

elder-max™ elderberry concentrate

a solution to support seasonal immune health

description

Elder-max™ concentrate is a patented¹ concentrated elderberry fruit product. Elder-max™ concentrate is made using no solvents, no added sweeteners, and no flavorings or added colors.

Elderberries provide a rich, diverse source of flavonoids, particularly the anthocyanins cyanidin 3-glucoside (cy-3-glc) and cyanidin 3-sambubioside (cy-3-sam)². Elderberries are a better source of these than almost any other fruit².

benefits

Research shows that anthocyanins, particularly cy-3-glc & cy-3-sam, of which elderberries are a rich source, support a healthy immune system^{2,4}. Several human clinical studies have demonstrated the efficacy of elderberries in supporting the immune system during times of stress.^{3,4}

Elder-max™ concentrate is standardized to contain a high anthocyanin content.

Elder-max™ concentrate is the only elderberry concentrate made using the patented Bio-Shield™ technology¹. Bio-Shield™ is designed to protect the anthocyanins and polyphenols from destruction by gastric acid in the stomach.

1. Patent numbers for Bio-Shield™: 6,231,866 and 6,440,467

2. Fang J. Classification of fruits based on anthocyanin types and relevance to their health effects. *Nutrition*, 2015, 31:1301-1306.

3. Hawkins J, Baker C, Cherry L, et al. Black elderberry (*Sambucus nigra*) supplementation effectively treats upper respiratory symptoms: A meta-analysis of randomized, controlled clinical trials. *Complementary Therapies in Medicine*, 2019, 42:361-365.

4. Therapeutic Research Center. Natural Medicines™. Food, Herbs, and Supplements Database-Elderberry Professional Monograph. <https://naturalmedicines.therapeuticresearch.com>. Accessed 20 March 2019.

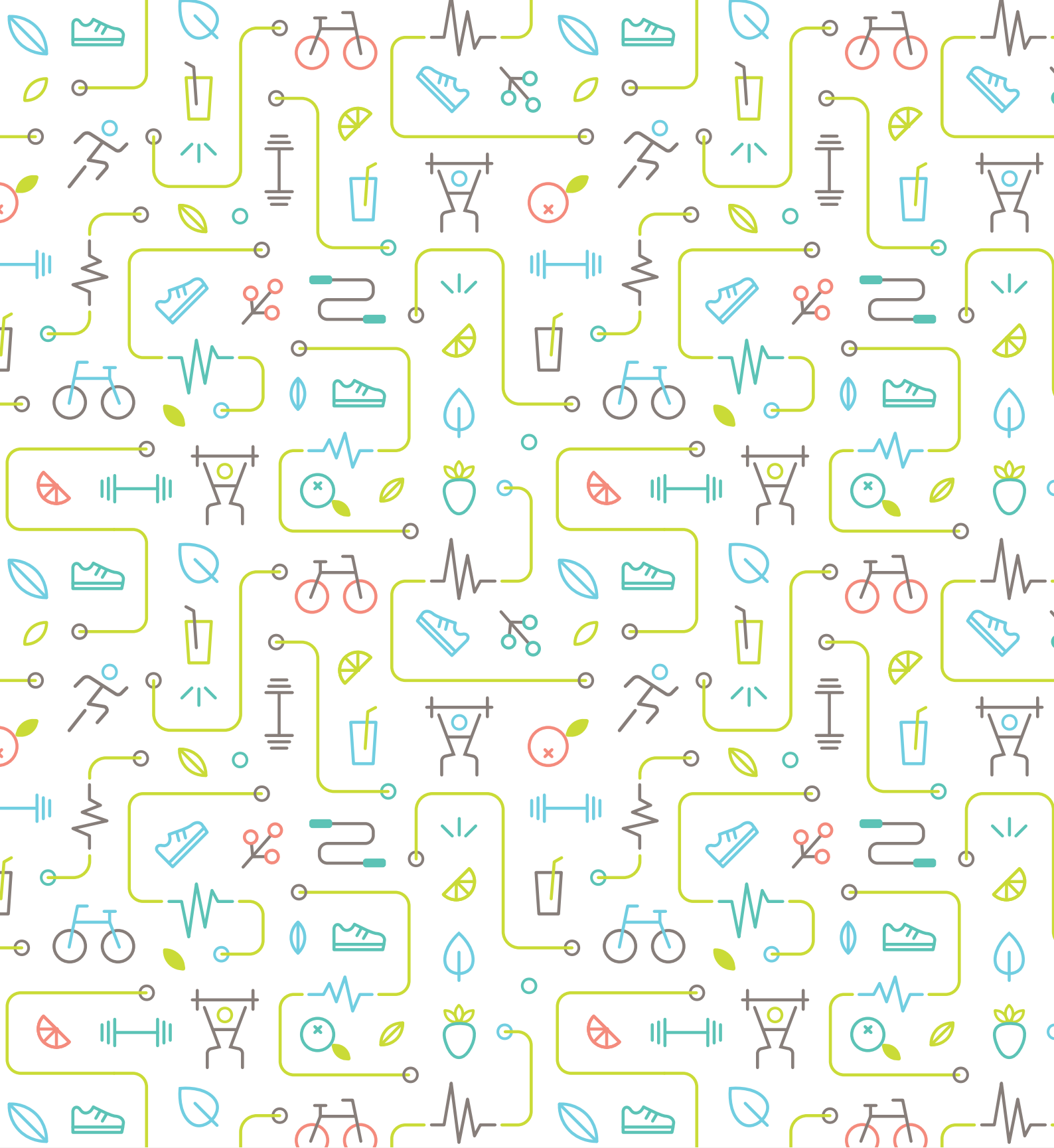


product form and applications

Elder-max™ concentrate is supplied as a concentrated powder and can be used in a variety of end applications—functional foods and beverages, bars, powdered drink mixes, chews and more. Elder-max™ concentrate can also be put into a tablet.

product safety

Elder-max™ is a natural concentrate with a good safety profile.



regional centers

North America —
Kearny, NJ USA
Tel: +1 800 526 0609
+1 201 246 2000

Europe — Poland
Tel: +48 22 607 25 33

Europe — Spain
Tel: +34 932 064 195

Middle East, Africa —
Istanbul, Turkey
Tel: +90 216 538 08 00

India — Maharashtra
Tel: +91 22 61489696

Asia Pacific — Singapore
Tel: +65 6775 5366

Latin America — Mexico
Tel: +52 55 52 76 6121

ashland.com/contact

® Registered trademark, Ashland or its subsidiaries, registered in various countries

™ Trademark, Ashland or its subsidiaries, registered in various countries

© 2019, Ashland / HW19-0032

The information contained in this document and the various products described are intended for use only by persons having technical skill and at their own discretion and risk after they have performed necessary tests and evaluations of the products and their uses. All statements, information and data presented herein are believed to be accurate and reliable, but are not to be taken as a guarantee, an express warranty, or an implied warranty of merchantability or fitness for a particular purpose, or representation, express or implied, for which Ashland and its subsidiaries assume legal responsibility. A purchaser must make its own determination of a product's suitability for purchaser's use, the protection of the environment, and the health and safety of its employees and customers. We make no warranty against infringement of any patents by reason of purchaser's use of any product or formulation described in this document.

