

# Antioxidant Differences

## Regular coffee vs. SoZo® Select Coffee

Coffee in general has antioxidant properties. The antioxidant capacity will vary depending on the quality of the bean, the region from where it's harvested and the timing of the harvest. In the case of SoZo Select, we have added an extract that comes from the coffee fruit itself which no other coffee offers. This coffee fruit extract is known as CoffeeBerry® and provides an abundance of polyphenols and phenolic acid that cannot be matched by any other plant.

Antioxidants are measured by their ORAC (Oxygen Radical Absorbance Capacity) The higher the score, the more powerful.

Oxygen Radical Absorbance Capacity (ORAC) was developed at Tufts University and is widely accepted as a method to measure the level of antioxidant protection of a product as well as the duration of the protection. ORAC measures the degree which a product inhibits the action of oxidative agents. The ORAC Assay integrates the strength and the duration of antioxidant protection for a product into a single numerical value.

What SoZo Select coffee has that other coffee's don't is Coffeeberry®. We have the exclusive rights in our channel of distribution. It takes 625 grams of blueberries to equal the antioxidant value of one gram of CoffeeBerry® Forte Extract.

Coffeeberry® is infused into the blend of the finest Arabica beans. Each cup of SoZo Select coffee delivers the equivalent antioxidant power of approximately one cup of fresh blueberries. The Hydroxyl ORAC score for SoZo Select is 1737 per gram which equates to approximately 20,800 units per tablespoon.