Unlike other Indian gooseberry extracts in the market today, gooseberries used in the production of Capros® undergo a rigorous selection and quality control process to ensure that the highest bioactive components and antioxidant levels are maintained. Extracts are taken from premium fruits using Natreon’s patented water based process, which yields a product with a distinctively different color, activity, composition, aqueous stability and consistency from any other commercially available *Phyllanthus emblica* extract. In fact, the bioactive tannins in the gooseberries, which give Capros® its cascading antioxidant effect, are standardized and guaranteed to be over 60 percent, allowing for longer-lasting protection against environmental stress, and enhanced therapeutic effects.

Backed by clinical studies and research, Capros® provides a myriad of other health benefits including digestive health, vascular health, and protection from iron and copper-induced oxidative stress, particularly to the skin. Moreover, animal studies have shown that it serves as an

anti-diabetic, anti-ulcerogenic, cardioprotective, hepatoprotective, an immunomodulator and an anti-platelet aggregator.

Capros® is set to become one of the most sought after superfruit ingredients in the market and the next big star in functional foods and beverages.

Capros® is a patented nutritional supplement ingredient (protected under various US patents and other pending US and foreign patents) developed to provide specific antioxidant benefits inside and out. Capros® is not another amla; it is the ultimate superfruit extract obtained by a proprietary process, which guarantees optimized levels of bio-actives to provide a myriad of health benefits, particularly in combating oxidative stress.

Natreon, Inc. is the supplier of Capros® as an ingredient for functional beverages, nutraceuticals and health supplements. With US headquarters in New Brunswick, NJ and a research center in Kolkata, India, Natreon's vision is to develop and market pharmaceutical quality nutraceuticals, protected by intellectual property and proven by clinical and safety studies. Natreon's research and development team includes seven Ph. D. researchers and seven Ph. D. candidates, working under the leadership of Dr. Shibnath Ghosal, a world-renowned natural product scientist.

For more information, or to arrange an interview with a company spokesperson, please contact Tamara York at Adinfinitem, 212 693-2150, Ext 314, or email at tamara@adinfinitemny.com

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