



# Stevia

Pleasant Tasting  
Natural Herbal  
Supplement



Nutrition for Optimal Wellness<sup>SM</sup>



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NOW Foods carries an impressive selection of high quality Stevia products. From liquid and powder extracts to alcohol-free glycerite and Balance packets, NOW is sure to have a Stevia product that meets your unique needs! For more information on NOW® Stevia, be sure to visit our website, [www.nowfoods.com](http://www.nowfoods.com)

### Helpful tips for using Stevia...

- Stevia is highly concentrated, so use according to serving size directions
- You do not need to refrigerate Stevia. It is a highly stable dietary supplement that can be stored at room temperature
- Stainless steel and glass containers are ideal when using Stevia



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## Health Professor





## Stevia

It is almost impossible to imagine that the earliest known stevia plants were once heavily guarded by tribes of South American Indians. Impossible, that is, until you know the whole story.

Stevia is believed to have been discovered sometime during the mid-1800's; a time when the indigenous Guarani tribe of South America referred to it as kaa-he-he. As the plant's first known users, their applications were simple, and many remain popular today. Stevia was initially used in the Guarani's unique potions, in addition to bitter maté. Many natives chewed on the dried leaves in order to acquire the refreshing taste.

As use became more widespread, it didn't take long for surrounding regions to catch on. Paraguay took an immediate shine to kaa-he-he, wasting no time in documenting its many uses. Ironically, neither the Guarani natives nor the Paraguayan historians would be credited for its introduction. That honor would eventually go to an Italian botanist named Moises Santiago Bertoni in 1905. After an exhaustive quest to obtain the plant, one was unexpectedly sent to him.

Within one year, he had thoroughly researched the plant, named it (*Stevia Rebaudiana Bertoni*), and published his findings. Word spread fast and *Stevia Rebaudiana Bertoni* went from "little known plant" to mainstream sensation. Soon after, would-be growers determined that dangerous expeditions through South America were no longer necessary. Stevia could be easily cultivated, provided that they could mimic the humid climate needed for it to thrive.

And they did just that. In 1908, nearly one ton of dried plant was harvested, thus providing the economic nudge needed to jumpstart the Stevia industry. In 1921, American Trade Commissioner George Brady presented this information to the USDA, referring to Stevia as a "new plant with great possibility." As it turns out, America was not impressed. France, however, saw things differently. In 1931 two French chemists successfully extracted three white, crystalline compounds from the Stevia leaves—later to be named steviosides. And while these findings impressed the

scientific community, many were unsure as to what role it could play in modern society.

In the 1960's, while America was engulfed in free love, political unrest, and lunar landings, Japan was dealing with a government-enforced ban on the use of chemicals in food products. Word of synthetic-free steviosides offered new hope. Their research was intense and by 1990 Japan accounted for over 40% of world's stevia use. Today, it is used on an enormous commercial level.

Despite a history of safety and success, Stevia was banned by the FDA in 1991. Just three years later, the ban was lifted when Congress passed the Dietary Supplement Health and Education Act (DHSEA), making it possible for Stevia to be taken as a dietary supplement. Interestingly enough, the study used to fuel the short-lived ban was later found to be highly flawed.

Today, Stevia is considered a botanical blessing and enjoys a very loyal following. Its use dates back centuries without any documented adverse reactions. Research has shown it to be very safe and free of potentially harmful chemicals. In fact, Stevia—in its raw, natural state—contains over 100 phytonutrients. Even in massive amounts, it is non-toxic, has next to no calories, and will not promote tooth decay.\* Its non-bitter aftertaste has made it a favorite supplement in homes from every corner of the globe. And unlike the most primitive users, you don't need to scour the sweltering jungles of South America to find it. NOW® Stevia is available in fine natural health food stores everywhere.



## Stevia Products from NOW®

### Stevia Extract Powder

NOW® Stevia Extract Powder is derived from the leaves of Stevia plants. This 100% natural pure extract is tested in-house to ensure to highest levels of quality. As a dietary supplement, Stevia extract has an unblemished history of safety, and has been used since the mid-1800s. NOW is one of the industry's most trusted providers of Stevia products.

### French Vanilla Liquid

NOW® French Vanilla Stevia Extract Liquid is a great tasting dietary supplement that you can take with your favorite beverage. This unique, vegetarian dietary supplement has a glycemic index rating of zero, next to no calories per serving, is 100% natural with a pleasant, non-bitter aftertaste. This convenient size lets you take it with you on the go!

### Stevia Balance

Perfect for any individual who closely monitors their blood glucose levels, Stevia Balance Packets make it easier than ever to live a low glycemic lifestyle. In addition to our popular Stevia extract, we've added Chromium and Inulin to further support healthy blood glucose activity.\* These convenient packets are perfect for keeping in the car, the office or your purse or briefcase.

### Liquid Glycerite

NOW® Liquid Glycerite is an alcohol-free dietary supplement. As with other supplements, it may be taken with your favorite beverage. It contains no calories, has an exceptionally low glycemic index rating, and is perfect for anyone concerned with living a healthy and balanced lifestyle.\* NOW® Stevia Liquid Glycerite is available in 2 and 8 fl. oz. sizes.

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



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