



Antioxidant with masterful properties

Biospecialties International is promoting its novel antioxidant ingredient to the global food and drinks industry.

The ingredient, gamma-glutamylcysteine (GGC), is the naturally occurring precursor to what has been termed as the 'master antioxidant', glutathione. Glutathione is a peptide present in very high concentrations in all human cells and in fact is found at a concentration higher than any other antioxidant. As well as having powerful antioxidant properties, glutathione is the only known chemical to have the ability to recycle the two antioxidant vitamins C and E.

This 'master antioxidant' has been shown to be a significant factor in reducing oxidative stress which can ultimately improve health, increase disease resistance and longevity.

Research carried out has demonstrated that increasing the body concentration of glutathione can help combat diabetes, lung inflammation,

cancer development, post-operative trauma or neurodegenerative diseases and a variety of other diseases.

Although GGC can be naturally found in foods such as whey and certain fruits and vegetables such as tomatoes and strawberries; these do not have sufficiently high levels to produce a significant impact. In addition, disease, a deficient diet and ageing can contribute to the depletion of glutathione levels, which until now was irreversible.

Biospecialties has developed a proprietary process from which to obtain a safe and stable GGC supplement in powder format that mimics the natural process by rapidly transforming into glutathione once consumed or applied.

The white powder apparently has a pleasant sour taste and is highly water soluble, making it ideal for inclusion in a range of beverages and for consumers of all ages. Examples of product applications include dietary and performance supplements for athletes, anti-ageing and cosmeceuticals or immune boosting products.

At present, Biospecialties is engaged in market development activities for its innovative ingredient across the world, but especially in the US, where it has generated a great degree of interest.

www.biospecialties.com.au



Innovative way to sweeten up sports drinks

Iconic French producer of flavoured syrups **Teisseire** has launched an isotonic syrup, or 'dilutable' as it might be known elsewhere, seemingly an industry first.

Although officially launched this month, the isotonic syrup will be available from spring 2009 in four variants: the classic grenadine, mint, lemon and citrus fruits.

The new syrups are targeted at the one in every five French people who typically consume syrups as a refreshing drink. They not only provide essential minerals like sodium and potassium, but also contain a mix of simple and complex carbohydrates to provide instant yet long lasting energy. In addition, the new formula features vitamin B1 which aids in the conversion of glucides into energy.

As part of its plans to promote the new syrup, Teisseire has created a special website that features an interactive hydration tool to provide guidance on hydration needs according to sport and intensity. Moreover, the website has a section on the country's best running and cycling routes to encourage consumers to exercise and achieve their fitness goals.

In order to promote the new range, the company will highlight its partnership with the Fédération Française d'Athlétisme (French Federation of Athletics), which it sees as crucial to the isotonic syrup's development. To this effect, Teisseire will attend various FFA events where it will carry out sampling activities. Other plans include press and online advertising campaigns, competitive introductory offers for the end consumer and in-store displays.

The new syrups will be available in 600ml aluminium bottles that will for retail for Euros 2.80 as well as in portable sachets for on-the-go consumption.

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