

# MEDOX®

## NATURE'S ANTHOCYANINS

MADE IN  
NORWAY



Now an Evonik product.

# MEDOX® - a food supplement with anthocyanins, sourced from wild Scandinavian bilberries and black currants

The food supplement MEDOX® contains large amounts of anthocyanins from bilberries and black currants. Anthocyanins are plant-derived compounds with diverse health promoting actions, yet they are easily damaged during manufacturing. Sourced from wild Scandinavian bilberries and black currants, MEDOX® is produced through a patented nitrogen extraction process that locks out oxygen to preserve and concentrate 17 naturally occurring anthocyanins.

**MEDOX® a truly unique product that differs from other dietary supplements on the market.**

## 100 % natural product origin

Derived from wild bilberries and black currants, MEDOX® contains consistently high-quality ingredients of Norwegian, Swedish and New Zealand origin.

## Scientifically proven health benefits

The active ingredients of MEDOX® have been subject to multiple, independent, human-randomized double-blind placebo-controlled trials at universities and university hospitals.

## Results of human studies performed with bilberry, black currants and their constituent anthocyanins as related to CVD

### Impaired endothelial function

- Longer term supplementation (6-24 weeks) increases flow-mediated dilation in people with habitual low fruit and vegetable intake and hypercholesterolemic subjects. <sup>1,2</sup>
- Increases blood flow due to NO-cGMP pathway, and reduces adhesion factors. <sup>2,3</sup>

### Oxidative stress

- Results on oxidative stress is less clear, several studies report no effect on plasma antioxidants, antioxidative status or oxidative stress in health subjects or in subjects with an increased CVD risk. <sup>4,5,6,7</sup>
- Some studies report increasing plasma radical scavenging capacity. <sup>7,8</sup>

### Inflammation

- Epidemiological evidence shows that high anthocyanin intake is inversely associated with significantly lower inflammatory score. <sup>9</sup>
- Longer-term supplementation (min. 4 weeks) shows reduction in transcription factor NF-kB which lowers pro-inflammatory cytokines. <sup>4,5</sup>

### Atherosclerosis

- Longer supplementation (4-12 weeks) increases HDL cholesterol, reduces LDL cholesterol in dyslipidemic subjects, no effects in healthy subjects. <sup>10,4</sup>
- Longer-term supplementation (24 weeks) decreases platelet granule secretion, which lowers the chance of thrombus formation. <sup>11,12</sup>

Source: 1) Khan et al., *Free Radic Biol Med* 72: 232-237, 2014 / 2) Zhu et al., *Clin Chem* 57(11):1524-1533, 2011 / 3) Zhu et al., *Nutr Metab Cardiovasc Dis* 23(9): 843-849, 2013 / 4) Karlsen et al., *J Nutr* 137: 1951-1954, 2007 / 5) Karlsen et al., *Eur J Nutr* 49: 345-355, 2010 / 6) Hassellund et al., *J Hum Hypertens* 27(2): 100-106, 2013 / 7) Huebbe et al., *Br J Nutr* 108(2):234-244, 2012 / 8) Rosenblatt et al., *Food Func* 1:99-109, 2010 / 9) Cassidy et al., *Am J Clin Nutr* 102(1): 172-181, 2015 / 10) Qin et al., *Am J Clin Nutr* 90(3): 485-492, 2009 / 11) Song et al., *Thromb Haemost* 112(5):981-991, 2014 / 12) Yang et al., *Plos One* 7(5), 2012

## Want to try MEDOX®?

Order Medox here: [www.medox.no/english/order-medox/](http://www.medox.no/english/order-medox/)