

CherryPURE™ SkinLocke Matrix

Many manipulated fruit products attempt to pitch themselves as superior extracts on the sole argument of high concentrations of one or another phytochemical entities or classes. This is primarily due to the miss-conception that one single series of phytonutrients is responsible for the purported biological benefits; a common error that is made in the nutritional industry due to the ease with which natural products can be standardized to a specific marker at a high concentration of a “marker” component believed to be singularly responsible for any perceived benefit. A common misconception lies in the inherent inability of the body to utilize these high concentration standardized products due to the missing natural matrix responsible for effective bioavailability.

Numerous products are available in the marketplace whose natural profile has been manipulated to amplify the purportedly antioxidant rich phytonutrients. What these manufactures have omitted to inform the users is that through the simple procedure of the manipulation they have inadvertently upset the natural phytochemical profile; as it is not possible to selectively isolate one subset of phytonutrients and maintain the same ratio of the other natural phytonutrients, thus other phytonutrients must now be in lesser concentration and the natural matrix inevitably disrupted.

CherryPURE® tart cherry skin AMP powder has not been manufactured to generate a standardized concentration of single class of phytonutrient as the fruit matrix utilized to manufacture the product has never been manipulated through a concentration procedure. Other manufactures of standardized extracts selectively concentrate based on certain solubility characteristics of the phytonutrients and then reintroduce these fortified materials back onto the original extract to achieve the target concentration of the “marker”, with little care to the disruptive effect occurring on the underlying matrix.

The phytonutrients in CherryPURE® tart cherry skin AMP powder are maintained in a natural matrix; with the only manipulation resulting in concentration of the native ratio of the underlying matrix and phytonutrients together, resulting in a product that is as bioavailable as the natural whole cherry. The importance of the natural carrier matrix to the phytonutrients can be easily understood if one considers human digestion. Upon ingestion any free phytonutrients encounter the harsh environment of the stomach digestive fluids and are rapidly destroyed or undergo chemical change to entities that are unnatural.

CherryPURE® tart cherry skin AMP powder is naturally protected due to the presence of the natural matrix encompassing the embedded phytonutrients, and thus gastric ingestion does not result in any unwanted chemical damage of the desirable phytonutrients. The CherryPURE® product undergoes natural digestion, just as a whole cherry would and thus results in the natural benefits of whole cherries but with the convenience and benefits of a high strength powder concentrate.