

PALM FRUIT™ by BOTANICAL CRAFT BACKGROUNDER Returning Age-Reversing Palm Fruit to the Modern Day Diet

The Prehistoric Superfruit Returns to Fill a Modern Day Nutritional Gap



The palm fruit (oil palm) provides a rich source of tocotrienols and carotenoids

Palm fruit, which was a regular part of the diet in the paleolithic era, practically vanished from modern day diets in the last 3,000 years as humans adopted more agriculturally convenient foods. (1,2)

In the last decade, several major research studies have revealed that at least 98% of Americans are deficient in a rare group of fat soluble antioxidants known as tocotrienols. (3) This “nutritional gap” was identified through nutrient analysis of foods and blood samples throughout the world, which revealed that these antioxidants are practically absent from common foods -- yet abundant in palm fruit. (4-6)

Recently, the U.S. National Institutes of Health (NIH) donated more than \$2.5 million to expand on the research of palm fruit antioxidants (i.e., tocotrienols). (10) Research findings show that these antioxidants have a profound impact on our health and appearance. (11) Yet in order to reap the full benefits, individuals would need to ingest an entire bowl of whole palm fruit or 13 tablespoons of red palm oil each day.

Botanical Craft Founders Partner to Bring Palm Fruit Back to the Modern Diet



Potratz and McCluskey discussing the Palm Fruit formulation in Portland, Oregon

December 2012, Dustin McCluskey and Eric Potratz teamed up to launch Botanical Craft in Portland, Ore. with a mission to restore paleolithic era nutrition in modern-day lifestyles.

“In the paleolithic era we had a high concentration of tocotrienols in our body from regular palm fruit consumption. Today we are completely deprived of tocotrienols, and its absence is having a consequence on our health and appearance. We are here to bring it back.” said Potratz, formulator for Botanical Craft.

Potratz, product creator and formulator, has an extensive background in formulating successful supplements for health and athletic performance. Over the past decade, he has formulated over 15 new products and challenged the boundaries of the industry. He is passionate about creating products that have a major impact in peoples lives.

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Dustin McCluskey, owner of Botanical Craft, is a graduate of University of Oregon with a Bachelor of Science in Business Administration and minor in Economics. He served as an Infantry Officer in the U.S. Army for five years and developed a background in operations, information and supply chain management. He set out with a mission early on to help people in life and found his path as an entrepreneur with Botanical Craft as a means to that end.

McCluskey, who wanted to create a great business with operational excellence, teamed up with Eric to bring his Palm Fruit formulation to the world. In 2012 they put all efforts into turning Palm Fruit into a reality.

"I was inspired by the incredible history, clinically validated benefits, and emerging research. Eric had spent over 5 years perfecting the Palm Fruit formula, while also forming a great relationship with a Malaysian supplier," added McCluskey, owner of Botanical Craft. *"I saw a great entrepreneurial opportunity."*

In 2007, Potratz discovered palm fruit while researching nutrients on hair growth for his mother who began losing her hair in her mid-thirties. Concerned for the hereditary risk of hair loss, Potratz began formulating a powdered blend for his family and friends. Five months after testing Potratz's formulation of Palm Fruit, his mother reported *"new baby hairs and less hair shedding,"* and other signs of hair regrowth on her scalp. The encouraging feedback correlated with the clinical research, provided a solid foundation for a palm fruit based supplement.

Botanical Craft Introduces Palm Fruit™



Potratz showing 1 serving of Palm Fruit™ is equivalent to 1 cup of red palm oil for antioxidant quantity

Botanical Craft's flagship product, Palm Fruit™ is an antioxidant superfruit that has been proven to support the heart, hair and skin. Palm Fruit captures the age-reversing power of red palm oil antioxidants into easy-to-mix powder. A dose can be eaten right out of the jar, or mixed into a food or beverage.

With a mildly sweet creamy flavor, Palm Fruit makes the perfect complement to almost any food or beverage, even coffee. Each serving has less than one gram of naturally occurring sugar, only 8 calories, and costs less than \$2 per day.

