

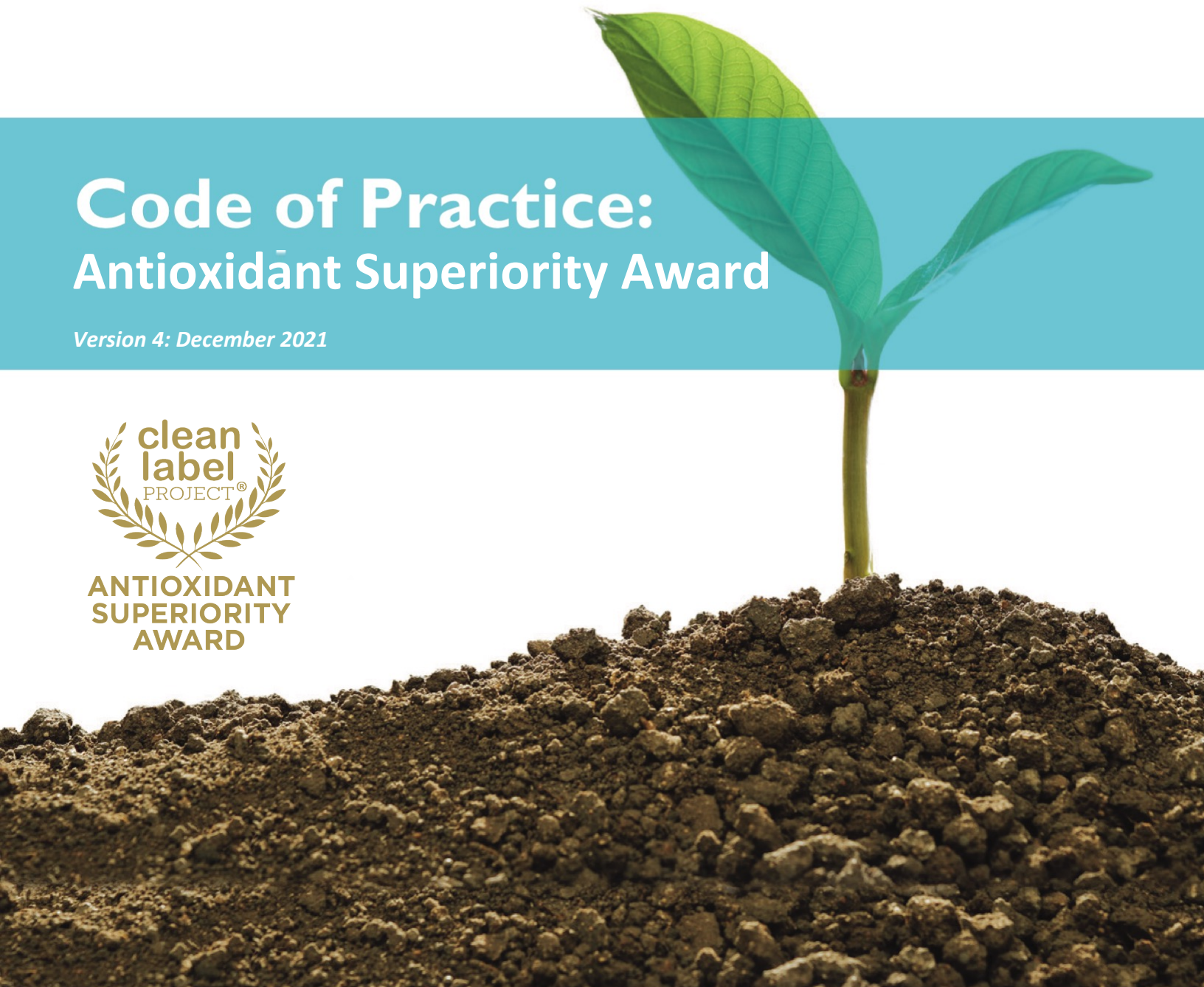


# Code of Practice: Antioxidant Superiority Award

*Version 4: December 2021*



**ANTIOXIDANT  
SUPERIORITY  
AWARD**



**The Clean Label Project is a national non-profit with the mission to bring truth and transparency to consumer product labeling. Using actual retail sampling and testing, we establish evidence-based benchmarks to identify the America's best products using data and science as opposed to marketing.**

**Together, we are changing the definition of food and consumer product safety in America.**

This Code of Practice: Antioxidant Superiority Award is subject to revision.

Go to [www.cleanlabelproject.org](http://www.cleanlabelproject.org) to confirm the current version.

