



**Kakadu Plum**  
*the worlds richest  
source of natural Vitamin C*

Voted 2014 "Editors Choice Award - Most Novel Ingredient"

The 3<sup>rd</sup> annual Functional Ingredients "Editor's Choice Awards at Engredea / Natural Products Expo West" highlighted the best-in-class raw material ingredient suppliers across a range of disciplines. We highlighted everyone from the companies conducting the most rigorous science to the best ingredients to source for a supplement, food or beverage.

● **VOTED "EDITORS CHOICE AWARD" – "BEST NOVEL INGREDIENT"**

GoWild Australia's Kakadu Plum - *Terminalia ferdinandiana* extracts and powders - the world's richest source of vitamin C, has a history of use as a traditional food and medicinal agent by indigenous Australians for treatment of numerous ailments. Also, as a good topical for skin care, hair care, cosmetics, supplements, and as a natural preservative due to its high antibacterial activity.

G'Day, Here's a unique native Australian superfruit that boasts the highest Vitamin C content of any citrus, even acerola, and yet is not acidic. The **Kakadu Plum** from GoWild Australia can also be used topically in skin-care products to boost collagen levels, is an effective anti-inflammatory, and is a natural preservative.

**Todd Runestad / Functional Ingredients March 20, 2014**

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