

ABOUT CAMU CAMU



Camu Camu is a fruit similar to a berry or a grape, with a size comparable to that of a cherry, with light bright-green and dark matte-red colour. It has a very hard and thick skin and inside, a juicy sour and astringent pulp.



The fruit is produced by a small shrub found throughout the Amazon Rainforest of Peru and grows wild in swampy flooded areas in the shore line of the Amazon River and effluents. Its

name comes from an old and extinct language called "Tanio" that influenced the aboriginal people of the Amazon of Peru... the name has a very unique meaning of its own. The word "camu" means "lots of water", so "camu camu" means "twice as much water", a name used to describe best the way this plant grows, underwater!

Since the beginning, the collection of the fruit is done using canoes in order to reach the flooded areas, and the process is completely done by hand. It is a very impressive task considering the wilderness of the area and time used to reach the location where Camu Camu is grown.

IT'S ALL ABOUT VITAMIN C

There are many sources of natural vitamin C but only a handful excel for their values and benefits. Camu Camu rightfully find its way to the top of the list

Fresh Fruits / Vegetables	Vitamin C mg /100g
Camu Camu	2,700
Acerola	1,677
Rosehip	426
Guava, tropical	183
Blackcurrant	155
Baobab	150
Parsley	133
Kale	120
Kiwifruit, green	98
Broccoli	93
Red Peppers	90
Green Peppers	89
Brussels Sprouts	85
Dill Weed	85
Lychee	72
Papaya	62
Redcurrant	58
Strawberry	57
Lemon juice	53
Orange	53
Cauliflower	46

*Based on average values. Source: USDA



The vitamin C content of Camu Camu is quite complex and very impressive to say the least; a powerhouse of bioflavonoids, minerals and complex compounds that produce the highest ORAC (Oxidative Radical Absorption Capacity) ever seen. Different tests performed on Camu Camu C++[®] achieved values up to 53,000 µmole TE/g, with higher antioxidant power against the Superoxide Anion, a toxic free radical commonly associated with common colds and flus.

UNDERSTANDING VITAMIN C

Vitamin C is a water-soluble vitamin naturally found in food, fruits and vegetables; it is a complex compound made of different elements like ascorbic acid, flavonoids (or bio-flavonoids), flavanols, flavanols, minerals and many other substances.

Flavonoids are a large group of secondary metabolites, that have an extensive spectrum of pharmacological activities, including their antioxidant, anti-inflammatory, and antiviral properties.

ASCORBIC ACID OR VITAMIN C?

While ascorbic acid is a component of natural vitamin C, it can also be found as an "extract" or isolated compound that cannot be considered as a full spectrum vitamin C option. Ascorbic acid as found in common vitamin C supplements, is a separate and individual compound, a synthetic form of vitamin C often made from genetically modified corn sugar (or similar base), transformed through chemical processes to mimic only one of the numerous life-supporting molecules found in whole-food vitamin C. Ascorbic acid extract does not account for bioflavonoids and other supporting nutrients.

The ascorbic acid name comes from the Latin words "a"—(meaning "no") and "scorbutus" (meaning

"scurvy"), a disease caused by vitamin C deficiency... so the name does come from a natural remedy for a common ailment, but what we know today as ascorbic acid is not natural, nor is it as beneficial as natural wholefood vitamin C.

When ascorbic acid was first extracted in 1930, it was also discovered that its potency was higher while taken directly from the source compared to an isolated compound. Unfortunately, this fact has been ignored and hidden by many.

WHOLE FOOD VITAMIN C

Vitamin C in its natural form is one of the safest and most effective nutrients the body can have, a protector against immune system deficiencies, an essential building block of collagen and a powerful antioxidant to say the least.

As a protector against immune system deficiencies, vitamin C helps the body in the production of white blood cells, key to prevent and fight infections like colds, flus and viruses. Vitamin C is not a remedy for these ailments, but it does help to relief the symptoms and shorten their duration.

As a building block of collagen, vitamin C represents the raw material to produce this important protein. Collagen is used to grow and repair connective tissue in our body, renew and maintain skin, cartilage, tendons, ligaments, blood vessels and bones. Collagen is also essential to repair and maintain the good health of the entire nervous system.

As an antioxidant, it protects the body against the effects of substances and elements that cause accelerated aging and the deterioration of good health. Due to its incidence against free radicals that damage your healthy cells, vitamin C is the best preventative for conditions such as diabetes, heart disease and even cancer.

CAMU CAMU

C ++[®]

Camu Camu C++[®] is an incredible line of products made of select camu camu berries from the amazon of Peru, sourced from sustainable wildcrafting, collected when they are ready to yield the highest amount of natural vitamin C.

By utilizing only the best raw materials and applying our unique cold drying process, we are able to truly highlight Camu Camu's nutritional profile; including whole-food vitamin C, bioflavonoids and other essential co-factors as well as its high ORAC value. The result is a product of incredible strength with a true powerful antioxidant capability.

As the true pioneers in the field of Camu Camu, we have used our knowledge and expertise to manufacture the highest quality products since 2004. We ensure at all times consumer satisfaction, effectiveness and quick results, as well as safety on all our products.



