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■ Making the switch from conventional sugar is a smart move for any healthy conscious individual. And with so many alternatives to choose from, the transition has never been easier! NOW offers a comprehensive selection of natural sweeteners sure to satisfy your sweet tooth.

#### References

- 1) Makinen, K.K. & Peldyak, J., *Xylitol for Caries Prevention*, Journal of Dental Hygiene, Vol. 76, Issue IV, 2002
- 2) Makinen, K.K., *History, Safety and Dental Properties of Xylitol*, Institute of Dentistry, University of Turku, Finland, 2003
- 3) *Reduced-Calorie Sweeteners: Sorbitol*, Calorie Control Council, 2003
- 4) Wade, A. & Weller, P.J., *Handbook of Pharmaceutical Excipients - Second Edition*, The Pharmaceutical Press, 1994

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



Quality is Affordable

## DATE SUGAR

❖ **Date Sugar** - Of the many alternatives to table sugar, the pleasant tasting extract of dehydrated dates may be one of the most natural and nutrient dense. While it can be used for a plethora of applications, the most common are in cereals, oatmeal, baked goods, beverages and puddings. In fact, date sugar bears a closer resemblance to food than it does to a sweetener. Nutritionally, it's loaded with vitamins and minerals, especially potassium, magnesium, calcium, iron and phosphorus. Perhaps the most fascinating aspect of this natural sweetener is that it contains significant amounts of fiber. Best of all, date sugar is the closest in sweetness to the table sugar many have grown accustomed to.



## ERYTHRITOL

❖ **Erythritol** - Since the early 1990's, the popularity of this white crystalline sugar alcohol has steadily increased, and is now becoming the norm among many consumers and businesses alike. With a sweetness that is approximately 70% that of sucrose, a non-hygroscopic texture to prevent clumping and easy digestibility, it's no surprise that so many have turned to this completely safe polyol. In addition, Erythritol is completely safe for teeth, extremely low in calories, won't raise blood sugar levels, has zero "impact" carbohydrates and is one of the most easily digested of all sugar alcohols.



## SORBITOL

❖ **Sorbitol** - Sorbitol is a sugar alcohol, or polyol, that is most commonly found in a variety of fruits and vegetables. Many people have taken a keen interest to it as an alternative to conventional table sugar for two primary reasons. First, it is used by the body in a much slower manner than regular sugar is. This is due in part to its lower glycemic rating. Finally, it has fewer calories per gram, making it desirable for anyone interested in reducing the number of calories in their diet. With a taste that's similar to sugar, Sorbitol is a smart way to sweeten things up.



## FRUCTOSE

❖ **Fructose** - Fructose is naturally occurring and also present in many fruits and vegetables. In fact, many refer to it as fruit sugar. In comparison to crystalline table sugar, fructose is highly fermentable and has a much lower glycemic rating than other simple sugars. This makes it suitable for many diabetics because unlike table sugar, it won't trigger a large insulin spike. And despite its lower GI rating, fructose is approximately 50% sweeter than table sugar.



## BARLEY MALT EXTRACT SYRUP

❖ **Barley Malt Extract Syrup** - This thick, dark, molasses like substance has been used for hundreds of years to sweeten everything from ale and porridge to bread and jams. Today's sugar conscious society has now turned to this rich malty extract to naturally sweeten cereals, deserts, breads, coffees and other beverages. Naturally enriched with generous amounts of protein, Barley Malt is also an outstanding source of over 100 naturally occurring enzymes. Moreover, it has remarkable bulking properties and can serve as a natural laxative for those interested in avoiding chemically-bound, over the counter formulas.

