

- Food
- Food Additive
- Cosmetic
- Quasi-drug



## 『Aronia FD Powder』

### Aronia : The Next Blueberry



Aronia is a rowan fruit tree and prefers a cold climate. In 2001, at the request of the head of Otaki village (now Otaki district of Date city due to merger) to hope to make special products, full-scale cultivation started for the first time in Japan. In Otaki village, where apples and cherries grow cold in the neighboring towns, they bet on aronia, a native of Siberia. After years of trial and error, now they can deliver high quality aronia to everyone. Today, aronia is grown in various parts of Hokkaido, among which Date city, Chitose City and around region are known as excellent production areas.

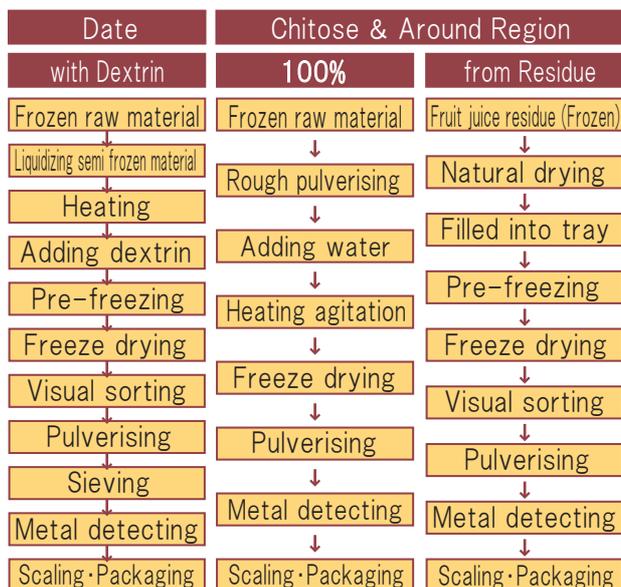
#### ■ Expected Function

- ◎ Eyestrain (Asthenopia) relief
- ◎ Antiinflammation effect for eyes
- ◎ Antiplatelet effect
- ◎ Capillaries protection
- ◎ Vasodilation effect
- ◎ Antitumor effect
- ◎ Strengthen collagenous substrate

#### ■ Uses

- ◎ Supplements and drinks for eyes
- ◎ Snacks, juice and other foods

#### ■ Production Process



#### ■ Display Name Example

- ◎ Aronia powder, dextrin
- ◎ Aronia powder

#### ■ Quality Standard Composition

Material	Date	Chitose & Around Region	
	with Dextrin	100%	from Residue
	Aronia <small>Dextrin (About 22%)</small>	Aronia	Aronia <small>(Fruit juice residue)</small>
Total polyphenol	57.0mg/g and over	—	
Property	Reddish purple powder		
Moisture	5% and under	—	10% and under
Crystal size	32 mesh 99% pass	—	
Viable bacteria count	5000 pcs/g and under		3000 pcs/g and under
Coliform bacteria	Negative		
Arsenic	1.0mg/kg and under	—	
Lead	1.0mg/kg and under	—	
Cadmium	0.05mg/kg and under	—	

