

## Pomegranate Fruit vs. P40P

The key active compounds in pomegranate fruit are a group of hydrolyzable ellagitannins generically called punicosides, including punicalins, punicalagins (a+b), ellagic acid glycoside and ellagic acid.

The P40P extract is standardized to 40% punicosides with a minimum concentration of 30% punicalagins. Published literature has identified punicalagins as being responsible for more than 90% of the antioxidant activity of pomegranate fruit.

Pomegranate Fruit Facts:

- Average Fruit Weight: 350g
- Average Juice content: 200ml
- Punicosides content / fruit unit: 40 mgs

Our product P40P is standardized to 40% punicosides, therefore we could conclude:

Thus 1000mg of P40P provides approximately the active content of 10 pomegranates.\*

