



naox

COFFEE FRUIT CONCENTRATE
(Mucilage Concentrate)



www.sanam.company

¿What is **naox**?

It is a **Functional Antioxidant** products line

Naox comes from the **Coffee Fruit Concentrate**, rich in **natural antioxidants** that help fight the oxidation of our body due to *aging, pollution, improper nutrition, diseases, among others*. It is:

- ✓ **Sugar Free**
- ✓ **GMO Free**
- ✓ **Gluten Free**

FUNCTIONAL DRINK



A functional beverage is a non-alcoholic drink that contains non-traditional ingredients, (herbs, vitamins, minerals, amino acids, raw fruit or vegetable ingredients), that contribute with **specific health benefits** beyond those coming from a regular nutrition.

As per as **Naox**, its antioxidants components are:

- ✓ **Nutritious**
- ✓ **Energizing**
- ✓ **Hydration**
- ✓ **For sports people & workout**
- ✓ **Helps preventing diseases**
- ✓ **Increases immune and cardiovascular's systems**
- ✓ **Provides satiety**

ANTIOXIDANT DRINK



- **Naox** offers **2,636 ORAC units*** per serving.
- **ORAC** (Oxygen Radical Absorbance Capacity) refers to the overall activity or capacity of all the **antioxidants** present in food to "**turn off or neutralize**" free radicals generated by an in vitro test of antioxidant activity.
- The **fruit of coffee** has **7 times more antioxidants** than **grapes** and **5 times more antioxidants** than **green tea**.

**Antioxidants are measured by ORAC units*



ENERGY DRINK

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The **energy** coming from **Naox** is mainly generated by sugars such as **fructose**, which when enter into the body, are easily absorbed, producing the effect of a **true natural energizer**.



SPORTS DRINK

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Due to **oxidative stress** caused by *intense practice and workout* in high performance athletes (causing degenerative diseases and health problems), the **need for a drink** is compulsory during training. This drink **has to contribute with antioxidants**, preventing the production of **free radicals**.

We suggest to ingest **Naox sachets** without diluting it with water, so its properties will act quickly during training.

COFFEE Fruit



Bean

Center cut

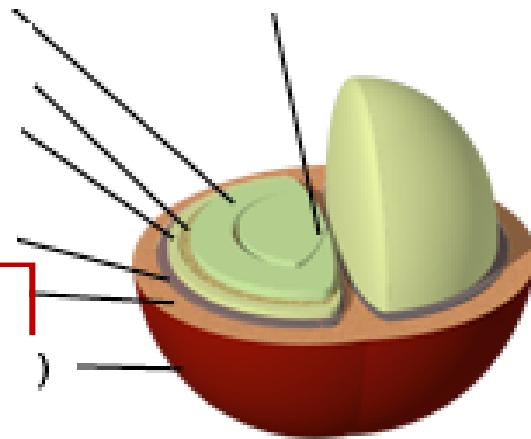
Silver Skin (epidermis)

Parchment (Hull, endocarp)

Pectin layer

Fruit (Cherry) . Pulp

Outer Skin (pericarp, exocarp)



The **fruit of coffee** (Naox main content) has one of the **highest concentrations of antioxidants in the world**, but due to its quick fermentation it is discarded and only the seed is used.

OUR TECHNOLOGY



For the first time **IN THE WORLD**, a series of physical and chemical processes **have been patented** to stabilize and concentrate the parts of the **coffee fruit**, rich in **antioxidants** and low in caffeine, which are normally discarded.

The base products derived from the use of the **fruit** are:

- **Coffee Fruit Concentrate** (Coffee Honey)
- **Coffe Husk Flour**

The *Coffee Fruit (Cherry) Concentrate* is used to bring our product **Naox** drinks and drinks based products to **life**.

COFFEE FRUIT CONCENTRATE



It consists almost entirely of **amino acid**, reducing and non-reducing sugars, as well as **polyphenols** and phenolic acids, characteristic and responsible for the **antioxidant activity**.

The concentrate has a **high content of antioxidants and low caffeine level**.

The presence of these polyphenolic compounds is significant, compared to coffee beverages, tea and many fruits & vegetables.



ENVIRONMENTAL AND SOCIAL IMPACT

Our Company generates a **very high** environmental and social impact thanks to the use we give to the parts of the coffee that are normally discarded:



- The levels of **contamination** in water sources are **reduced**.
- Coffee producers generate an **additional income** thanks to the use we give to the waste.
- We teach coffee growers how to be **environmental responsible** with their production.

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PRODUCTS

NAOX SACHET



Description:

Coffee Fruit (Cherry) Concentrate (Coffee Honey) in Sachet.

Flavors:

- Lemon
- Berries

How to use it:

Consume it directly or mix it with water. Perfect to take anywhere.

Presentation:

Display with 30 Sachets (10 gr each)
For Retail

NAOX VITAL SACHET

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BEBIDA ANTIOXIDANTE

Descripción:

Coffee Fruit (Cherry) Concentrate (Coffee Honey) in Sachet.

Naox Vital additional contains 5 ingredients with high antioxidant power: agave honey, black tea, grape seed, moringa leaf and **betaglucans of ganoderma lucidum**.

Flavors:

- Lemon
- Berries

How to use it:

Consume it directly or mix it with water. Perfect to take anywhere.

Presentation:

Display with 25 Sachets (10 gr each)
Case x 4 Displays

For Retail



NAOX DOYPACK



Description:

Coffee Fruit (Cherry) Concentrate (Coffee Honey) in Doypack.

Flavors:

- Lemon
- Berries

How to use it:

Mix with water and obtain up to 6 liters of Antioxidant Drink.

It doesn't need sugar to be added

Presentation:

Doy pack 240 gr

For Retail

NAOX READY TO DRINK



Description:

Nutritious product obtained from the Coffee Fruit (Cherry) Concentrate. **Ready to drink!**

Flavors:

- Lemon
- Berries

Presentation:

PET Bottle 400 ml.
Mastercase x 24 un

For Retail



OTHER PRESENTATIONS

✓ Bulk (INGREDIENT)

Presentation - 24kg bag (Naox Coffee Fruit (Cherry) Concentrate)

Presentation - 24kg bag (Naox Lemon & Berries flavors)

Applications:

- ✓ Cosmetics (moisturizing creams)
- ✓ Drinks
- ✓ Meat products
- ✓ Desserts & Bars (as natural sweetener or agglutinant)

✓ Private label & Special formula development

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