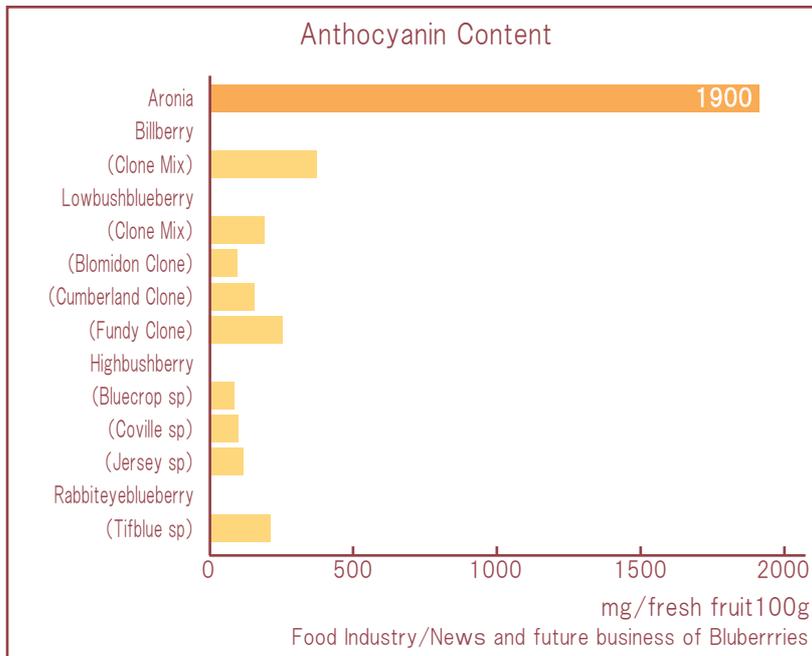
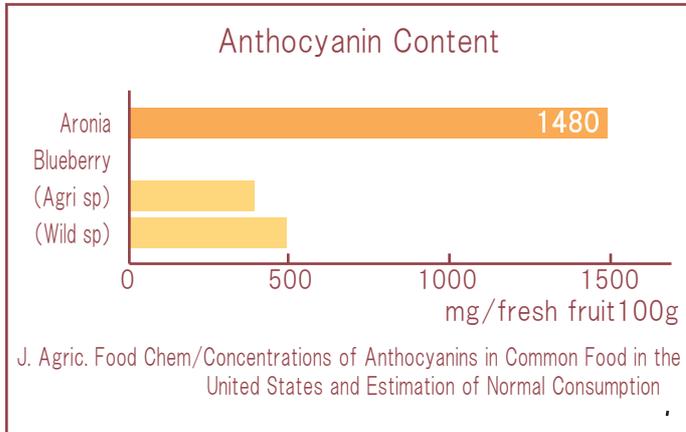
#### ■ Other

	Date	Chitose & Around Region	
	with Dextrin	100%	from Residue
Quantity	1kg x 10 bag	1kg	1kg x 10 bag
Shelf life	1 year	2 years from the production date	
Storage condition	Keep in cool dry place, and avoid direct sunlight.		

#### Company Information

## ■ Aronia : The Next Blueberry

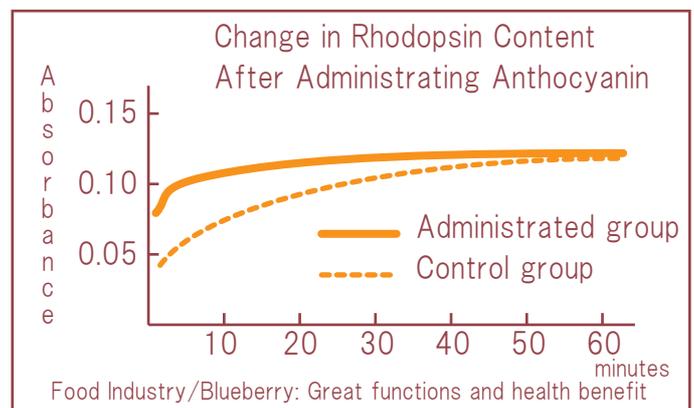
Aronia fruit is rich in polyphenols and carotenoids, and anthocyanin pigments are richer than blueberries and grapes. The level of antioxidant activity is also very high. The types of anthocyanins are mainly cyanidin-3-galactoside and cyanidin-3-arabinoside. Carotenoid pigments include  $\beta$ -carotene and  $\beta$ -cryptoxanthin.



\*Numbers are just an analysis example. It does not guarantee the content of the product.

## ■ Aronia: Good for your eyes

To look at things is caused by the visual substance rhodopsin present in the retina being broken down into opsin and retinal substances by light stimulation and this signal is transmitted to the brain. In the dark, opsin and retinal are again synthesized to rhodopsin, and this flow of rhodopsin degradation and resynthesis is called the visual cycle. Anthocyanins in aronia have an effect of promoting rhodopsin resynthesis, and are said to have effects of promoting dark adaptation and improving night vision.



## Company Information

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