

Broccolox[®]

100% whole broccoli sprout powder & capsules



Broccolox[®] harnesses the nutrigenomic capability of sulforaphane to potently enhance endogenous cellular defences. It is a significant source of bioactive sulforaphane.

Broccolox is not an extract. Extracts described as ‘containing sulforaphane glucosinolates’ are typically enzyme-inactive and have no ability to produce sulforaphane. Broccolox is a 100% whole bioactive Broccoli Sprout Powder optimised for its ability to release sulforaphane after ingestion. Sulforaphane’s exceptional bioavailability ensures that most of what is released in the gut reaches the relevant target cells. It provides a safe, effective and unique strategy for enhancing natural cellular defences which are known to decline during illness or with ageing. The raw material is produced by a unique process, which protects the essential precursor compound, Glucoraphanin, and the essential enzyme Myrosinase.

Key Benefits

- » Supports cellular defence
- » Helps stimulate antioxidant and cellular protection systems
- » May activate key detoxification enzymes
- » Supports overall health and well-being.

Nutritional Information:

Broccolox (80 g powder):

	Serving size: 1 level scoop (1 g)		Servings per container: 80	
	per serving	% NRV* per 100 g	per 100 g	% NRV* per 100 g
Energy	17.4kJ / 4.2 kcal	0.2%	1738 kJ / 415 kcal	21%
Fat (total)	0.21 g	0.3%	21.2 g	30%
- saturated	0.01 g	<0.1%	1.3 g	6%
Carbohydrates (total)	0.12 g	<0.1%	11.6 g	4%
- saturated	0.05 g	<0.1%	5.1 g	6%
Fibre	0.26 g	†	25.5 g	†
Protein	0.32 g	0.6%	31.8 g	64%
Salt	<0.1g	0.1%	0.6 g	11%

Broccolox (80 capsules):

	Serving size: 1 capsule		Servings per container: 80	
	per serving	% NRV*	per serving	% NRV*
<i>Brassica oleracea</i> var. <i>italica</i> (sprout) (Myrosinase active)	700 mg	†		

* Nutrient Reference Value. † NRV not yet established.

Ingredients:

100% whole broccoli sprouts, (Broccolox capsules only: capsule shell: Hydroxypropyl Methylcellulose)

Powder provides ±16 mg sulforaphane per scoop
Capsules provide ±12 mg sulforaphane per capsule

Phase I/II Liver Detox Support

Neurodegenerative Risk

Autoimmune Support

Oxidative Stress

Chronic inflammation

Oncology Support (Integrative)

Methylation Impairment

Clinical Application

Sulforaphane enhances cellular defences primarily by activating the transcription factor, Nrf2 (nuclear factor erythroid 2-related factor 2), which upregulates genes coding for more than 200 cytoprotective enzymes and other compounds. These genes include those which code for the synthesis of glutathione and the detoxification enzymes. Sulforaphane is one of the most potent known natural compound to enhance cellular defences, in part by induction of the key Phase 2 detoxification enzyme, Quinone reductase, a significant detoxifier of carcinogens. In addition, sulforaphane activates the gene which codes for metallothionein, essential for detoxifying heavy metals, including mercury, cadmium, and lead.

Sulforaphane is also a potent inhibitor of the pro-inflammatory transcription factor, NF-kB (nuclear factor kappa-light-chain-enhancer of activated B cells), its cellular effect far greater than for curcumin, resveratrol, quercetin, tea catechins and procyanidins.

Sulforaphane crosses the blood-brain-barrier, providing significant reduction in neuronal inflammation; this has clinical implications in acute and chronic neurological and psychological conditions. Sulforaphane's epigenetic effects on DNA itself and its histone backbone may enhance its actions.

Sulforaphane's role as an inducer of hundreds of cytoprotective genes helps explain its diverse actions and is the subject of a growing number of in vitro, animal and clinical research studies which include diabetes, CVD, cancer, *Helicobacter pylori*, asthma, COPD, liver disease, neurodegeneration, ageing, prostate disease, heavy metal toxicity, collagen integrity and others.

Potential Benefits

- Broccolox contains glucosinolates, which when consumed yield sulforaphane - a potent inducer of cellular defences
- Stimulates antioxidant and other cellular defences within the body
- Broccolox may activate key detoxification enzymes
- Assists in the maintenance or improvement of general well-being.

Directions for Use

Broccolox (powder): Take one level scoop (1 g) twice or more daily. Stir into water or juice or sprinkle on food. Ensure scoop is dry and consume immediately on mixing with liquid to retain bioactivity.

Broccolox (capsules): 1-3 capsules twice or more daily.

Allergens & Cautions

- Contains no known allergens
- Suitable for vegetarians & vegans.



Combines well with

Curcumin, Resveratrol, Vitamin C, Quercetin, NAC, Vitamin D