



ANCIENT PLANT POWER

RUTIN X[®]
POWDER

RUTIN X[®] Powder is a fine powder made from Tartary buckwheat, which contains a greater quantity and variety of antioxidant flavonoids than the much better-known common buckwheat. As well as rutin and quercetin, which account for the largest part, the grains of Tartary buckwheat contain over 90 other flavonoids¹. These protect from oxidative stress and thus contribute to overall cell health.

RUTIN X[®] Powder is not made through extraction – it is available in a completely natural form: This is pure plant power from which we can benefit directly. Though we grow ours in Germany's Lüneburg Heath and Mecklenburg-Western Pomerania, Tartary buckwheat originally comes from the Himalayas. Harsh conditions such as soil poor in nutrients and difficult weather forced this plant to develop special survival strategies over thousands of years. Its unusually high content of bioactive flavonoids therefore protects it against environmental stress factors such as cold, drought or UV radiation – and this mechanism is also interesting for our human cell protection.

As effective antioxidants, flavonoids protect cells from oxidative stress and cell damage. Intact and functioning cells are a prerequisite for healthy ageing.

VALUABLE
NUTRIENTS:
MINERALS,
VITAMINS, PROTEINS
AND FIBRE

SUPPORTS
THE
IMMUNE
SYSTEM

ZINC

HIGH CONTENT OF
THE BIOFLAVONOIDS
RUTIN AND QUERCETIN:
100 TIMES MORE
THAN ORDINARY
BUCKWHEAT

VEGAN
AND
NON-GMO

RUTIN

GROWN
REGIONALLY
AND
SUSTAINABLY

PRIMORDIAL
POWER OF
TARTARY
BUCKWHEAT

QUERCETIN

PATENTED
MANU-
FACTURING
PROCESS

NATURAL
HOLISTIC
EFFECT

¹ Ke et al 2023, <https://doi.org/10.3390/agronomy13123006>



PREVENTION, LONGEVITY AND HEALTHY AGEING:

The potential for products
against oxidative stress

\$1.6 billion

Expected value of the global market for products used to combat oxidative stress by 2028. This represents an annual growth rate of 10 percent from 2023.

This growth is driven by an increasing number of information campaigns and scientific studies telling consumers about the important role antioxidants play in disease prevention and the ageing process.

External influences such as UV radiation, air pollution, mental and physical stress, lack of sleep, chronic inflammation, unhealthy diets and other risk factors lead to uncontrolled oxidative stress. This damages cell structures, impairs cell function and can even lead to cell death. In the short term, cell damage can affect our immune system, raise susceptibility to infections and cause tiredness and fatigue. It may also have a negative impact on our inflammation levels, mental concentration and skin health. In the long term, oxidative stress accelerates the ageing process and increases the risk of chronic diseases.

REDISCOVERING TARTARY BUCKWHEAT

For a long time, Tartary buckwheat had completely disappeared from European fields and plates – we have now rediscovered it and brought it out of obscurity. This 85-million-year-old pseudograin originally comes from the Himalayas and has been an integral part of traditional Chinese medicine for centuries due to its extraordinary spectrum of bioflavonoids and high rutin content.

Many years of research have led us to recognise the immense potential of Tartary buckwheat for the modern food supplement market.

RUTIN: CONCENTRATED POWER FROM NATURE

Rutin is a powerful bioflavonoid characterised by strong antioxidant properties. It neutralises free radicals and thus protects cells from oxidative damage.

HIGHEST RUTIN CONTENT

Tartary buckwheat contains an average of 1500 mg rutin per 100 g, far more than ordinary buckwheat which has a content of 15 mg/100 g.

COMPLEX FLAVONOID PROFILE

The main flavonoids found in Tartary buckwheat are rutin, quercetin, nicotiflorin and kaempferol. It contains 93 different flavonoids in total.

ZINC CONTENT

Supports cell health and the immune system.

HIGH- QUALITY NUTRIENT PROFILE

Contains valuable minerals, vitamins, fibre and proteins.

TRADITIONAL

Tartary buckwheat has always been an integral part of traditional Chinese medicine.

IMPROVED BIOAVAILABILITY AND MILD FLAVOUR

We obtain RUTIN X® Powder from the grains of Tartary buckwheat by dehulling them after harvesting and processing them into wholemeal flour. This makes our powder fundamentally different from extracted or synthetic rutin, which is widely used in the dietary supplement market.

We are the only company in Europe that has been able to develop a patented process to neutralise the bitter notes of Tartary buckwheat and at the same time improve rutin's bioavailability – thanks to our decades of expertise in refining cereals. For this reason, we are proud of our ability to offer RUTIN X® Powder as a purely natural fine powder with a light brown colour, a pleasantly mild taste and a subtle roasted note.

TARTARY BUCKWHEAT HAS A 100 TIMES HIGHER RUTIN CONTENT

COMMON BUCKWHEAT

Fagopyrum esculentum



TARTARY BUCKWHEAT

Fagopyrum tataricum



1:100

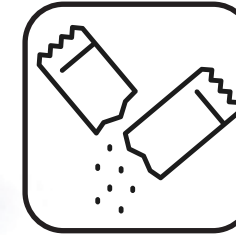
SUSTAINABLE REGIONAL CULTIVATION

Unlike many other superfoods, Tartary buckwheat thrives regionally in Europe. For the production of RUTIN X® Powder, we therefore rely on locally grown Tartary buckwheat from Germany's Lüneburg Heath and Mecklenburg-Western Pomerania. The ancient grain is cultivated especially for us and also milled immediately after the harvest. Due to its long flowering period, Tartary buckwheat is a valuable food source for smaller wild insects, meaning that its cultivation promotes animal diversity. And that's not all. As a winter-hardy catch crop, it is ideal for regenerative agriculture and contributes to soil health.

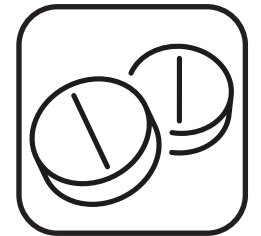


ANTIOXIDANT POWER WITH MULTIPLE APPLICATIONS

Thanks to its very fine grind, RUTIN X® Powder is suitable for a wide range of dietary supplement applications. It can be added on its own – in which case health claims can be made about supporting the immune system and protection against oxidative stress – or together with other functional ingredients to round off a healthy ageing positioning. For example: a preparation combining RUTIN X® Powder and our wheatgerm concentrate SpermidineEvo®, which also supports cell health, would be ideal for this purpose.



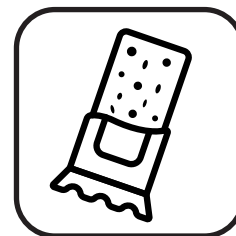
Sachets



Tablets



Capsules



Healthy
Cereal bar



INFO

Powerful partner: SpermidineEvo®

SpermidineEvo® is a premium wheatgerm concentrate with a very high content of natural spermidine, which can make a decisive contribution to the health of cells and thus to healthy ageing. It has been scientifically proven many times that spermidine has a positive effect on cell regeneration, also known as autophagy. In this process, damaged organelles are recycled and used in the biosynthesis of a new generation of cells. This sustainably improves cell health. SpermidineEvo® is an ingredient obtained exclusively by physical means, without extraction, and can be used in a wide range of food supplements.

Would you like to tap into the
antioxidant power of Tartary buckwheat?

Let's discuss how to do it!

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