



  
**wisdom**®  
natural brands

**INGREDIENTS**

[www.WisdomNaturalBrands.com](http://www.WisdomNaturalBrands.com)

## ABOUT US

After many years of successfully offering SweetLeaf® Stevia Sweetener to consumers in the U.S. market, Wisdom Natural Brands® was asked by manufacturers in the U.S. and internationally to consider supplying SweetLeaf as an industrial ingredient. SweetLeaf is a whole-leaf extract of a variety of glycosides especially selected for their taste and sweetness, and is widely recognized as the leader in the stevia taste profile.

Our product is free from the taste of solvent artifacts, as we use a water-based extraction system that produces a wonderfully sweet and zero-calorie food and beverage ingredient. SweetLeaf is already successfully used in a variety of food and beverage products, and is a viable zero-calorie sweetener that can be used in many applications.

## R&D CAPABILITIES

Wisdom Natural Brands offers ingredient customers comprehensive formulation support throughout the product development stages.

- Formulation and product development specific and proprietary to **your** company
- Application support
- Stability studies
- Shelf life studies
- Recipe revisions to eliminate certain ingredients or artificial sweeteners
- Reduce or eliminate sugars (low-calorie or no-calorie)
- Analytical studies
- HPLC, GC/MS, and GI testing

# CONSISTENTLY WINNING AWARDS FOR TASTE AND INNOVATION



**Paleo Foundation**  
SweetLeaf® Stevia  
Sweetener Packets



**Paleo Foundation**  
SweetLeaf® Organic  
Stevia Sweetener Packets



**Progressive Grocer**  
50ml Sweet Drops™  
Caramel



**ChefsBest®**  
**Excellence Award**  
SweetLeaf® Stevia  
Sweetener Packets



**ChefsBest®**  
**Excellence Award**  
SweetLeaf® Organic  
Stevia Packets



**Women's Choice Award®**  
9 out of 10 Recommended  
Stevia Sweetener



**Vegan Health &  
Fitness Magazine**  
Water Drops™  
Raspberry Lemonade



**Prevention Magazine**  
SweetLeaf® Organic Stevia



**Phoenix Magazine**  
Best Alternative Sweetener



**Kid Kritics**  
SweetLeaf® Organic  
Stevia



**Progressive Grocer**  
Water Drops™ Peach Mango



**Progressive Grocer**  
Water Drops™  
Raspberry Lemonade



**The Gourmet Retailer**  
Water Drops™  
Raspberry Lemonade



**Natural Child World**  
Cream of Coco™ Soap



**Nutracon - NutrAward**  
Finalist



**World Stevia  
Organization**  
SweetLeaf® Organic  
Stevia



**World Stevia  
Organization**  
Water Drops™  
Peach Mango



**Grocery  
Headquarters**  
Wisdom Natural  
Brands®



**Grocery  
Headquarters**  
SweetLeaf®  
Sweet Drops™



**World Stevia  
Organization**  
Sweet Drops™  
Vanilla Crème



**Clean Eating  
Magazine**  
Favorite & Best  
Sweetener



**World Stevia  
Organization**  
Sweet Drops™  
Chocolate



**Clean Eating  
Magazine**  
Favorite & Best  
Sweetener



**World Stevia  
Organization**  
SweetLeaf®  
Stevia Extract



**Supermarket Guru**  
Sweet Drops™ Chocolate



**Progressive  
Grocer**  
SweetLeaf®  
SugarLeaf®



**Global Stevia  
Products**  
SweetLeaf®  
Stevia Sweetener



**National Restaurant  
Association**  
SweetLeaf®  
Stevia Sweetener



**Vegetarian  
Times**  
SweetLeaf®  
Stevia Sweetener

# • STEVIA LEAF •

## SWEETLEAF® STEVIA LEAF EXTRACT INGREDIENTS

*Stevia rebaudiana*, commonly known as stevia, is a perennial shrub in the sunflower family of the Asteraceae (Compositae). It was originally found by the Guarani natives of Paraguay growing along the edges of the rainforest. Stevia, which is often referred to as “The sweet herb of Paraguay,” has been used for more than 1500 years by the people of Brazil and Paraguay. They called it *ka’a he’ê* or *sweet herb*, and used it to sweeten the local yerba maté tea as medicine and as a “sweet treat.”

Dr. Moisés Santiago Bertoni discovered this plant in 1888. He gave a sample to Paraguayan chemist Dr. Ovidio Rebaudi who conducted the first complete study of stevia leaves. In 1905, Dr. Bertoni named the plant *Stevia rebaudiana* in honor of both Dr. Rebaudi and the Spanish botanist Dr. Pedro Jaime Esteve, who was the first European said to have studied the plant in the 1500s.

