MacaPure® & MacaTonic™

The Vitality Secret of the Inca
**Maca, Lepidium meyenii, (Brassicaceae family) is the only cruciferous plant native to Peru.** Maca is an annual plant with a rosette of frilly leaves lying close to the ground. The plant produces a turnip-like "hypocotyl," a tuber which matures within approximately seven months after seeds are planted. The tubers may be red, green, black, pink, purplish, yellow, or cream colored. Locals in the Peruvian highlands claim that yellow roots are preferable, because they are sweeter. Yellow maca accounts for just over 36% of harvest on average. The root of maca is dried and stored before use. Maca grows in a limited geographic area.

**Maca Legend**

Maca is believed to have been cultivated in the Junin plateau of Peru’s Central Highlands as far back as 2,000 years ago. Peruvians attribute panacea-like benefits to maca, claiming that maca is an aphrodisiac and fertility enhancer, a laxative, cures rheumatism and respiratory disorders, stimulates metabolism, regulates hormones, improves memory, combats anemia, and fights depression. When the Spanish arrived in Peru in 1526, they found maca among the many treasures held by the Inca. Maca was so highly prized by the Inca that at the height of their civilization, it was used as a form of currency. From as far back as five hundred years ago, maca’s reputation for enhancing strength, libido and fertility was already well established in Peru.

**Main compounds and recognized properties**

Dried Maca contains about 59% carbohydrate, and 10% protein, a lipid content of 2.2%, and a number of sterols, including sitosterol, campestrol, ergosterol, brassicasterol and ergostadienol. Maca is also a good source of iron, magnesium, calcium, potassium and iodine. Two groups of novel compounds in Maca have been identified using Naturex NMR technology. These compounds are macamides and macaenes. These structures act as marker compounds for MacaPure®, ensuring its efficacy. Preliminary experiments with animals point to these two groups of compounds as sex and energy enhancers. In the experiments, sexual activity and stamina increased significantly as the quantities of macamides and macaenes in the diet increased.
Vitality-enhancing benefits of Maca

The Ultimate Source

Naturex sources Maca in the central Peruvian Highlands, relying on partnerships with local growers. As a result of an extraordinarily well developed maca agriculture program, Naturex has access to the highest quality and most sustainably produced source of maca. Participation in the Peruvian maca trade in this way enables Naturex to produce superior quality maca products, protects the natural Andean environment and enhances the future for some of the Andean people.

MacaPure® and MacaTonic™ benefits

Relying on four patents, MacaPure® and MacaTonic™ deliver vitality-enhancing benefits of Maca in highly concentrated form, for men and women. Naturex has a proprietary extraction process allowing high level of active compounds content. MacaPure® extract is standardized to 0.6% macamides and macaenes the active components shown to have benefits on sexual function. As a standard for the US market industry, MacaPure® is NSF certified. MacaTonic™ is a water soluble extract that promotes energy and endurance. MacaTonic™ contains no caffeine or stimulants. Natural and safe, MacaPure® and MacaTonic™ give the competitive advantage of proven efficacy.

References

US Patent # 6,552,206 Compositions and methods for preparation from Lepidium
US Patent # 6,428,824 Treatment of sexual dysfunction with an extract of Lepidium meyenii roots
US Patent # 6,267,995 Extract of Lepidium meyenii roots for pharmaceutical applications
US Patent # 6,878,731 Imidazole Alkaloids from Lepidium Meyenii and method of usage
Personal interviews, Chris Kilham, Junin Plateau October 1998.