

Premium Pueraria Mirifica Capsules Farmed Cultivar “Why it’s better?”

Thank you for purchasing our products and putting your confidence in us. We are working hard to bring unique and innovative products to the market place. We want our customers to look young and stay young. This product features PueraraPrem™ “The highest quality pueraria mirifica in the world”

PueraraPrem™ is the organically grown brand of Pueraria Mirifica we use in our products. It is the very highest quality in the world. It is unique for the following reasons: Plants from the wild from all over Thailand have been studied for close to 20 years. Only the highest quality plants with the most unique genetic profiles were selected for cultivation. Proprietary nutrient enrichment protocols have been studied and are still ongoing and implemented. These cultivars have been moved to the most appropriate area of Thailand that supports the most ideal conditions for Pueraria Mirifica farming. These factors along with a 7 to 10 year harvest cycle produce the very highest actives. The very potent chromene molecules (deoxymiroestrol, miroestrol) and secondary actives in Pueraraprem™ are critically important for a unique level of estrogenicity. The profound estrogenicity affords a pathway to beautiful young looking skin.

Assays Studies:

For the longest time we have not been able to bring assay values to you. One of the problems is that no one in the world has any miroestrol, deoxymiroestrol, or kwakurin. The exception being in several academic settings.

We believe it is important to understand Thai scientists have been correlating chromenes (mirioestrol and/or deoxymiroestrol) hence efficacy to higher isoflavones and secondary actives. The following is a random sample of PueraraPrem™ supplement material for isoflavone content. The critical value is the puerarian content which is abundant in pueraria mirifica. This value is as much as 5 times higher than wild pueraria mirifica. The other isoflavones which are much more common in western plants are not as abundant in pueraria mirifica. It is important to note that these values are as much as 5 times greater than wild

Analysis Certificate No. 299100555-002	
Date : October 25,2009	
Chemical Composition	100 gram of our Pueraria mirifica
Daidzin	5.1 mg.
Daidzein	8.1 mg.
Genistin	12 mg.
Genistein	2.0 mg.
Puerarin	96 mg.
	(LD* 0.5 mg/ 100 gram)
*LD : Minimum Limited of determination	

Assay performed by the Japanese government

pueraria mirifica assays we have seen. The most important thing we would like to share with you is a study done in Asia we can not cite because of its unique proprietary value.

The researchers performed assays on 17 commercial brands. They did not list the names of the brands. Very, Very important, the researchers did have pure miroestrol, deoxymiroestrol, and kwakurin the three principal markers. These assays were run on HPLC and LC-MS. We know the testing is valid and reliable because they were validated with all the pure marker compounds. In 8 of the 17 brands tests revealed all the marker compounds, 9 brands did not. We identified two results with similar profiles to **Puerara-Prem™**. This is what the researchers found: In the 1st sample we identified yielded (18mg/100gram miroestrol and 7.66mg /100gram of deoxymiroestrol. Since deoxymiroestrol has as much as 10 times more activity as miroestrol we can make an extrapolated miroestrol value of 10 x 7.66 or 76mg miroestrol or more conservatively using a factor of 5 or 5 x 7.66=36 mg/100 miroestrol. This would yield miroestrol totals of 18mg + 76 mg = **94mg /100 grams miroestrol**. At a factor of 5x , 18mg and 36mg (m)= **54 mg mir-oestrol/100 grams**. In sample 2: results yielded 23mg/100grams miroestrol and 4.9 mg/100 grams deoxymiroestrol. Using extrapolated values of 10 x 4.9= 49 mg/100 miroestrol and 5 x 4.9= 24.5 mg/100 grams miroestrol. This would yield totals of 23mg and 49mg= **73.5mg miroestrol /100grams** and (5 x) 23mg and 24.5 mg= **47.3 mg miroestrol/100 grams**. It is important to note that miroestrol value ranged in the other 5 samples that contained all 3 markers from 1.3 mg /100 gram to 6 mg /100 grams miroestrol. Deoxymiroestrol values were all under 1mg /100 grams. We threw out one sample as a concentrated extract. Its values were 33 mg miroestrol/ 100 gram and 21mg/100grams deoxymiroestrol sold in 10 mg capsules.

We give you our pledge to provide our customers with the best and most up to date information as it becomes available

Siriporn