The leaves of stevia are about 30 times sweeter than sugar, whereas their sweet compounds called steviol glycosides are typically 200-300 times sweeter than sucrose. The major constituents isolated from the leaves of stevia are the potently sweet diterpenoid glycosides, namely stevioside and rebaudioside A.

## ORGANIC STEVIA PORTFOLIO

- 🌿 TSG95RA60  
(Total Steviol Glycosides 95% with Rebaudioside A 60%)
- 🌿 TSG95RA80  
(Total Steviol Glycosides 95% with Rebaudioside A 80%)
- 🌿 RA95  
(Rebaudioside A 95%)
- 🌿 RA97  
(Rebaudioside A 97%)
- 🌿 RA98  
(Rebaudioside A 98%)
- 🌿 RA99  
(Rebaudioside A 99%)

## CONVENTIONAL STEVIA PORTFOLIO

- 🌿 TSG95RA60  
(Total Steviol Glycosides 95% with Rebaudioside A 60%)
- 🌿 TSG95RA80  
(Total Steviol Glycosides 95% with Rebaudioside A 80%)
- 🌿 RA95  
(Rebaudioside A 95%)
- 🌿 RA97  
(Rebaudioside A 97%)
- 🌿 RA98  
(Rebaudioside A 98%)
- 🌿 RA99  
(Rebaudioside A 99%)

## DIETARY SUPPLEMENT AND ENZYMATIC STEVIA

- 🌿 Stevia Leaf Dark Concentrate  
Stevia Syrup (Liquid)
- 🌿 TSG90RA40  
(Total Steviol Glycosides 90% with Rebaudioside A 40%)
- 🌿 TSG90RA50  
(Total Steviol Glycosides 90% with Rebaudioside A 50%)
- 🌿 Enzyme Treated Stevia  
(Total Steviol Glycosides 80%)
- 🌿 Enzyme Treated Stevia  
(Total Steviol Glycosides 85%)
- 🌿 Enzyme Treated Stevia  
(Total Steviol Glycosides 90%)
- 🌿 Enzyme Treated Stevia  
(Total Steviol Glycosides 95%)



# MONK FRUIT



## MONK FRUIT (LUO HAN GUO) EXTRACT INGREDIENTS

Monk fruit (Luo Han Guo) is a small sub-tropical melon of the Cucurbitaceae family, native to southern China and northern Thailand. The plant is cultivated for its fruit, whose extract is nearly 300 times sweeter than sugar and has grown in the remote mountains of Southern China for centuries. According to legend, monk fruit is named after the Buddhist monks who first cultivated the fruit in the 13th century, hence the fruit's unusual name.

Professional health experts are rallying in support of monk fruit because it is a naturally originated, great-tasting way to reduce sugar and calories with an overall improved taste profile compared to some commonly available sugar substitutes. The sweet taste of the fruit comes mainly from mogrosides, a group of triterpene glycosides that make up about 1% of the flesh of the fresh fruit.

## ORGANIC MONK FRUIT PORTFOLIO

- Mogroside - V 25%
- Mogroside - V 40%
- Mogroside - V 50%

## CONVENTIONAL MONK FRUIT PORTFOLIO

- Luo Han Guo/Monk Fruit Juice Concentrate Mogroside - V 2% (Liquid)
- Luo Han Guo/Monk Fruit Juice Concentrate Mogroside - V 3.5% (Liquid)
- Mogroside - V 20%
- Mogroside - V 25%
- Mogroside - V 40%
- Mogroside - V 45%
- Mogroside - V 50%
- Mogroside - V 60%

## PROPRIETARY SWEETENER BLENDS

Apart from the above listed ingredients, we can create proprietary formulations based on your applications for low-, reduced-, and zero-sugar substitutes.

- Liquid Stevia  
(Available in many flavors from the Sweet Drops™ line)
- Stevia/Inulin\*
- Dark Concentrate Liquid Stevia
- Stevia/Monk Fruit:
  - SMF 100
  - SMF 200 ES
  - SMF 200
  - Other Blends
  - SMF 100 ES

## MORE INGREDIENT SOLUTIONS

- Inulin Soluble Fibers\*
  - Chicory Root
  - High Soluble
  - Agave\*
  - Jerusalem Artichoke\*
- Glycerin\*
- Naringin
- Glycyrrhizinic Acid Ammonium Salt
- Yacon Powder
- Erythritol\*
- Maltodextrin\*
- Dextrose

\*Available in organic and/or conventional

# NATURAL SWEETENER SOLUTIONS

## CERTIFICATIONS



## CONTACT

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