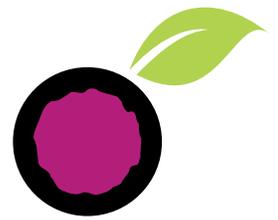


# Purple Corn

(*Zea mays L.*)



**ARTEMIS**  
INTERNATIONAL  
*Specialists in Berryceuticals®*

Purple corn was once a sacred crop to the ancient Incan civilizations. Now hundreds of years later, it is grown commercially in its native land of Peru. Historically it was valued for its use as a natural colorant for foods and beverages as well as for its role in making a popular drink called “chicha morada.” Today’s markets still acknowledge the more traditional uses while research into the health benefits of this particular type of corn have made it a sought-after ingredient in the functional foods and supplements markets as well. Researchers have discovered the significant role of purple corn and its effects on cellular health, obesity, diabetes, inflammation and vascular integrity. These health benefits are largely tied to purple corn’s high content of anthocyanins, the antioxidant-rich color pigments that give it its dark purple color. In fact, purple corn has one of the absolute highest levels of a particular anthocyanin—cyanidin-3-glucoside—that has been attributed to a number of significant health benefits in humans. Fun Fact: Offerings of purple corn were given to honor athletes just prior to their sacrifice to Incan gods.

## PURPLE CORN PRODUCTS

- **Purple Corn 7.5% Powder** – Standardized extract made from the purple corn cob. This dark purple/red powder is extracted via an aqueous process and spray dried. The powder contains a minimum of 7.5% anthocyanins.
- **Purple Corn 11% Powder** – Standardized extract made from the purple corn cob. This dark purple/red powder is extracted via an aqueous process and spray dried. The powder contains a minimum of 11% anthocyanins.

## PURPLE CORN BENEFITS

- One of the most potent vegetable sources of the antioxidant-rich color pigments called anthocyanins
- Supports healthy glucose and lipid metabolism
- Powerful antioxidant activity
- Promotes healthy aging and vascular integrity

## PHYTONUTRIENT PROFILE

- Contains one of the highest concentrations of cyanidin-3-glucoside compared to other anthocyanin-rich fruits and vegetables
- Unique and diverse anthocyanin profile containing predominantly cyanidins, pelargonidins, and peonidins
- Rich in phenolic acids such as p-coumaric, vanillic acid, protocatechuric acid, and flavonoids such as quercetin



*The Power of Berry Flavonoids*

Artemis *Berryceuticals*® are science-supported nutraceutical ingredients sourced from darkly pigmented, flavonoid-rich berries in the form of extracts, powders, concentrates, and blends for use in the food and beverage, dietary supplement, and cosmeceutical industries.

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