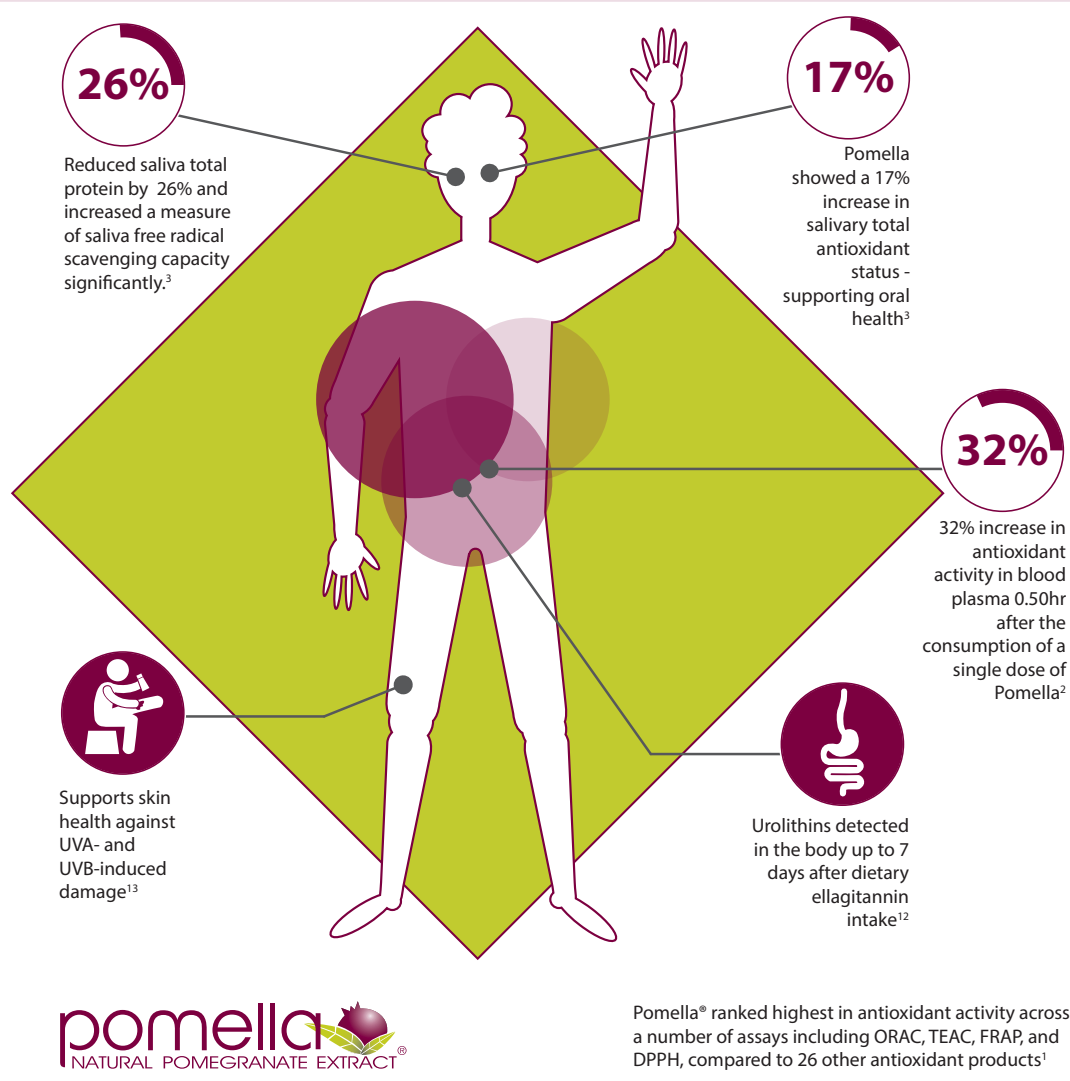


# POMELLA®: ANTIOXIDANT POWERHOUSE

The health benefits of pomegranate have long been associated with the high content of antioxidant polyphenols, in particular ellagitannins such as punicalagins and their gut-derived metabolites, urolithins. Consumption of ellagitannins can lead to the presence of urolithins for up to 7 days!<sup>12</sup> The symbiotic relationship between phenolic compounds and gut microbiota have gained much attention due to their relevance to bioavailability and human health. The antioxidant function from Pomella's powerful polyphenols work with the body to support health benefits often impacted by oxidative stress, contributing to overall wellness.



Antioxidants don't just benefit one part of the body or one system, they offer support throughout the body and studies on Pomella® show the multi-prong benefits of ellagitannins. Researchers have examined the ability of pomegranate to promote a wide variety of antioxidant and healthy aging applications, including oral health, healthy gut microbiome, heart health, skin support, and more.<sup>1-9</sup>

Pomella® inhibits the formation of markers responsible for oxidative stress: Advanced Glycation Endproducts (AGEs). University researchers suggest adding an antioxidant such as Pomella® is an attractive strategy against AGE-associated damages.<sup>10</sup> AGEs increase reactive oxygen species (free radicals; highly reactive molecules that are continually generated as a natural byproduct through aerobic metabolism – the way energy is produced in the body). Dysbiosis can impact the immune system from the resulting antioxidant and ROS imbalance.<sup>11</sup> Further, this imbalance can impact the gut microbiome, and skin health.

Not only can AGEs result in impacts to internal healthy aging, but this can be reflected on the skin as well.

The same glucose that provides energy for cells can also react with proteins, including the skin's collagen. The resulting AGEs contribute to collagen cross-linking (which causes wrinkles), inflammation, inhibited skin cell growth, and accelerated aging. Further, invitro data supports Pomella's beneficial effects against UVA- and UVB-induced damage attributed to reduced generation of intracellular ROS and increased intracellular antioxidant capacity.<sup>13</sup>

These are just a few of the examples of how Pomella® helps support overall health and wellness with many benefits throughout the body, inside and out. Pomella® is non-GMO Project Verified, Certified Glyphosate Residue Free and National Animal Supplement Council (NASC) approved/compliant.

**visit [vs-corp.com/pomella](https://vs-corp.com/pomella)**

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**\*\*Please note that the physiological activity of the ingredient(s) described herein is supported by the referenced clinical trial report(s). Marketers of finished products containing the ingredient(s) described herein are responsible for determining whether claims made for such products are lawful and in compliance with the laws of the country in which they will market the products.**

**\*\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.**

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