

POTE-AJI®

POTE-AJI® is multi-functional peptide derived from Hokkaido potatoes that exhibits health promoting characteristics.

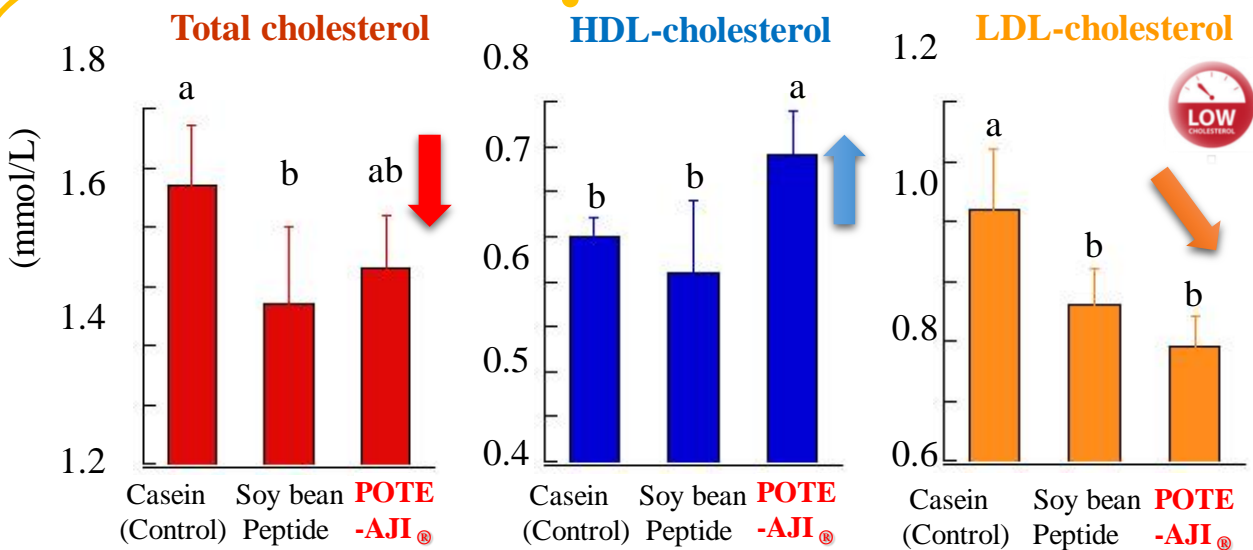


- ◆ Oligo peptides (2~10 amino acids)
- ◆ Low molecular weight (average 850)
- ◆ Rapidly absorbed into the body
- ◆ Highly water soluble and stable

Scientific evidence indicates that **POTE-AJI®** is improving agent for lipid metabolism and intestinal environment.

I-1 POTE-AJI® lowers serum cholesterol level

POTE-AJI® intake increases HDL-cholesterol in rats while reducing LDL-cholesterol.

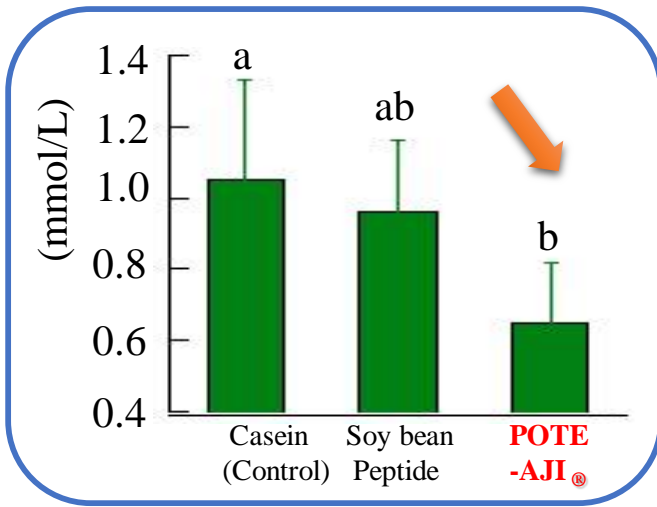


**For experimental group, casein is replaced with each peptide*

Multi functional peptides from Hokkaido Potato

POTE-AJI®

I-2 POTE-AJI® reduces hepatic triacylglyceride level



POTE-AJI® reduces serum triacylglyceride concentration down to 2/3 showing that potato peptide is superior than soy bean peptide in this property. Intake of **POTE-AJI®** can be a lipid metabolism improving agent for life style diseases prevention.

II. POTE-AJI® improves intestinal environment

POTE-AJI® can help to increase your beneficial intestinal flora, as well as...

Facilitate bacterial fermentation forming SCFA that inhibits cholesterol synthesis!

Cecal micro flora in rats fed POTE-AJI

(log 10 cfu/g content)	Control	POTE-AJI
Anaerobic bacteria	6.56±0.08	7.58±0.28
<i>Bifidobacterium</i>	6.11±0.16	6.72±0.28
<i>Lactobacillus</i>	2.82±0.23	3.90±0.96

Cecal short-chain fatty acids

(µmol/g content)	Control	POTE-AJI
Acetic acid	16.5±1.0	24.2±5.5
Propionic acid	3.3±1.1	9.0±4.0
Lactic acid	1.4±0.1	5.5±1.2
Total SCFA	21.2±1.9	38.8±9.2

Control: Casein + Cholesterol

POTE-AJI: POTE-AJI + Cholesterol

Rats were fed experimental diets for 4 weeks.



**HEALTHIER
CHOICE**