

## FURTHER NUTRITIONAL INFORMATION AND SOURCES

The antioxidant content of Choxi+ has been measured by independent scientific laboratories and the antioxidant capacities of all other foods are based on data supplied by the USDA (United States Department of Agriculture). The information contained in the press pack has been checked by Dr Wendy Hall BA MSc PhD RNutr, a Lecturer in Nutrition at King's College.

While raising awareness of the qualities of Choxi+ we have tried to explain its potential benefits and the role of antioxidants as simply as possible, while avoiding any claims and words, such as 'superfood', that have little or no scientific basis.

Many people correctly associate brightly coloured fruit and vegetables with having a high level of antioxidants, yet cocoa beans contain unrivalled amounts of some of the most important antioxidants that are known about. Because there are several different groups of antioxidants, and to make comparisons more meaningful, we have focused on flavanol antioxidants – a group which scientists believe may play a particularly important role in helping to ward off some cancers, heart disease and stroke.

The possible health benefits of flavanol antioxidants are now being vigorously explored by scientists across the world and there is a growing body of evidence that they may help a surprisingly wide range of ailments and conditions. For further information – please see the following scientific and medical research papers:

Norman Hollenberg, Professor at Harvard Medical School, is the co-author of: Epicatechin mediates beneficial effects of flavanol-rich cocoa on vascular function in humans. He also co-wrote: Aging, acculturation, salt intake, and hypertension in the Kuna of Panama. Hypertension. He and his team at Harvard are continuing to explore the potential health benefits of epicatechin – of which Choxi+ is an excellent source.

### ADDITIONAL SOURCES OF INFORMATION:

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