

Available Now

Stevia FSE™

Sweetener

Best Value Available
Certified Organic Stevia Extract
Full GRAS Status
Clean Sweet Taste
Full Spectrum Whole Herb Extract





The Benefits of Stevia

Based on everything we now know about this remarkable plant, the question isn't, "why would anyone want to use Stevia?" but rather, "why wouldn't anyone want to use it?" Stevia is nothing short of a botanical blessing, and just now are we beginning to understand its true worth in the manufacturing of functional foods and beverages. The benefits of this natural herb extract are boundless. For starters, Stevia contains no calories and is therefore ideal for individuals conscious of their caloric intake. Additionally, Stevia ranks extremely low on the glycemic index scale, a chart used to measure a food's impact on insulin release following the consumption of food. As a result, Stevia is fast becoming the natural sweetener of choice among diabetics and those with compromised insulin activity.

By nature's perfect design, Stevia is one of the sweetest plants ever to be discovered. Extensive scientific research has shown that it is approximately 60 to 100 times sweeter than white, crystalline "table" sugar. Perhaps most appealing, Stevia is highly versatile and can be used in practically any application that calls for conventional sugar or high fructose corn syrup (HFCS). This provides both economic and health benefits when used in bulk, beverage, and other food production settings.

Why Stevia FSE™ Stevia Sweetener

To ensure the highest possible quality and purity, Stevia FSE™ Sweetener is manufactured and sold by the HealthcoSM division of NOW[®] Foods. NOW[®] is a nationally-recognized, award-winning manufacturer of natural health products, and a leader in Stevia science and sales. All raw materials are thoroughly inspected to meet or exceed strict QA/QC standards, and stored correctly to ensure freshness while preserving its stevioside content.

Stevia FSE™ Sweetener contains Glucosyl Stevioside, an enzymatically-enhanced Stevia leaf (*Stevia rebaudiana*) extract that is gently processed with a natural enzyme. The purpose of this natural process is to improve Stevia's taste and sweetening qualities by eliminating the traditional "licorice" aftertaste and "bitter note" that is common among many other Stevia products. Ultimately this natural, patented process has achieved the goal of delivering a delicious tasting Stevia Sweetener, with zero calories. Additionally, the Glucosyl Stevioside used in our brand retains the phytochemical features of full-spectrum extractions of regular Stevia. The only difference is that Stevia FSE™ Sweetener is enzymatically-enhanced using a proprietary natural process. This differentiates our sweetener from the Reb A Stevia fractions or the simple Stevia extracts. Side-by-side with brands that utilize regular, untreated Stevia Rebaudiana, it is clear that our product offers a taste and sweetness in a class all by itself. Stevia FSE™ is Certified Organic by Quality Assurance International (QAI), has no bitter aftertaste, and delivers 95% glucosylsteviosides.

The Stevia Story

If you're new to Stevia, don't worry – you're not alone. Despite its relatively "out of nowhere" arrival to the food and beverage marketplace, this exceptionally sweet, 100% natural herb actually has a very rich history. The earliest known use of Stevia, according to documents stored at the National Archives in Asuncion, Paraguay, can be traced back to the mid-1800's. At the time it was used almost exclusively by the indigenous Guarani natives of Paraguay, as well as the surrounding regions in South America. Before it took its current name, natives knew it as kaa-he-e. It was initially used in their medicinal potions, in addition to a tea-like drink known as bitter mate'. Many chewed the dried leaves to acquire the unique, refreshing taste.

Fast forwarding a century, in 1931 French chemists, Bridel and Lavielle, were the first to successfully isolate Stevioside and Rebaudioside A from the leaves of the Stevia plant. Approximately 40 years later during the 1970's, Japanese researchers successfully isolated individual Steviosides from Stevia leaves; each one sharing the same Steviol molecule; nine have been discovered to date. From there, the popularity of Stevia evolved rapidly. Within 20 years it was universally accepted as Japan's #1 sweetener. It was during the 1980's before Stevia would find its way into the Natural Products marketplace; another 20 years before it would reach mainstream American society.



Stevia FSE™ Sweetener has a high purity rating, making it approximately 60-100 times sweeter than regular table sugar. Because of its intense natural sweetness, much smaller amounts are required in order to effectively sweeten personal and bulk products. This offers unparalleled advantages with regard to quality and value, allowing your dollar to go further without sacrificing flavor.

Ideal for the Most Selective Consumers

Ingredient awareness among health-savvy consumers continues to escalate, and the days of simply grabbing anything off the shelf are long gone. Today's healthy shopper is more educated, more self-aware, and more demanding when it comes to what they will put in their bodies. Additionally, they are well aware of how many options they have at their disposal. Many consumers now read every label, and will go to great lengths to find products that coincide with their unique lifestyle. Stevia FSE™ Sweetener provides full disclosure labels that supply detailed information and easy-to-read Nutrition Facts panels. Our labels clearly list all ingredients contained in the finished product.

