

The Total ORAC Program

Introducing Total ORAC_{sc}

Brunswick Labs, the global leader in antioxidant R&D and testing, offers Total ORAC_{sc}, the most scientifically advanced commercial antioxidant testing system for human skin care applications. It represents several years of development and a break-through in comprehensive antioxidant testing for cosmetic skin care products.

Antioxidants and Skin Health

Your skin is a complex environment of oxidative stress. A wide range of agents – from UV to air pollution – wage war against healthy skin. Free radicals, such as hydroxyl and singlet oxygen, are of particular importance in the skin environment.

Antioxidants are making a natural migration to skin care products. “Skin care products containing antioxidants have become increasingly popular. The anti-aging effects of antioxidants have been documented,” says a recent study in the Journal of Cosmetic Dermatology.

What’s Missing?

“A standardized method to compare antioxidant properties is lacking,” the study concludes.

Why Total ORAC_{sc}?

ORAC bridges science and markets. It is recognized by scientific and medical professionals. ORAC provides a way to quantify antioxidant potential and compare skin care products by well accepted and validated scientific methods.

It has been embraced by consumer products companies. “Meet ORAC, Your Anti-Aging Friend,” Whole Foods promotes in a nutritional brochure. Look on supermarket shelves and in fine retail establishments and you will find ORAC on premium products from Dole, Fuze (A Coca-Cola Company), Hershey, RevaleSkin (from Stiefel Laboratories), Welch’s, and Whole Foods.

ORAC has an impressive scientific pedigree. It is patented, and has received broad acceptance in the scientific community, including the U.S. Department of Agriculture, the AOAC (Association of Analytical Communities), and the American Chemical Society.

It is versatile, and has established productive uses in a wide range of industries, from food and nutrition to pharmaceutical and environmental pollutant companies.

Total ORAC_{sc} and Skin Care

Total ORAC_{sc} is a natural choice for skin care products:

- ✓ Standardized, high-throughput commercial method
- ✓ Broad-spectrum antioxidant analysis
- ✓ Tests finished formulations – including complex finished products and lotions
- ✓ Growing consumer awareness and acceptance
- ✓ Used to test natural ingredients making “crossover” to cosmetics
- ✓ Gaining recognition among skin care specialists

Total ORAC_{sc} delivers valuable, science-based information about how to evaluate the comparative antioxidant potential of actual products. Health and nutrition consumers already use ORAC to make informed purchasing decisions. They bring an understanding of and trust in ORAC to skin care product purchases.

Total ORAC_{sc} provides comprehensive, broad-spectrum antioxidant testing against radicals present in the skin environment.

How Total ORAC_{sc} Works

Total ORAC_{sc} measures antioxidant activity against 5 of the most important free radicals found in the human skin environment. These are hydroxyl, peroxy, peroxynitrite, singlet oxygen, and superoxide anion.

Total ORAC_{sc} allows analysis of the individual radical "fingerprints" so that companies can fine-tune their product formulations based on free radical or other performance targets.

Total ORAC_{sc} advances the measurement of antioxidants in skin care products and brings the trusted ORAC name to your research efforts and resulting formulations.

The Brunswick Labs Certified Seal

The Brunswick Labs Certified Program delivers added product quality and consumer assurances.

- ✓ Proves routine testing and reliable ORAC values
- ✓ Differentiates your brand
- ✓ Gives visible quality assurance on every label

As in premium food and nutrition sectors, we are confident that Total ORAC_{sc} and the Brunswick Labs Certified Seal will drive product differentiation and value for early adopters in the skin care arena.

Thank you for considering Total ORAC_{sc} for your fine cosmetic skin care products.