

HISTORY OF STEVIA

As many of you know, in 1984, Sunrider was served with an injunction by the C.D. Searle Company so that we couldn't market Stevia under the name "TruSweet" which Sunrider was using at the time. We had to cease marketing the product because we couldn't call it a "sweetener" but we knew of its properties for benefiting the skin. So, Dr. Chen re-named it "Suncare" and re-labeled it "For External Use Only"...

In the early '90's, Dr. Chen submitted over 4,000 pieces of documentation and testing to the FDA, as well as paid over \$10,000 for the research to get the herb legally approved as a food.

As you read this article, you can see the politics being played by the former C.D.Searle Company, now Monsanto, one of the largest drug manufacturers in the world, to promote its "Nutrasweet" which we know is very detrimental to the body. So it is a fight that has been going on, and continues to go on. Bottom line is we have Stevia available through Sunrider, legally now.□

In the USA, it is marketed as SunnyDew or Sunectar. We can legally tell people three positive things about this herb: 1. It nourishes the pancreas and helps with blood sugar regulation. 2. It helps regulate blood pressure, high or low. 3. It does not promote tooth decay.

But interestingly enough, we still cannot legally market it as a sweetener. Politics are very interesting. If you put a drop on your tongue, what do you experience? Wow, it is potent, isn't it? Notice I didn't say sweet. And you, as Sunriders, should do the same, to protect our right to continue having this wonderful herb, now classified as a "dietary supplement".

However, we, as Sunriders, know our Stevia product is simply the best Stevia in the world. Now other companies can also market this product but the natural herb has naturally occurring tannic acid in the stem of the plant. Dr. Chen, with his enhancement and concentration process, is able to eliminate this and any other negative ingredient that naturally occurs in the Stevia herb.□

Therefore, ours is better for the body, nutritionally speaking, as well as having less bitter taste. I learned that the bitter taste was the tannic acid and some other negative elements in the herb. By eliminating these elements, our product is better for us, as well as better tasting.

When Sunrider was one of the first companies to market this product, another company that I knew about also came out with a liquid Stevia which tasted absolutely awful in comparison to our then "TruSweet." With Dr. Chen's expertise, we were then, and still are, Simply the Best choice for this wonderful herb.

I hope this is as enlightening to you as it was to me to read.□

Enthusiastically,
Sharon Farnsworth

STEVIA REBAUDIANA

Stevia Rebaudiana is a plant native to northeastern Paraguay. The Guarani Indians in Paraguay have used Stevia for centuries. It was used for its sweet taste in most beverages. Paraguayan Physicians started using Stevia Rebaudiana for the treatment of diabetes in the 1950's. A study published in the Brazilian Journal of Medicine showed that Stevia Rebaudiana actually "increased glucose tolerance." There is no suggestion that this dietary supplement should replace any medical treatment. In medical literature in Paraguay there are no reports of any adverse effects as a result of using Stevia. In Japan over 100 metric tons were consumed in 1987 alone with no adverse reactions noted in any medical literature during that period. Extensive studies have been done in Japan, Paraguay, France, Brazil, the United Kingdom and the United States that verify the safety of Stevia. The high consumption of simple carbohydrates and artificial sweeteners tend to confuse the pancreas, thus creating an imbalanced state. Proper levels of sugar in the blood are important for mental clarity, energy, muscle recovery, and proper metabolization of fats. Stevia can be added to the diet to benefit the balancing of blood sugar.

The FDA approved Stevia as a Dietary Supplement in 1995. The work of Sunrider International in securing the dietary status has been recognized in professional journals across the United States. Thus Stevia based products may be sold as dietary supplements and NOT as sweetening agents or as an ingredient in a food to flavor or enhance.

In summary, Stevia Rebaudiana may be helpful for the following:

- Regulating blood sugar
- Improving pancreas activity
- Better glucose balancing
- More even energy flow
- More consistent blood pressure
- Improving muscle density
- Faster muscle recovery after exercise
- Improving ability of body to burn fat
- Improving mental clarity
- Lessening tissue degeneration
- Prevents tooth decay
- Is a non-caloric food
- Healing effects on acne and scarring

NATURE'S SWEET SECRET "Stevia Rebaudiana"

There are nearly 300 species of the Stevia family scattered all over the world. Of these, only one--Stevia Rebaudiana--contains the secret of steviosides, which make it the sweetest herb in the world.

Stevia Rebaudiana is a small shrub native to portions of Paraguay and Brazil. It is now being cultivated in many countries. However, the best grade Stevia is that from Paraguay. Dr. Chen uses stevia only grown in Paraguay.

The sweet secret of Stevia lies in a complex molecule called stevioside, which is a glycoside, composed of glucose, sophorose and steviol. It is this complex molecule and a number of other related compounds that account for its sweetness. The stevia herb in its natural form is approximately 10 to 15 times sweeter than common table sugar. Extracts of Stevia in the form of Steviosides can range anywhere from 100 to 300 times sweeter than table sugar. And best of all, Stevia does not affect blood sugar metabolism according to most experts! Some studies report that Stevia reduces plasma glucose levels in normal adults.

Stevia has historically been used as a safe sweetener, a medicine as it has antibacterial agents, a cosmetic ingredient, a dentrifice as it inhibits the development of plaque and cavities. In Brazil it is advertised as an anti-diabetic agent. The FDA in the United States has approved the usage of Stevia, not as a sweetener but as a dietary supplement that helps balance blood sugar and blood pressure! Dr. Chen was the one who helped legalize the usage of Stevia with the FDA. There are many forms and extracts of stevia. One must be careful to buy the best quality to ensure it has enough active ingredients. Sunrider has 2 different formulas containing Stevia;

- **SunnyDew**
- **Sunectar**

Both formulas are wonderful in any beverage. SunnyDew is lighter in color and taste, but more concentrated!

There are virtually no calories in Stevia. You can bake with Stevia since the extracts are heat stable. Can Stevia replace artificial sweeteners in the diet? Yes, say all the publications written on Stevia. However, remember that the FDA did not approve it as a sweetener, only as a dietary supplement.

Enjoy SunnyDew and Sunectar and have a healthier future!

Reference:
Stevia Rebaudiana by David Richard