Companies who manufacture and market lifestyle-specific products will find that Stevia FSE™ Sweetener is ideal for meeting the needs of even the most discerning consumers. It is 100% vegetarian and vegan suitable, with no animal-derived products used at any phase of production. Additionally, it is one of the very few enzymatically-enhanced Stevia products available today, and guaranteed to be hypoallergenic. Our Stevia is free of yeast, dairy, egg, gluten, wheat, soy, sugar, salt, as well as artificial colors, flavors or fragrances. If you cater to consumers that are partial to natural whole foods, you can enjoy complete assurance in knowing that Stevia FSE™ Sweetener products are truly whole food-grade.

Advantages to Your Business

Stevia isn't just a healthier alternative sweetener; it's also a smart, financially sound alternative. Here are just a few reasons why Stevia FSE™ Sweetener is the best choice for your business:

High Versatility – Stevia FSE™ Sweetener can be sold and marketed as a stand-alone low carbohydrate sweetener for personal use, or as a bulk sweetener for

your larger customers. It can also be used in place of high fructose corn syrup – something more consumers are looking to avoid and replace in the foods they purchase.

Easy Blending – Stevia FSE™ Sweetener is a fine, white, spray-dried crystalline powder that blends instantly and is easily dispersed in a wide range of finished products. It does not clump and remains stable even at high temperatures.

Low Use/High Yield – Our superior quality and guaranteed purity allow for the most economical use rates versus competing Stevia products.





Products sweetened with Stevia FSE™
(BetterStevia™, trademark of NOW Health Group, Inc.)

Full Disclosure Labels – Stevia FSE™ information is clearly stated on our Nutrition Facts panels, and can be easily seen by customers accustomed to carefully reading labels.

100% Natural – With so many consumers making the switch to natural products, Stevia FSE™ Sweetener provides an excellent opportunity for you to capture this ever-increasing demographic, while avoiding the need to sweeten your products with sucralose, aspartame, or other chemically-modified sweeteners.

Variety – Stevia FSE™ offers Stevia in packets, liquids, and flavored liquids, all of which are available in our own brand or as your private label. Bulk Stevia can also be purchased for use in manufacturing a wide range of foods and beverages, as well as certain pharmaceutical applications.

Exceptional Quality, Guaranteed

At Healthco™, we are committed to providing you and your customers with nothing less than the finest Stevia available anywhere in today's market. To accomplish this with unwavering consistency, we use an extensive checklist of Quality Control/Quality Assurance standards. From taste and texture, to purity and potency, we confirm that every aspect of Stevia FSE™ Sweetener meets our exacting quality standards.

- Stevia FSE™ Sweetener is enzymatically-enhanced; a patented process that delivers a clean sweet taste with zero calories.
- We use a full spectrum extraction of the whole herb in order to retain its full sweetness range, as well as other potential benefits. **This is not just another Reb A-type stevia product.**
- Certified Organic Stevia Extract and Calorie-Free.
- Stevia FSE™ Sweetener is GRAS (Generally Regarded as Safe) for use in food and beverages.
- Full FDA-Approved GRAS Status

- No natural or artificial low calorie sweeteners or added flavors, of any kind are used during the manufacturing process, nor are they added to the finished product. Erythritol is a corn-based sweetener commonly used in many Reb A stevia products, but *not* used in Stevia FSE™ Sweetener.
- 100% vegetarian and vegan suitable.
- Free of common food allergens, including yeast, dairy, egg, gluten, wheat, soy, sugar, starch, salt, artificial colors, flavors or fragrances.
- In order to ensure the highest levels of purity, we test for heavy metals, pesticides, bacteria, and other potentially harmful contaminants.
- Stevia FSE™ Sweetener is both pH and temperature stable, making it ideal for use in many functional foods and beverages.
- Based on its heat stability, Stevia can be used in most cooking or baking applications – an important selling point for both you and your customers.

What Healthco™ Offers

Healthco™ offers a variety of stevia products:

- Convenient Stevia Sweetener packets for food service and corporate use
- Great tasting flavored liquid Stevia Sweetener extracts
- Bulk Stevia Sweetener for formulating and manufacturing your own foods and beverages

We can provide:

- Detailed Specification Sheets
- Certificates of Analysis (COA)
- Nutritional labeling (Nutrition Facts Panel)
- A variety of sample products
- Bracket pricing
- 25 years of Stevia expertise

For additional information, please contact your Healthco™ representative today.

Healthco™

395 S. Glen Ellyn Rd
 Bloomingdale, IL 60108
 Toll Free: (800) 477-3949
 Phone: (630) 545-9095
 FAX: (630) 545-9080
info@healthco-intl.com

