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Press release CALAMANDO® - plant extracts in FS

## Plant extracts in food supplements

A brief thought on innovative high quality extracts and cheap plagiarism



**Since time immemorial and in all societies and cultures plants play in nutrition decisive role, but also in the prevention and cure of malaise to serious diseases.**

Whether used fresh, dried, pulverized, crushed or pressed. Solid, paste or liquid.  
Applied externally as well as internally.

They were mostly witches & healers, shamans and alchemists but also doctors and the ancient pharmacists, who elicited the secrets from nature and were regarded as insiders.

With the dawning of science and research as well as research-based Medicine and Pharmacy began the search for the detailed how and why, too.

### Nature & Synthesis



Individual substances such as acetylsalicylic acid (ASA, Aspirin - Bayer) from willow bark were extracted, identified and finally synthesized. But also the use of specific plant extracts such as

valerian and garlic found in a new guise their way into the drug shelves of pharmacies. With the continuing globalization of the 20th century the ethnobotany and thus plants from other continents got entrance in our markets. The traditional use of plants by indigenous peoples such as Guarana and Maca as well as medicinal plants from the Traditional Chinese Medicine promised us miracles.





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First as simple powder, followed by more or less specific extracts.

With the development of sensitive methods of analysis and therefore improved differentiation of active ingredients especially the so-called secondary plant substances and in this case especially the large group of polyphenols could be further identified and explored.

Even though we are only at the beginning and could throw a relatively small glance on the expected potential, the findings are always amazing.

### **Meanders & Facts**

Thanks to our modern means of communication, especially the internet and social media, information and news are made available to everyone in the shortest time. However, often legends, poetry, wishful thinking and facts are mixed to an information cocktail, which makes it difficult / to distinguish between fiction and truth. Two well-known examples of this are apple cider vinegar and Açai. Both, the first in the last and second in this decade, have been and / or are promoted as a miracle drug that melts any love handles downright away. To the chagrin of the affected consumers such stories go without any of the necessary scientific basis and arise rather from Hollywood.

But please, to avoid misunderstandings, both the plants and their extracts and other substances and compounds fulfil a purpose in our biological systems, only not just the imputed.

Açai, for example, is a wonderful plant and due to their secondary plant substances it also possesses a corresponding antioxidant potential. However, at least according to today's scientific data, not necessarily for weight loss.

### **Green Tea & Green Tea**

But not only the plants themselves, also extraction methods and their objectives are essential for the spectrum of activity and thus for the application area of herbal preparations.



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For example, the well-known green tea has three different main extracts. Thereby the concentration of naturally occurring caffeine, L-theanine or epigallocatechin gallate (EGCG) is increased. Therefore the focus of the extract lays either in the stimulating, soothing or antioxidant range, for example evident on the products of Taiyo (Japan: Suntheanin<sup>®</sup>, Sunphenon). It is obvious that there is little point using any old green tea extract in a food supplement (FS), when the extract specification does not match the target. In other words, a caffeinated tea extract for calming missed its target and is counterproductive.



### **Plant Extracts & Quality**

And there are more of effective, high quality, specified extracts. At the top are those who are based on clinical trials and which are generally produced. There are those which are prepared by special methods and have a specific, even unique drug profile, whereby its specific function (prevention, mitigation, cure) can be obtained in the first place.

There are innovative companies like Bionap (Italy: Pantescal<sup>®</sup>), Kemin (Portugal / USA: Slendesta<sup>®</sup>) Monteloeder (Spain: PLX<sup>®</sup>) Naturex (France: Cereboost<sup>®</sup>, Svetol<sup>®</sup>) and Nexira (France: Serenzo<sup>™</sup>, ViNitrox<sup>™</sup>), Sabinsa (USA: Bioperine<sup>®</sup>), just to mention a few that ensure that we can work with relevant materials. But also good commodity traders as K.-W. Pfannenschmidt (Germany), contribute with their quality and well-documented products.

### **Original Extracts & Plagiarism**

Of course, such efforts and successes are calling the corresponding plagiarists into action. Copycats that are offering alleged high quality or even higher quality extracts at low prices. As 95% OPC extracts are offered as a competitor to exGrape SEED OPC40 (Breko, Germany) at surprisingly good conditions. However, digging deeper with current analytical methods, it is clear that with only 10 - 15% OPC they lag behind the original. Or Vineatrol 30, a resveratrol extract with pure trans-resveratrol from grape vines and not from Polygonum cuspidatum (Japanese knotweed) or even produced synthetically.



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But also Pynogenol® (Horphag, Switzerland), an extract of the bark of the French beach pine, which, obtained from other pine species, is offered by different imitators and however thus must have a different overall composition.

### Products & Quality Commitment

Unfortunately, this situation increasingly continues more and more in the development and manufacture of dietary supplements. Two examples here are Fenidrol (All Star, Germany) and Leanell effect forte (Cape June / IHS, Germany).

Fenidrol contains green coffee extract, which is advertised on various platforms as Svetol® from Naturex. Svetol® is a substantially decaffeinated green coffee extract and a targeted specification with which the corresponding clinical trials and the associated objective and application have been carried out. However, Fenidrol apparently contains even not Svetol® but any undefined green coffee extract. Hereby, the question came into force whether this case is deliberately used to delude the features and benefits of a special extract to the consumer.

Our second example is a similarly ballgame. Leanell effect forte contains Sinetrol®. Due to the patent and the first clinical trial Sinetrol® is a mixed extract of the citrus varieties orange, blood orange, grapefruit, bitter orange as well as Guarana. In the study, not only the biochemical mechanism, but also the positive effect on the weight loss is pointed out. However surprisingly in Leanell effect forte a special extract named "Sinetrol® Pro" and an allegedly modified citrus compilation was and is still in use. Here too, arises again the question of why didn't they use the extract as mentioned in the patent and the original study?



In the meantime, there is a hardly manageable supplier- & product jungle of herbal supplements. And this in every price and quality class, wherein the one does not necessarily correlate with the other.

### Future & Honesty

Finally, it is also left to the consumer, how to deal with the subject. Whether stinginess is cool, whether cheap alternatives are really what you want to expect your body. Or, freely adapted from John Ruskin, if you better spend a few cents more per day and ingest effective products.



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It is also questionable, how we, the developers, manufacturers and distributors, see our own future. Where are we tomorrow and how do we live the modern concept of sustainability. On one hand, there is the innovative range of products, which enables us to create with high-quality plant extracts beneficial products and on the other, the "Cheaper-Consumer-Thought" of our customers.

It is indeed not easy to lead an honest communication with a market which mutates into a bargain hunter ground. Maybe we should think and act much more long-term than just only trend focused or as James Belushi in "Filofax" called a spade a spade:

"... if you want to be honest, then you need to call it Low Quality Food.... or change it in "cheap" or "... affordable for everyone" or, you produce really top quality ... "for everyone who can (wants to) afford it."

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