

CycloPower - the bioactive booster that gives your body more of what it needs

Like health insurance in a capsule

The use of dietary supplements continues to increase. Why? Because the pressures of modern life make it increasingly difficult to follow recommended guidelines for eating and exercise. Dietary supplements have become a form of health insurance; a way to compensate for our less-than-perfect lifestyles.

The problem with supplements

Swallowing a supplement doesn't guarantee your body will receive any benefits. Many natural products are not standardised, so it's hard to know whether you're getting an effective dose. And even when a supplement does contain enough active ingredients, low absorption rates can mean that most of the 'good stuff' doesn't get used. Some doctors believe that the money spent on supplements may as well be flushed down the toilet, because that's where the unused active ingredients end up.

Breakthrough discovery of bioactive booster

A team of Japanese scientists, led by Professor Keiji Terao, made a discovery that has been internationally recognised as a major breakthrough for health supplements. The scientists found that cyclodextrins - beneficial oligosaccharide molecules derived from plants - can act as a bioactive booster. They have a unique circular cavity that can transport active compounds and make them many times more available to the body. So when a beneficial active ingredient - such as methylglyoxal in manuka honey - is combined with cyclodextrin, there's a massive increase in bio-availability and stability. In the case of manuka honey, this translates to a huge improvement in antibacterial effectiveness. What's more, delivery is sustained over a longer period.¹

The development of CycloPower

Following the Japanese discovery, scientists at Manuka Health in New Zealand have been working with cyclodextrins to create synergistic natural supplements that are empowered to do more for the body. They've called the result CycloPower - 'cyclo', in reference to cyclodextrins; and 'power', because of the bioactive boosting action.

Studies support superiority of new generation supplements with bioactive booster

Manuka Health's CycloPower development trials were conducted with MGO™ manuka honey, which contains methylglyoxal, an active ingredient known to inhibit bacterial growth in the body. Studies showed that when MGO™ manuka honey is delivered via the CycloPower bioactive booster, it has 10 times more potency against some bacteria.²

A new future of highly-effective supplements

Inspired by the special abilities of CycloPower, the development team at Manuka Health have created a range of two supplements: MGO™ CycloPower Oral, for gum, mouth and throat health, and MGO™ CycloPower Digestive, for digestive problems such as stomach ulcers, heartburn and irritable bowel syndrome. More products are in the pipeline, heralding in a new age of bioactively boosted supplements that *really do supplement*.

References:

1. Prof Keiji Terao, Tokyo University of Agriculture and Technology, Data on file
2. University of Auckland studies, data on file.