

# ELDERMax™

## Elderberry Extract Powder Organic & Conventional

### What is ElderMax™?

**ElderMax™** is a premium spray-dried elderberry extract powder produced from *Sambucus nigra* fruit and standardized to **7% anthocyanins** via advanced chromatographic purification. It is made using an ethanol-water extraction and finished as a dark purple, highly soluble powder with consistent particle size for smooth processing. Offered in both **organic and conventional formats** to fit different brand strategies.

Using a refined purification approach, ElderMax™ preserves bioactives while reducing sugars, delivering a clean, potent elderberry story that formulators can trust. The result is a **deep purple, 99.9% water-soluble powder** that integrates easily across beverage, gummy, capsule, and powder systems.

### Why ElderMax™?

#### 1 Standardized Anthocyanins

ElderMax™ is **standardized to 7% anthocyanins** (as cyanidin-3-O-glucoside) verified by HPLC. The specification delivers reliable color and antioxidant flavonoids that elderberry is known for, batch after batch. The **vivid purple hue** reflects robust anthocyanin content that customers can see.

#### 2 Purified for Potency

Our process **preserves bioactives and removes excess sugars**, creating a concentrated extract that supports **immune-forward wellness formulas** without unnecessary solids. Consistent extraction parameters support dependable performance across runs.

  
**SELECT INGREDIENTS**  
*Better Ingredients • Better Results*



### The Anthocyanin Impact

Anthocyanins are the **natural pigments** that give elderberries their deep purple color. Beyond appearance, research links anthocyanins to **immune support, cardiovascular wellness, and overall resilience**, making them the key compounds behind elderberry's long-standing use in health products. With ElderMax™ standardized to 7% anthocyanins, every serving delivers the concentrated benefits consumers expect.

## 3 Ease of Formulation

A **99.9% water-soluble powder** that blends quickly and evenly. Fine particles (**>98% through 80 mesh**) keep systems smooth, while the characteristic berry profile plays well with citrus and berry flavors in beverages, gummies, and powders.

## 4 Deep Purple Advantage

The rich purple hue of ElderMax™ reflects its **7% anthocyanin content**, a direct marker of potency and authenticity. This **natural color** enhances gummies, beverages, and powders while **signaling quality** that consumers instantly recognize.

### Science That Proves the Story

Partnering with Eurofins, we conducted a BioMAP® analysis of ElderMax; an advanced platform that uses human primary cells to measure immune, inflammatory, and repair pathways. This provided an objective view of ElderMax™ activity at the cellular level.

#### What We Found

ElderMax™ showed no cytotoxicity and demonstrated measurable effects across pathways related to immune balance, inflammation, and tissue remodeling. The extract influenced key markers linked to the body's natural defenses and antioxidant protection, confirming that its anthocyanins provide clinically relevant bioactivity beyond color.

#### Why It Matters

BioMAP® results elevate ElderMax™ beyond traditional use, providing modern scientific validation from a trusted partner. With Eurofins data, brands can highlight ElderMax™ as a premium elderberry extract backed by evidence of immune and antioxidant activity, strengthening product credibility and differentiation in the marketplace.

### Specifications

**Shelf Life:** 36 months      **Solubility:** 99.9% Soluble to Water  
**Dose:** 50-300mg      **Appearance:** Dark Purple powder  
**Format:** Bulk Powder      **Taste:** Characteristic

### Claims:

- USDA Organic
- Non-GMO
- Gluten Free
- Self-Affirmed GRAS