



# RoseOx<sup>®</sup>

## What is RoseOx<sup>®</sup>?

RoseOx is a breakthrough new dietary supplement based on a lipid-soluble extract of rosemary. Rosemary, the common culinary spice, has been used as a natural food preservative for thousands of years. Now, scientists are discovering that the true power of rosemary lies in its ability to prevent oxidation of fats and oils. Recent research shows that rosemary contains powerful, lipid-soluble antioxidants that, when ingested, can also inhibit and fight free radicals in the human body<sup>1</sup>.

RoseOx is a concentration of rosemary's natural antioxidant powers. Produced using a patented manufacturing process, RoseOx is extracted from rosemary utilizing unique extraction technology that selectively and efficiently extracts the oil soluble fraction from the herb.

## The Power of Rosemary

The history of rosemary as both a culinary spice and a medicinal herb dates back centuries. So revered was the herb in ancient Greece, young students wore sprigs of rosemary in their hair while studying to strengthen their memories. European folk medicine

prescribed rosemary leaves to treat numerous ailments including stomach problems, arthritis, colds, tension, and headaches<sup>2</sup>.

Today, research reveals that the power of rosemary resides primarily in its unique antioxidants. Antioxidants are essential in the prevention and treatment of many disease states ranging from common colds to cardiovascular disease and cancer<sup>3</sup>.

In a study by Aruoma, O. I., et. al. Carnosol and carnosic acid were found to be powerful inhibitors of lipid peroxidation in microsomal and liposomal systems. Carnosol and carnosic acid were also found to be scavengers of peroxy radicals.

In another study on rosemary conducted by M. Tateo and M. Fellin, rosemary extract was shown to have an "Antioxidant Index" (AI) of 27.5, one of the highest AI ratings of any known organic matter. Rosemary extract was also shown to be a powerful antimutagenic agent.

## Carnosic Acid Cascade<sup>™</sup>

The powerful antioxidant activity of RoseOx can be attributed to carnosic acid. Carnosic acid is the starting element of a unique antioxidant mechanism called the "Carnosic Acid Cascade" (See Figure 1).

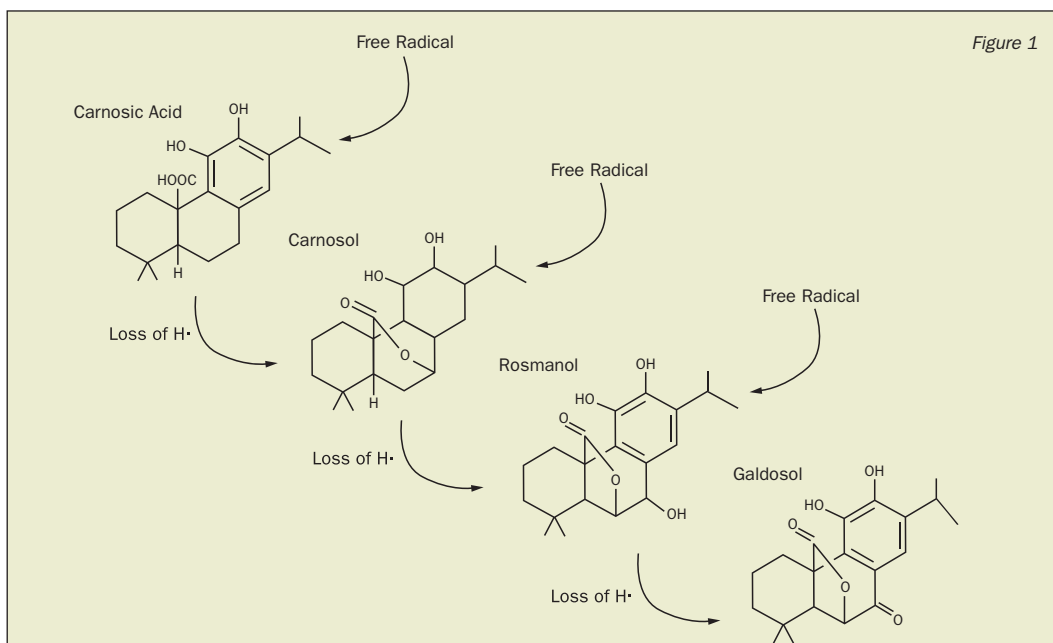


Figure 1



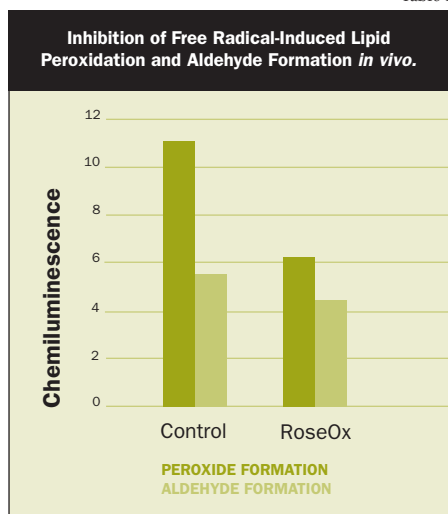
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Table 1



The cascade is an exceptional series of chemical reactions that involve the transformation of carnolic acid into carnolol; carnolol

into rosmanol; and rosmanol into galdosol<sup>4</sup>. With each of these transformations, free radicals are quenched. Its containment of this multi-step process makes RoseOx<sup>®</sup> one of the most potent antioxidants found in nature.

### RoseOx Research

RoseOx has been featured in several studies that support its benefits as an antioxidant. Researchers at the Ukrainian National Academy of Sciences, A.V. Palladin Institute of Biochemistry found RoseOx to significantly delay the time to formation of oxidation byproducts and to reduce the amount formed in rat liver mitochondria<sup>5</sup>. The study confirmed that RoseOx is both bioavailable and can help protect the body in vivo. Table 1 summarizes this exciting data.

Researchers at the University of California-Davis found RoseOx to be highly

effective in inhibiting the oxidation of LDL (low density lipoprotein cholesterol) thereby reducing plaque formation<sup>6</sup>.

Rancimat studies (testing the measure or duration of time until an oil or fat is oxidized to the point of rancidity) showed RoseOx to act as a potent antioxidant<sup>7</sup>.

### Health Benefits of RoseOx

Derived from a common savory herb having GRAS status, RoseOx provides the following health benefits:

- Neutralizes free radicals<sup>8</sup>
- Increases effectiveness of other vitamins<sup>9</sup>
- Supports healthy vascular tissues<sup>10</sup>
- Supports cellular health<sup>11</sup>

### References

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