



Nutrition for Optimal Wellness™

Better Stevia™

ZERO CALORIE SWEETENER™

Better Stevia™ Sweetener from NOW® is a great-tasting, low-carb natural sweetener specially-processed to enhance flavor and retain the full spectrum of herbal components that make Stevia such a great alternative to sugar. Better Stevia™ is our newly named line of Stevia products and other natural sweeteners, providing you with a great selection to meet you and your family's unique dietary needs. Inside this brochure you'll find information on Stevia's history, benefits and uses. After reading it we think you'll agree that Better Stevia™ is a great addition to your healthy dietary regimen. For more information on our entire line of supplements and natural products, please visit us at www.nowfoods.com.



NOW® Better Stevia™ Sweetener Benefits:

- All-natural herbal sweetener
- Low-carbohydrate, sugar-free sweetener alternative
- Better Stevia™ is a highly concentrated sweetener, so follow serving-size directions for best results
- Better Stevia™ can be stored at room temperature; no refrigeration is required
- NOW Stevia extracts are sustainably grown and USDA-Certified Organic by Quality Assurance International (QAI)
- NOW® Better Stevia™ received Self Affirmed GRAS status in January 2011
- Available in liquid, powder and convenient, easy-to-use packets



#8798



Nutrition for Optimal Wellness™

www.nowfoods.com



Updated 03/2011

Health Professor





NOW's Technical Director Tasting Organic Stevia in the Field

Stevia

NOW's founder, Elwood Richard, has believed in the herb Stevia and its health benefits since the '70s, when he incorporated Stevia into the company's growing line of affordable natural products. Back then he knew what we all know now - refined sugar isn't good for the human body. He added Stevia as a natural alternative to sugar, hoped more people would use it, and watched sales slowly grow over the years as the negative aspects of refined sugar continued to come to light. NOW's Stevia sales grew steadily until the early '90s, when an isolated study (later proven to be severely flawed) showed that Stevia might not be safe as a food additive. This led to an FDA ban of Stevia in the United States that was overturned a few years later with the passage of DSHEA, or the Dietary Supplement Health & Education Act. However, even with the ban lifted, provisions were kept in place that prohibited the herb from being sold as a natural sweetener, food or food additive in the U.S.

From 1994 to 2008, Stevia could only be labeled and sold as a dietary supplement. During this time advances in science and technology allowed researchers to present more clinically-valid evidence of the health benefits and safety of Stevia, as well as more thoroughly isolate the various components responsible for its unique and dynamic sweetening capabilities. One of these components, Rebaudioside A (or Reb A) from the *Stevia rebaudiana* plant, has been standardized and purified over the years to a point that it was deemed worthy of GRAS (Generally Regarded As Safe) status as a food additive from the FDA. Researchers received GRAS status for Reb A in 2008, and since then the race has been on to develop products utilizing Stevia as a natural sweetener, and to educate the public about this amazing healthy alternative to refined sugar and synthetic sweeteners.

While Stevia's recent history is interesting, the origins of its discovery and its rise to commercial use are worthy of mention as well. Comprised of around 240 species of herbs in the sunflower family (*Asteraceae*), Stevia can be found growing wild in South America and southwestern regions of North America. It was first discovered by Spanish scientist Petrus Jacobus Stevus (Pedro Jaime Esteve), whose surname was used as the basis for the Latin *Stevia*. In the late 1800s, Swiss botanist Moisés Santiago Bertoni, who had immigrated to Paraguay, first documented Stevia's use by indigenous tribes of the country, who called it *kaa-be-be*.

They used it as a flavor enhancer in their drinks and foods, and would also chew the dried leaves for their refreshing taste and sweetness. Bertoni continued to study the herb until finally publishing his findings in 1899 and naming the plant *Stevia rebaudiana bertoni*. In 1921, American Trade Commissioner George Brady presented information on Stevia to the USDA, calling it "a new plant with great possibility" for commercial cultivation, but the idea never gained enough interest to merit further experimentation.

Not much was heard of Stevia until ten years later, when two French scientists successfully isolated the active components that give Stevia its sweet taste: two glycosides named stevioside and rebaudioside. These isolated glycosides were not only 300 times as sweet as sugar, but they were heat- and pH-stable, and non-fermentable as well. Just a few years later, during World War II, Great Britain was faced with an imminent blockade of the British Isles by Germany and began exploring alternative natural foods they could cultivate to sustain the population. Stevia was one of the plants they experimented with, but the region wasn't warm or humid enough to allow for its successful mass cultivation, and so the British ultimately abandoned their efforts.

In the early '70s Stevia saw its first commercial success in Japan, when a government ban on carcinogenic chemical food additives forced manufacturers to explore natural alternatives. Southern Japan is warm and humid enough for Stevia to be successfully cultivated on an enormous commercial level, and use of Stevia as a natural sweetener in food and beverages exploded. NOW's founder, Elwood Richard, heard about Stevia around this time and was encouraged by its safety and success. By the 1990s, Japan accounted for over 40% of the world's Stevia consumption.

Today, the advances in our understanding of Stevia have finally culminated in its approval for use as a commercial natural sweetener in the U.S. These same advances have helped our in-house research team in the development of a new proprietary, full-spectrum, enzymatically-treated Stevia we call Better Stevia™.



Better Stevia™ Products from NOW®

Certified Organic Better Stevia™ Packets & Liquid

NOW® Certified Organic Better Stevia™ Packets and Liquid are an easy and convenient way to add this amazing zero-calorie natural sweetener to your favorite beverages. Better Stevia™ is a certified-organic, low-glycemic sweetener with no bitter aftertaste that's suitable for diabetics, vegetarians and vegans, as well as anyone looking for a natural sugar alternative.

Item # 6946, 6980

Better Stevia™ Flavored Liquid Extracts

If you think our Certified Organic Better Stevia™ Liquid tastes great, you'll love our four naturally-flavored varieties. With just a few drops you can enjoy Hazelnut Cream, Dark Chocolate, Lemon Twist or French Vanilla flavors with no artificial ingredients and no bitter aftertaste. Our convenient, flavored liquids are perfect for adding a dash of sweetness to the beverage of your choice.

Item # 6981, 6966, 6987, 6979

Better Stevia™ Extract Packets & Liquid

In addition to our selection of certified-organic packets and liquids, we also offer this remarkable natural sweetener in original-flavor packets, great-tasting French Vanilla packets, and a liquid extract. As with all of our Better Stevia™ products, Better Stevia™ Extract contains no artificial colors, flavors, sweeteners or preservatives. It has no bitter aftertaste and is an excellent healthy alternative to sugar and artificial sweeteners.

Item # 6957, 6963, 6955

Better Stevia™ Organic Extract Powder & Instant Tabs

Stevia is arguably the best natural alternative to sugar available today, and we want to make sure everyone can enjoy this fantastic sweetener by offering a variety of forms to suit any lifestyle. That's why we offer Better Stevia™ Organic Extract Powder in an easy-to-use one-ounce shaker bottle, an economical one pound bottle, and our popular and innovative Instant Tabs that quickly dissolve in your favorite beverages.

Item # 6960, 6961, 6977

Convenient, all-natural, calorie-free, and no bitter aftertaste - Better Stevia™ is the perfect natural sweetener for today's health-conscious consumer. Please visit us at BetterStevia.com and NowFoods.com to learn more about our entire line of natural and organic foods and sweeteners.

