



**Press Release
For Immediate Release**

COMVITA BROCCOLI EXTRACT – NATURAL PROTECTION

Evidence is steadily mounting that Glucoraphanin, a naturally occurring compound found in certain vegetables, can help recharge your defences against many diseases.

Broccoli in particular has been the subject of intensive study following the 1992 discovery of Sulforaphane Glucosinolate (SGS™) and its precursor, Glucoraphanin, in the vegetable by Dr. Paul Talalay, Director of the Laboratory for Molecular Pharmacology at Johns Hopkins University School of Medicine (Baltimore, USA).

“Glucoraphanin is a compound that recharges your protective antioxidant defence enzymes, giving them the power to keep working. This is especially important, as a reduced defence enzyme level can lead to many chronic diseases,” says Dr Talalay.

“‘Protection’ implies an empowering function that an individual can use,” he says. “From this idea has come a principle that one can use the body’s own protective mechanisms and boost them. That’s the principle that animates me.”

The kick start effect of Glucoraphanin can last up to 72 hours. This antioxidant booster effect lasts considerably longer than “normal” antioxidants, for example, vitamins C and E, which only work over a period of a few hours after ingestion.

Comvita’s Chief Technical Officer, Dr. Ralf Schlothauer says the Glucoraphanin content of broccoli is affected by whether the broccoli is fresh or frozen, how old it is, and how it has been stored. What’s more, many consumers have no way of telling a good broccoli head from a bad one.

“We strongly encourage people to eat their 5-plus a day, ideally including broccoli.”

“However, if they can’t, or if they simply want to know that they’re taking a guaranteed level of Glucoraphanin, then Comvita’s Broccoli Extract is a practical and effective way to get the associated health benefits,” says Dr. Schlothauer.

While broccoli is an excellent source of Glucoraphanin, the Johns Hopkins research team has also discovered that the seeds of broccoli contain up to 100 times the levels of Glucoraphanin, when compared to the corresponding amount of broccoli.

Comvita Broccoli Extract contains a standardised extract of New Zealand grown broccoli seeds, with a guaranteed level of Glucoraphanin (equivalent up to an average half-head of fresh broccoli).

Comvita’s Broccoli Extract (RRP£19.99 for 60 capsules) is available through leading natural health stores, and www.comvita.com.uk

**Terry, P. et al. 2001. Brassica vegetables and breast cancer risk. JAMA. 286:2975 – 2977.*

Kolonel, L. et al. 2000. Vegetables, fruits, legumes and prostate cancer: a multicentre case-control study. Cancer Epidemiol, Biomark. Prev. 9:795-804.

Zhang, S. et al. 2000. Intake of fruits, vegetables and related nutrients and the risk of non-Hodgkin's lymphoma among women. Cancer Epidemiol. Biomark. Prev.9:477-485.

Always read the label and use only as directed. If symptoms persist, see your healthcare professional.

TAPS: PP6806

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For further information, images, interviews or samples for tasting, please contact:

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Editor's notes

About Disease and Diet

Despite our increased pharmaceutical health expenditure and our modern imaging techniques, statistics show that in developed societies, we are not winning the war against many chronic diseases. Our diets are now rich in processed and 'fast' foods, all high in fats and sugars and low in natural vitamins, minerals and phytochemicals.

For the last 25,000 years we were hunter/gatherers and the human body lived on unrefined food sources. Our diet has changed so quickly that our genes have not had time to adapt. The great mismatch between the foods we have evolved to eat and what we actually eat today could be contributing to our escalating disease rates.

People are living longer but the time spent in poor health is increasing. Over the last century we have made rapid scientific advances but in developed societies the incidence of major diseases has increased.** In the Western world, our current pharmaceutical model is one of treatment rather than prevention. Comvita believes that rather than waiting for diseases to occur, it makes sense to look for ways to prevent it in the first place.

**www.seer.cancer.gov/statistics Masso Gonzalez, E. et al. 2009. Trends in the prevalence and incidence of diabetes in the UK: 2006 – 2005. *J. Epidemiol. Community Health.*

About Dr. Paul Talalay

Paul Talalay, M.D., is the John Jacob Abel Distinguished Service Professor of Pharmacology and Director of the Laboratory for Molecular Sciences at Johns Hopkins University School of Medicine in Baltimore, USA. He also is the founder of The Brassica Chemoprotection Laboratory, which is dedicated to studying edible plants that induce protective enzyme activity in the body and may help prevent cancer development.

Dr. Talalay has devoted his career to cancer research, focusing his efforts on achieving early protection against cell damage. A pioneer in the field of chemoprotective research strategies, Dr. Talalay and his colleagues devised simple cell culture methods for detecting phytochemicals which appear to boost enzymes that detoxify carcinogens in the body. This work led to the isolation of sulforaphane (found in broccoli) as a potent inducer of detoxifying phase 2 enzymes. These findings, published in the Proceedings of the National Academy of Sciences USA (1992), attracted worldwide attention as a major breakthrough in understanding the potential link between cruciferous vegetable consumption and reduced cancer risk.

Dr. Talalay has published more than 300 papers in international scientific journals, and he holds one of the first lifetime Professorships of the American Cancer Society. He is a member of the National Academy of Sciences of the United States and the American Philosophical Society, and is a Fellow of the American Academy of Arts and Sciences. The M.D.- Ph.D. Student Library at Johns Hopkins University is named in Dr. Talalay's honor.

About Comvita Ltd. www.comvita.com

Comvita enjoys a reputation as a premium global natural health brand and is committed to the development of innovative natural health and wellbeing products backed by credible scientific research. With a proud 30-year heritage in therapeutic bee-based products, Comvita is one of the world's largest manufacturer and marketer of Manuka (*Leptospermum*) honey, however in more recent times the Company has developed its range of ingredient platforms, unique IP and products that meet global consumer preferences in natural health. Comvita offers products in the categories of Woundcare, Healthcare, Skincare and Functional Foods. The Company sells its products in over 20 countries with offices in New Zealand, Hong Kong, Australia, Japan, Taiwan and the UK. Also see www.comvitahuni.com, www.medihoney.com and www.envirolea.com.

