



The *new* 3,500 year old
superfruit from India

Organic Amla

NEW FROM AVESTA™



NOW AVAILABLE AS POWDER IN CONVENIENT STICK PACKS TO ADD TO BEVERAGES

Amla, the Ayurvedic antioxidant “superfruit,” is one of nature’s richest sources of Vitamin C with benefits for healthy aging, digestion and immune function.*

Organic Amla

Rejuvenation is now available in North America with the new, 3,500 year old superfruit from India.

- Superior antioxidant*
- Traditional ayurvedic herb for digestion, healthy aging and immune function*
- Supports healthy cholesterol levels that are already within the normal range*

Traditionally regarded as the best of all herbs to maintain youthfulness of body and mind, Amla is used in Ayurveda as a potent *rasayana*,² a dietary supplement or practice promoting rejuvenation, mental and physical health, as well as providing a defense against aging and challenging environmental factors.³

The difference is FRESH. Avesta Organic Amla is made from FRESH Amla, not the usual dried Amla fruits. The difference in using fresh fruit is a higher Vitamin C and gallotannin content than other Amla products. With a superior ORAC value of over 1,700 per serving, Avesta Organic Amla is naturally rich in Vitamin C, gallotannins, gallates, polyphenols and other powerful, plant bioactives.

The Science of Amla

The potent in vitro antioxidant activity of Amla⁴⁻⁸ is higher than that of many other fruits and vegetables, including pomegranate juice,^{9,10} oranges, black grape juice,⁹ broccoli, and tomatoes.¹¹ The antioxidant activity of Amla is superior to vitamin C and is largely due to its rich content of tannins which have potent antioxidant activity.¹²⁻¹⁷ Animal studies demonstrated that Amla and its tannins produce significant antioxidant activity^{13,14,18-21} and a clinical study suggests that Amla increases the bioavailability of vitamin C.²²

A number of scientific experiments have shown that Amla lives up to its high reputation as a *rasayana* by ameliorating the effects of various stressors on the gastrointestinal tract³ and central nervous system¹⁴ and increasing their levels of detoxifying/antioxidant enzymes.^{14,19} Evidence from traditional use,²³⁻²⁵ studies in animals,²⁶⁻³¹ and clinical studies all suggest that Amla may help to support healthy gastrointestinal function.^{32,33}

Clinical studies in normal subjects³⁴ and in animals³⁶⁻³⁸ also suggest that a diet supplemented with Amla may help to support healthy cholesterol levels that are already within the normal range, and both in vitro^{39,40} and animal studies⁴¹ have shown that Amla may help to support healthy immune system function.

References available at www.avestawellbeing.com or upon request.

Directions

Add 1 packet to any quantity of beverage or sprinkle on moist foods such as applesauce. May be used up to 3 times per day or as directed by your health care practitioner.

Not for use during pregnancy. If you are nursing or taking any prescription drugs, seek the advice of a health professional before using this product. Not to be taken by children under 12. Keep out of reach of children.

Care for the Environment

As a manufacturer, our actions can have a large impact on the environment. We always look for the most earth-friendly, sustainable choice. Avesta Organic Amla features:

- All vegetarian, with no animal-derived ingredients
- Certified organic Amla fruits grown without chemical pesticides or fertilizers
- Soy, wheat and gluten free
- Box contains 100% post-consumer recycled paperboard

*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.



Supplement Facts

Serving Size 1 Packet

| | Amount Per Serving | % Daily Value |
|---|--------------------|---------------|
| AmlaPure™ certified organic Amla (<i>Phyllanthus emblica</i>) fresh fruit extract | 1000 mg | * |
| 2% vitamin C | 20 mg | 33% |
| 20% gallotannins | 200 mg | * |
| 10% gallates | 100 mg | * |

*Daily Value not established

Other ingredients: guar gum fiber.

Soy, wheat and gluten free.

Certified Organic by
Quality Assurance International



Retailers: Box folds into a display permitting sale of individual stick packs.

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