

IdentiPure™

**Red Beet Extract
2% Nitrates**



superior sports nutrition supplement

Auropure

there's no substitute for quality

Auropure LifeScience Co., Ltd.
814 Waltz Bldg., 100 N. Huanghe Rd.,
Zhuzhou, Hunan, 412007 China
ph: +86 731 2883 5871
fax: +86 731 2289 8851
e-mail: info@auropure.com
www.auropure.com

Nitrates – the supplement factor of Red Beet

✧ Dietary nitrates from vegetable (red beet) resource has profound effects on basal mitochondrial function, thus reduces oxygen cost during physical exercise, shown in a double-blind crossover human trial.

* Reported at “Dietary Inorganic Nitrate Improves Mitochondrial Efficiency in Humans”, Cell Metabolism 13, 149–159, February 2, 2011

✧ Dietary supplementation with red beet resource inorganic nitrate has shown a mechanism by which nitrate exerts beneficial effects on muscle function with applications to sports performance and a potential therapeutic role in conditions with muscle weakness.

* Reported at “Dietary nitrate increases tetanic $[Ca^{2+}]_i$ and contractile force in mouse fast-twitch muscle”, The Journal of Physiology 590.15 (2012)

IdentiPure™ Red Beet Extract 2% Nitrates

Common red beet supplements in the marketplace are made from red beet root raw powder or juice powder (with high amount of excipients) without any active marker standardization. **IdentiPure™ Red Beet Extract** utilizes advanced extraction technology and is standardized to NLT 2% Nitrates, tested by Ion Chromatography. This extract is:

- free-flowing fine powder
- nice violet to red color
- easily soluble in cold water
- taste sweet



Applications

- ✓ Dietary supplements (capsule, tablet, softgel ...)
- ✓ Powder drink (sachet)
- ✓ RTD (ready-to-drink) beverage
- ✓ Dairy (yogurt)
- ✓ Confectionary (candy, jelly ...)
- ✓ Frozen food (ice-cream, smoothie ...)
- ✓ Bakery (cake, cookie, biscuit ...)
- ✓ Tea (fruit tea, flower tea)

