



## Press Releases

### Statement On Customer Data Confidentiality And Brunswicklabs As A Neutral Analytical Service Company

Wareham, MA - Oct 27, 2004

To our valued customers and science partners:

All analyses performed by Brunswick Laboratories for our customers, and the data resulting from these analyses, are considered to be "privileged and confidential" between Brunswick and the customer. Brunswick does not release data to a third party without permission from the owner of the data.

Occasionally, customers will send samples from their competitors to be analyzed, so they own this data and have control of how it is used. Beyond our normal "Certificate of Analysis", which is our means of reporting official results to our customers, we have at a customer's request, put the results in the form of a letter. We now believe that we used poor judgement in doing this, as Brunswick Laboratories is being used to "promote products", and Brunswick unequivocally does not align itself with any products or companies producing products.

There is a lot of "chatter" in the marketplace concerning who/what has the highest ORAC value. It is very important to understand the difficulty in making direct comparisons - harvest times and growing conditions dramatically affect the antioxidant capacity of fruits, berries, nuts and vegetables. Physical state of sample - fruit/berries that are in a fresh state, freeze dried state, concentrated extract, "spiked" sample -- can affect the ORAC value several thousand percent. The absence of moisture in the analyzed sample tends to "concentrate" the antioxidant compounds, as shown in raisins and prunes.

If all conditions are equal between two samples - please insure that each employs the same unit of measure in their results, as some companies may use "small print" for results "per 100 grams" instead of "per 1 gram", or "per 100 liters" instead of "per 1 liter". Also, please note that most companies use their "marketing name" for a product being compared, whose formulation is proprietary to the company-- and not the Latin name for the pure compound, ie. **Mangostin** - *Garcinia mangostana*; **noni** - *Morinda citrifolia*; **goji berries** - also known as wolfberry - *Lycium barbarum*. The fact that a commercial product contains one of these plant products does not necessarily mean that the ORAC value of the product will be the same as the plant product in its' pure form.

On behalf of Brunswick Laboratories, I apologize for the confusion caused by the letters mentioned above. We will not compromise our integrity with our customers - our only goal is to provide sound science. It is only with sound science that you can establish and defend the antioxidant characteristics of your products.

Very truly yours,

Jim Nichols  
President

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