ATTRIBUTES

Camu Camu C++[®] Products are manufactured under the following standards:



ABOUT ORAC

ORAC (Oxidative Radical Absorption Capacity) measures a food's antioxidant capabilities. The higher the ORAC value of a food, the better its ability to protect the body from free radicals that could harm it otherwise. If we think of Camu Camu as a car engine, the ORAC corresponds to the "torque" while vitamin C corresponds to the "horse power". Synthetic ascorbic acid has very low ORAC, hence a low potency.

HOW DOES VITAMIN C WORK IN OUR BODIES?

Humans synthesize the vitamin C from food, there is no internal production of vitamin C from enzymes like most animals do, plain and simple... food is the source! But what happens when the food is low in nutrients or our diet is mainly composed of fast or processed food? This kind of diet would lead to deficiencies of vitamin C, where supplementation would then be required.

Noticeable signs of vitamin C deficiency include cracked and scaly skin, opaque dry splitting hair, slow healing of wounds, easy bruising, nosebleeds and a marked ability to acquire infections. Serious vitamin C deficiencies may originate gingivitis (inflammation of the gums), bleeding gums and scurvy.

Vitamin C deficiency may have other consequences in the long run, including problems with blood pressure, stroke, atherosclerosis (plaque build-up) and development of rare tumors and some cancers.

Common drinks such as coffee and soft drinks have a tendency to deplete the level of vitamin C stored in the body. Getting enough vitamin C from a good and balanced diet or adequate natural supplementation is a must.

BENEFITS OF VITAMIN C

A food containing an all-natural wholefood vitamin C along with its co-factors will provide many benefits. The key is in finding the best food source available.

Regular consumption of wholefood vitamin c may:

- Detoxify
- Promote healthy levels of white blood cells
- Boost and strengthen the immune system
- Prevent common colds and flus
- Prevent viral infections such as blisters, shingles, herpes and HPV
- Have antibacterial properties
- Improve circulation and reduces plaque formation
- Promote collagen formation
- Strengthen the nervous system
- Promote the growth and repair of connective tissue
- Promote cell regeneration for a healthy fresh skin, shiny hair and strong nails
- Prevent arthritis and osteoarthritis
- Promote enzyme production to facilitate the absorption of nutrients
- Assist Depression



Camu Camu is the greatest source of natural vitamin C with the highest ascorbic acid content and a full array of naturally occurring vitamins, minerals, and amino acids. By far many times better than high concentration synthetic ascorbic acid tablet alone!

THE LINEUP

CAMU CAMU C ++ ® POWDER 30:1



Made from select berries harvested wild while still green, when its nutrients are at their peak. Only the pulp and skin are used, both are then processed separately to get the most out of the fruit. This product is made with an exclusive cold drying process in a 30:1 ratio of concentration and protected from high heat and direct light to provide the highest grade natural vitamin C possible.

CAMU CAMU C ++ ® FLAKES



Our Camu Camu Flakes are made from carefully selected red and green berries to obtain the best flavour and highest vitamin C content. Ideal to brew an incredibly tasting hot vitamin C drink, taken as a snack or combined with your favourite meal.

CAMU CAMU C++® HONEY



A twist on an ancient remedy, select raw and unpasteurized dark Canadian bee honey blended with our Camu Camu Powder 30:1, a real delight! The incredible taste and texture makes it a great spread and even the base of a vitamin C fuelled tea!

Even though our products are considered the best functional foods ever seen, being around for more than 14 years and have demonstrated benefits during that time with no signs of side effects, toxicity reports or interactions with any other food, supplement or medicine; always consult your doctor prior to the use of any of our products.

F.A.Q's

How to recognize a good brand of Camu Camu?

A good Camu Camu can be recognized by its Colour, Taste and Texture. Camu Camu powder should be brown in colour. A pink/reddish colour is a clear indication the product contains maltodextrin and is made from ripe fruit which bears very little vitamin C. Depending on the concentration, Camu Camu's taste should range from pleasantly sour to a slightly strong sour taste, but should never be bitter. A strong bitter taste is caused by the use of camu camu seeds and/or citrus fruits within manufacturing, or adulterated in other ways. Finally, a good product will be fine and "fluffy". Coarse powders denote the use of foreign materials as well as the use of synthetic Ascorbic acid or other materials, usually not declared.

Camu Camu C++® is a unique product made from berries that are at the peak of their vitamin C content, highly concentrated, 30:1 ratio of concentration and using only pulp and skin, discarding the seeds, with an exclusive cold drying process to protect the integrity of the product and benefits. Our product delivers a strong but pleasant sour taste and is fine in texture.

How much vitamin C is enough?

Vitamin C is a powerful antioxidant and co-adjuvant for many other minerals and bio-chemical compounds. High vitamin C consumption is not known to cause any health risks, but everything should be taken with moderation.

Is Camu Camu C++® safe?

Yes, safe with no known side effects, toxicity reports or interactions with other medicines, supplements or foods.

Is this product sustainable?

We work intensively with Co-ops in the Amazon of Peru to obtain the best berries while never depleting the source and always preserving the environment.

CAMU CAMU
C ++ ®

Get the C from the Source!