Organic camu camu
POWDER Nothing But Plants®

7500 mg of vitamin C per 100 g of product

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<th></th>
<th>1 unit</th>
<th>3 + 1 free</th>
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<td>100 servings / Camu camu powder 100 g</td>
<td>18,00 €</td>
<td>54,00 €</td>
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PRINCIPAL INDICATIONS:
Anti-inflammatory, Immune (strengthen the body’s defense)

Brand: Powder

Discover the exceptional properties of SUPERFOODS with the new powder range from our new brand POWDER Nothing But Plants® range!

This product range offers an innovative concept: an alternative way of consuming dietary supplements and healthier foods – in milkshakes, salads or mixed with your favourite foods.

DESCRIPTION

Camu camu (Myrciaria dubia (Kunth) McVaugh) is a shrub native to the Amazon rainforest. Its fruit is very rich in vitamin C: its vitamin content is even higher than acerola’s!

Camu camu fruit also contains carotenoids, flavonoids and ellagitannins, which, together with vitamin C, contribute to its high antioxidant potency and anti-inflammatory properties.

Our organic camu camu is the best option for giving our diet a boost of naturally occurring antioxidants! Contains 7500 mg of vitamin C per 100 g of product. Just one gram of our camu camu provides 93.75% of NRVs*. 

*NRVs: Nutrient Reference Values.

ORIGIN

Camu camu (Myrciaria dubia (Kunth) McVaugh, Myrtaceae family) is a shrub native to the Peruvian Amazon that commonly grows on the banks of the quebradas* and cochas** of the Amazonian basin. It can grow to a height of 3m (1) and its fruits are red berries of around 2.5 cm diameter, and with high vitamin C content (2). The pulp of camu camu berries is pinkish and very acidic (1).
It is a very important fruit to the economy of the Amazon region, as it grows in areas generally not suitable for cultivating other plant species (3), and its high vitamin C content gives it great economic potential.

Because of its high acidity, the fruit is not eaten directly, but is usually consumed in juices, purees and pulp powder (1). It is also used to produce vitamin C capsules (3).

*Quebrada: Gully or stream that runs through a gorge.

**Cocha: Lagoon, shallow lake.

HISTORY

Camu camu grows in the Bolivian, Brazilian, Colombian, Ecuadorian, Peruvian and Venezuelan Amazon. Its name comes from the indigenous Tupi language, and according to popular tradition ‘camu camu’ is the sound produced by fish when they eat the fruit that falls into the water. Camu camu is still used in the Amazon as bait in fishing (4).

COMPOSITION

Camu camu fruit is a very rich source of vitamin C and contains phenolic compounds (flavonoids, ellagic acid etc.) and carotenoids that offer numerous health benefits (2, 5-6).

Camu camu is also rich in potassium, a mineral that can accelerate the intestine's absorption of vitamin C (5). Other minerals present in camu camu are sodium, calcium, magnesium, manganese and copper (1).

Our organic camu camu contains 7500mg of vitamin C per 100g of product. Just one gram of camu camu pulp provides 93.75% of NRVs*.

*NRVs: Nutrient Reference Values.

OUR PRODUCT

- Product name: Camu camu powder (from organic farming).
- Scientific name: Myrciaria dubia (Kunth) McVaugh
- Part used: Pulp

BENEFITS

Camu camu has antioxidant properties, due to its vitamin C, carotenoid and phenolic compound content. It also has anti-inflammatory, antibacterial and anti-diabetic properties (5-6).

USE, DIRECTIONS

We recommend mixing 1 g of Camu camu powder with water, juice, smoothies or milk. You can also dust camu camu powder on meals and salads.

STUDIES

Camu camu's high vitamin C content makes it a fruit with high nutritional value. One study evaluating the anti-inflammatory and antioxidant properties of camu camu juice in smokers found that the positive effects of camu camu juice were greater than the same dose of vitamin C taken in tablets. The authors also concluded that this juice could be used to prevent atherosclerosis* (5). Based on currently available data, it has been found that consuming camu camu can be a good option for maintaining a balanced immune response and the antioxidant activity that mediates inflammatory processes (1).
Finally, camu camu also has other health benefits. Thanks to the pulp’s phenolic compound content, camu camu has been found to exhibit antibacterial activity and potential antidiabetic action for control of the early stages of type 2 diabetes, by inhibiting the enzyme activity of alpha-glucosidase, an enzyme whose inhibition helps reduce postprandial (after meals) blood glucose levels (6).

*Atherosclerosis: hardening of the arteries due to the build-up of plaque inside them.

BIBLIOGRAPHY
2. Zanatta et al. (2005) Determination of Anthocyanins from Camu-camu (Myrciaria dubia)

Health claims

Vitamin C contributes to the normal function of the immune system.

Vitamin C contributes to normal functioning of the nervous system.

Vitamin C contributes to the reduction of tiredness and fatigue.

Composition

INGREDIENTS:
Per daily dose: 1 g organic camu camu fruit pulp powder ( Myrciaria dubia (Kunth) McVaugh).

ALLERGENS:
This product does not contain allergens (in accordance with Regulation (EU) No 1169/2011) nor genetically modified organisms.

FABRICATION AND GUARANTEE:
This food supplement is manufactured by a GMP-compliant laboratory (GMPs are the good manufacturing practice guidelines for the European pharmaceutical industry). Their active principle content is guaranteed through regular tests, which can be viewed online.

Use

DIRECTIONS:
1 serving (1 g) per day. Mix 1 g (1 measuring spoon) of powder with water, juice, smoothies or milk.

WARNINGS:
Not recommended for pregnant or lactating women. Do not exceed the recommended daily dose.

ADVICES:
Does not replace a varied and balanced diet and a healthy lifestyle. If you are undergoing medical treatment, seek your therapist's advice. For adult use only. Keep out of reach of young children.

STORAGE INSTRUCTIONS:
Store in a cool dry place away from sunlight.