What is resveratrol?
Resveratrol is a polyphenolic compound found in certain plants that naturally produce it in response to stress, injury, fungal infections, and ultraviolet (UV) radiation. It is a fat-soluble compound that occurs in a trans- and cis- configuration (Figure: 1). Both cis- and trans-resveratrol also occur bound to a glucose molecule. The trans-resveratrol is the beneficial component obtained from resveratrol compared to the cis-resveratrol which has no documented benefits.

Obtained from red grapes, Japanese knotweed (Polygonum cuspidatum), and other sources, resveratrol may have a host of beneficial health effects such as anti-aging, anti-inflammatory, and anti-cancer characteristics. It has also been shown to help prevent the negative effects of high calorie diets in humans, and also has the ability to inhibit platelet aggregation (sticking together). These antioxidant characteristics may help prevent free radical damage to our body and provide protective support to the blood vessels caused particularly by elevated levels of blood glucose.

Vinco’s Resveratrol
We derive the ingredient from the Japanese knotweed (Figure 2), which has been proven to deliver a more stable and balanced consistency and potency of resveratrol over that of red grapes.

Japanese knotweed is a large, herbaceous perennial plant, native to eastern Asia in Japan, China and Korea. In North America and Europe the species is very successful and has been classified as invasive in several countries.

Functions In The Body

Heart and Vessel Health - Inhibition of Vascular Cell Adhesion Molecule Expression
Atherosclerosis is now recognized as an inflammatory disease, and several measures of inflammation are associated with increased risk of myocardial infarction (heart attack). One of the earliest events in the development of atherosclerosis is the recruitment of inflammatory white blood cells from the blood to the arterial wall by vascular cell adhesion molecules. Resveratrol has been found to inhibit the expression of adhesion molecules in cultured endothelial cells.

Heart and Vessel Health - Inhibition of Platelet Aggregation
Platelet aggregation is one of the first steps in the formation of a blood clot that can occlude a coronary or cerebral artery, resulting in myocardial infarction or stroke, respectively. Resveratrol has been found to inhibit platelet aggregation in vitro.

Cellular Health and Longevity
Resveratrol helps support and maintain natural cell growth and may act as an anti-aging agent to help increase lifespan. Resveratrol has antioxidant activity. In some animal models it significantly reduces lipid peroxidation and promotes healthy organ function.
Anti-inflammatory Effects
Inflammation promotes cellular proliferation and angiogenesis and inhibits apoptosis\textsuperscript{12}. Resveratrol has been found to inhibit the activity of several inflammatory enzymes in vitro, including cyclooxygenase and lipooxygenase\textsuperscript{13,14}. Resveratrol may also inhibit pro-inflammatory transcription factors, such as NFkB or AP-1\textsuperscript{15,16}.

Red Wine Extract (Vitis vinifera)
Red Wine Extract is an important source of one of nature’s most potent antioxidants, proanthocyanidins. These nutritionally valuable substances have been utilized to treat deteriorating diseases and conditions with great success. Red Wine Extract helps Vitamin C enter the body’s cells, thus strengthening the cell membranes and protecting the cells from oxidative damage. Research has shown that proanthocyanidins (which are bioflavonoids) are anti-inflammatory, antihistamine and anti-allergenic, and they are major free radical scavengers. Proanthocyanidins help to promote tissue elasticity, heal injuries, reduce swelling and edema, restore collagen and improve peripheral circulation. The proanthocyanidins in Red Wine Extract also help to prevent bruising, strengthen weak blood vessels, protect against arteriosclerosis and reduce histamine production. Red Wine Extract strengthens and supports cardiovascular function and improves the performance of the nervous system and immune system.

Directions For Use
As a dietary supplement for adults and children twelve or more years of age, take one or two softgels per day, or as directed by a qualified healthcare professional.

<table>
<thead>
<tr>
<th>Supplement Facts</th>
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<tbody>
<tr>
<td>Serving Size: 1 Softgel</td>
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<td>Servings per Container: 60</td>
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<table>
<thead>
<tr>
<th>Amount Per Serving</th>
<th>%DV</th>
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</thead>
<tbody>
<tr>
<td>Trans-Resveratrol</td>
<td>250 mg *</td>
</tr>
<tr>
<td>(from 500mg of Polygonum cuspidatum root; 50% standardized extract)</td>
<td></td>
</tr>
<tr>
<td>Red Wine Extract (Vitis vinifera)</td>
<td>10 mg *</td>
</tr>
</tbody>
</table>

Percent Daily Value is based on a 2,000 calorie diet
* Daily Value Not Established

Other Ingredients: Soybean Oil, Gelatin, Vegetable Glycerin, Say Lecithin, Yellow Beeswax, Natural Carmel Color, Silica
Shell Ingredients: Gelatin, Vegetable Glycerin, Natural Carmel Color

*This product contains NO artificial flavor or sweetener, preservatives, sugar, milk, lactose, gluten, wheat, yeast or fish. Sodium Free.

These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

References