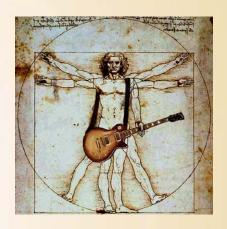


health benefits of berry bioactives

- potential health benefits of berry bioactives
 - improved glucose tolerance anti diabetic activity
 - good evidence in human trials and animal experiments
 - improved vascular health
 - good evidence in human trials and animal experiments
 - improved neuronal health and cognition
 - some evidence in human trials, animal experiments and cell culture studies
 - body weight maintenance
 - good evidence in animal experiments

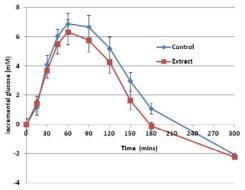


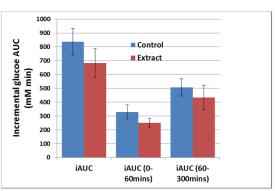




health benefits of berry bioactives



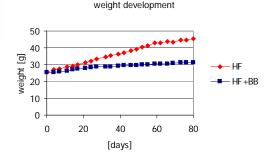


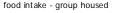


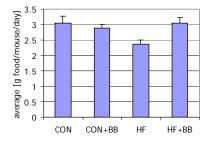
- obese/overweight male subjects with type 2 diabetes controlling their diabetes by diet and lifestyle (n=8).
- single capsule of bilberry extract (0.47 grams;
 standardised to 36% anthocyanins = 50g of fresh fruit)
- placebo capsule matched for sugar
- glucose tolerance test (75g; polycal liquid) with a two week wash out period in double blinded cross over study
- effect size similar to metformin

health benefits of berry bioactives

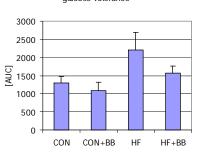








glucose tolerance



- supplementation of a cafeteria diet with blueberry extracts (total anthocyanin content of diet 2%) prevents all effects of the high fat diet
- supplementation normalises
 - weight development
 - lipid metabolism
 - diabetes
- potential mechanisms
 - modulation of energy uptake
 - modulation of energy expenditure

health benefits of berry bioactives - mechanisms





inflammation

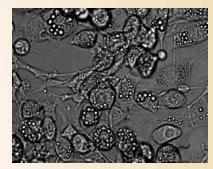


oxidative stress



modulation of bacterial growth

- potential effects of berry bioactives
 - reduced inflammation
 - reduced oxidative stress
 - improved blood lipid profiles
 - modulation of gut bacteria
- potential bioactives
 - vitamins
 - complex phytochemicals like anthocyanins
 - fibre and complex sugars



differentiated adipose cells

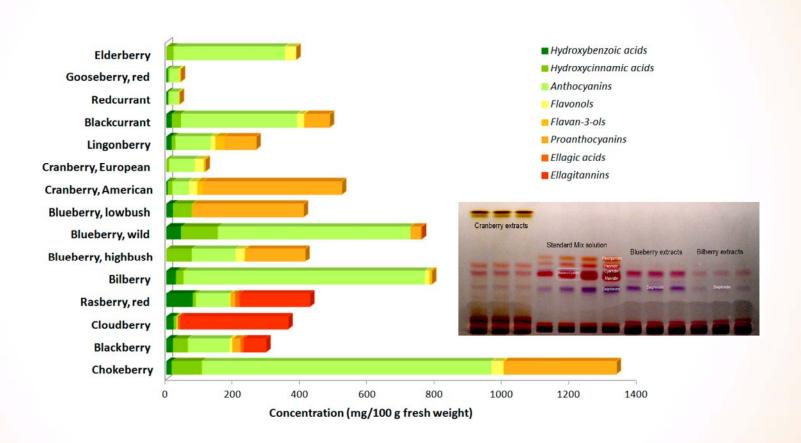


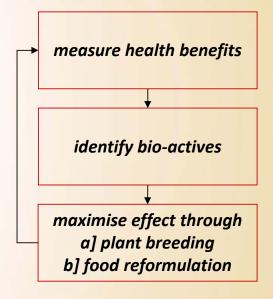
differentiated gut cells

identification of health-promoting bioactives



The Rowett Institute





The phenolic composition of the most common berries Ferlemi & Lamari 2016, Antioxidants, 5, 17 Cretu et al., 2013, UPB Science Bull, Series B, 75(4)

identification of health-promoting bioactives



- cell studies
- animal studies
- human studies
 - acute
 - chronic
- berries can be provided as
 - fresh fruit
 - smoothies
 - complex matrix
 - extracts
 - capsules