"The fresh palm fruits are very unusual. They are fibrous with very high oil content. The fruits spoil almost immediately after being removed from the tree due to overactive enzyme activity," added Potratz. *"Capturing the antioxidants into a stable dry powder is one of the few ways get the health benefits from palm fruit."*

Botanical Craft has captured the powerful antioxidants indeed -- providing the benefits of an entire bowl of palm fruit, or 13 Tbsp of red palm oil in a single scoop of Palm Fruit™ -- matching or exceeding the dose of antioxidants shown effective in human clinical trials. (12,14,17)

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Palm Fruit Antioxidants Bring Clinically Proven Benefits for Health & Appearance



Palm Fruit can be mixed with foods such as yogurt, applesauce, or oatmeal

Palm Fruit contains the naturally occurring fat soluble antioxidants found in the whole fruit, including tocotrienols, carotenoids, phytosterols, and coenzyme-Q10. (11) These antioxidants are known to rid the body of free radicals, which can damage our cells and accelerate the aging process. (7-9) In fact, The Doctor Oz Show recently named red palm fruit oil as the miracle age-reversing food of 2013.

Because our cells are comprised of fats, our cells readily absorb fat soluble antioxidants to protect themselves from free radical damage. (7) The antioxidants from palm fruit can be detected throughout the skin, hair, and circulatory system within 12 weeks of supplementation. (6,8,9)

Studies on palm fruit antioxidants have shown a 30% increase in artery cleansing protein (APOA1) within 6 months of use in healthy adults, implicating profound benefits for the circulatory system. (12) Dr. Anne Tybjaerg-Hansen, lead investigator of the Copenhagen Heart Study, reported that a receding hairline at the temples and baldness at the head's crown may be early indicators of heart disease and heart attack risk. (13) Among the circulatory benefits, other research studies on palm fruit have shown a 38% increase in the number of scalp hairs after 8 months of supplementation -- suggesting that the improved circulation from Palm Fruit leads to a subsequent improvement in hair growth. (14-16)

The tocotrienols and carotenoids in Palm Fruit also happen to be some of the most skin-compatible antioxidants in the world. Research suggests that the tocotrienols and carotenoids from Palm Fruit reduce the appearance of wrinkles by promoting skin hydration and collagen production. (17-19)

Palm Fruit is Manufactured with Strict Quality Standards



Brilliantly orange from naturally occurring carotenoids, Palm Fruit is free of artificial colors and sweeteners

Palm Fruit is harvested from sustainable plantations in Malaysia where red palm oil is separated from the fruit. The antioxidants are then extracted from red palm oil through a patented low-temperature vacuum filtration process. (20)

Each batch of Palm Fruit is tested by a 3rd party lab for purity and strength, following the strict GMP guidelines for dietary supplements. Palm Fruit is vegan, non-GMO, gluten free, as well as being free of pesticides, and the eight common allergens.

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Botanical Craft Supports Ethical Environmental Practice

Through in-depth research into the palm oil industry, the pair uncovered fundamental challenges, which required a big picture approach in bringing this food back to the modern day diet – from farming to production, packaging, delivery and disposal – to evolve towards more sustainable practices.

Botanical Craft only sources palm fruit from members of the Roundtable on Sustainable Palm Oil (RSPO). This ensures the fresh palm fruit comes from growers who follow sustainable practices in existing croplands of Peninsular Malaysia, which have existed for more than 20 years. (21)

“It wouldn’t be right to bring the health benefits of Palm Fruit to market at the expense of the environment or wildlife,” said McCluskey. *“The entire supply chain must be taken into account with consideration to the holistic effects a company and product can have on the surrounding world.”*

In addition, Botanical Craft helps minimize deforestation by purchasing GreenPalm™ certificates, which ensures farmers fertilize soils with nutrients and microbes for greater yield per hectare. To help support wildlife, Botanical Craft donates 1% of all revenue to the World Wildlife Fund-Malaysia, a conservation group that works to protect and restore rainforests in Malaysia.

A Nutritional Supplement that is Here to Stay

“It took nearly 20 years from the time researchers started discovering fish oil was essential to human health, to the time it became a mainstream supplement. Right now, palm fruit is about at the 10 year point, and it is about to explode on to the health scene.”, added Potratz. *“We might be the first on the market with a clinically relevant full spectrum palm fruit extract, but we certainly won't be the last.”*

For more information visit www.botanicalcraft.com or contact eric@botanicalcraft.com.

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