

Press Release
For Immediate Release

AppleActiv™ Expands its “Core”

All-natural ingredient now available for food and beverage applications

ABBOTSFORD BC, CANADA (Feb. 27, 2014) – Following on the heels of its successful launch at last fall’s SupplySide West, AppleActiv™ is expanding its focus into a broad range of food and beverage applications.

AppleActiv is an all-natural USDA-certified ingredient made from 100% organic Leahy DAPP™ (dried apple peel powder). At low temperature processing, it is compatible with applications in cereal, viscous beverages, granola clusters, desserts, smoothies, nutrition bars, yogurts/puddings, gummies and marinades. Additionally, it offers a neutral, mild taste, soft powder texture and exceptional stability/shelf life.

“Food and beverage applications appeal to the growing ranks of consumers who are actively seeking to add more fiber to their diets,” said Lorraine Leahy, Registered Holistic Nutritionist and President of AppleActives. “Adding AppleActiv in formulations at the recommended levels not only provides consumers with a ‘Good Source of Fiber’ claim, but also provides a clean label, free of gluten, dairy, additives, dyes, synthetic vitamins, chemical preservatives and genetically modified organisms (GMOs).”

AppleActiv is more than 50% fiber, including 12-15% pectin soluble fiber, which is known for improving the intestinal environment and reducing cholesterol levels. AppleActiv also contains 3-4% ursolic acid, shown to help promote lean body mass.

In food/beverage as well as supplement applications, AppleActiv offers a convenient way for health-conscious consumers to add whole-food nutrients to their diet. A study comparing the nutritional content of apple flesh and apple peel showed that the peels contained up to six times as many polyphenols and flavonoids (including quercetin) as the flesh. The

high level of phenolic compounds and antioxidant activity in apple peels work together to promote healthy aging, quench free radical activity, protect the body against oxidative stress and help keep inflammation within the healthy range.

AppleActiv supports a variety of age-related conditions and can be blended with other ingredients to address a range of condition-specific health concerns, including joint health, cardiovascular health, cognitive function, immune health, and healthy stress response. A recent 12-week clinical study on healthy people with moderate complaints of reduced joint range of motion and associated discomfort found that subjects exhibited improved range of motion, reduction in joint discomfort and improvement in serum antioxidant protective status after daily consumption of dried apple peel powder (DAPP).

Visit AppleActiv at Engredea Mar. 7-9 in Anaheim at booth #193.

About AppleActiv

AppleActiv is an all-natural USDA-certified organic ingredient made from dried apple peels. AppleActiv delivers the phytonutrient, polyphenol, antioxidant and fiber benefits of organic apple peels in an easy-to-blend dry powder. With support for a wide variety of age-related conditions, AppleActiv is clinically proven to support joint comfort and range of motion.

AppleActiv is produced in a GMP facility by Leahy Orchards, the parent company of AppleActives. Leahy Orchards is a family-owned and -operated business that is the largest producer of organic applesauce in North America. Leahy Orchards selects quality apples from orchards throughout Quebec and Ontario Canada, and New York State. For more information: www.AppleActiv.com.