Questions, clarification, interpretations, and suggested revisions regarding this Code of Practice:  
Antioxidant Superiority Award may be provided in writing to:

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**Date of Publication:** December 2021

**Published by:**

**Clean Label Project**  
280 E. 1st Ave. #873  
Broomfield, CO 80038-0873

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## Objectives and Disclaimers

This Code of Practice provides criteria for the evaluation and marketing of manufacturers seeking compliance and certification for their products to the Clean Label Project Code of Practice- Antioxidant Superiority. The implied compliance, evaluations, and the contents contained within are limited exclusively to meeting the minimum requirements for the Clean Label Project Code of Practice - Antioxidant Superiority. It is the responsibility of the Operator to comply with all applicable state, national, and international laws such as, but not limited to, California Prop 65, FDA food labeling laws, FDA food safety laws, FDA pesticide tolerance level requirements, Country of Origin labeling, Tobacco, Tax, and Trade Bureau Laws, and USDA National Organic Program requirements, as applicable. It is also the responsibility of the Operator to comply with any applicable voluntary third-party private schemes such as, but not limited to Organic, Fair Trade, and Global Food Safety Initiative benchmarked standards.

In no way does compliance to this Clean Label Project Code of Practice- Antioxidant Superiority imply compliance to any other state or federal regulation or private standard. The Clean Label Project does not assume, displace, or undertake to discharge any obligations or responsibilities of the manufacturer or any other party, including but not limited to those responsibilities and obligations arising from the other certifications or standards referenced within this Clean Label Project Code of Practice- Antioxidant Superiority. Under no circumstances shall Clean Label Project or any of its affiliates be liable for direct, indirect, incidental, consequential, special, punitive or any other use of this Clean Label Project Code of Practice- Antioxidant Superiority. This Clean Label Project Code of Practice- Antioxidant Superiority may be revised from time to time.

Use of this Clean Label Project Code of Practice- Antioxidant Superiority is strictly voluntary.

## Code of Practice- Antioxidant Superiority

### I. Purpose

Antioxidants come up frequently in conversations about good health. Typically found in fresh fruits and vegetables, antioxidants are known to help prevent free-radical formation. Free-radicals can form naturally in the body during the process of turning food into energy<sup>1</sup>. We are also exposed to free-radicals regularly in our daily contact with known toxins and contaminants. It is for this reason that antioxidants are important to Clean Label Project and our mission to reduce industrial and environmental contaminants and toxins in food and consumer products.

The Clean Label Project Code of Practice: Antioxidant Superiority looks to create a program that encourages the use of ingredients and processes that result in finished products with higher levels of antioxidants and antioxidant activity. Given Clean Label Project's mission to reduce exposure to industrial and environmental contaminants, Clean Label Project wants to reward Operators using ingredients and methodologies that maximize the presence of antioxidants and their beneficial attributes.

The purpose of the Code of Practice is to:

1. Provide a market tool and evaluation criteria for growers, suppliers, manufacturers, brand owners, and retailers to begin identifying, evaluating, and maximizing antioxidants within their products
2. Create a market opportunity for manufacturers looking to communicate this commitment to consumers
3. Satisfy the growing consumer demand for transparency through an on-package market solution that is backed by testing and data
4. Get back to the basics and provide consumers assurance and trust by looking beyond the flashy marketing because sometimes what's not on the label is the most important
5. Create a standard with antioxidant sampling and testing requirements

Note: In an effort to minimize Operators that intend on only committing to negligible higher levels of antioxidants or antioxidant activity, any Operator seeking Clean Label Project: Antioxidant Superiority shall have a minimum of 10% over the category average as identified by the methodology and benchmarked products (see Appendices for more information).

### II. Scope

Growers, manufacturers, co-manufacturers, brand owners, and retailers are eligible to apply for the Clean Label Project Code of Practice- Antioxidant Superiority Award.

This Code of Practice- Antioxidant Superiority outlines compliance documentation and marketing requirements and guidelines.

### III. Limitations

The contents of this document require producing documentation demonstrating compliance to certain minimum applicable food safety standards. This Code of Practice does not constitute a guarantee of 100% of products are compliant to the stated limits. There is inherent

variability in consumer-packaged goods batches, loads, and runs. However, QA programs that adhere to “best practices” should deliver high levels of consistency. There is a certain percent error that is assumed using analytical chemistry instrumentation at low detection levels. These shall be accounted for during the compliance evaluation process.

#### **IV. References**

<sup>1</sup> <https://www.hsph.harvard.edu/nutritionsource/antioxidants/>

#### **V. Definitions**

- A. Administrator: The organization(s) contractually responsible for the Clean Label Project Code of Practice- Antioxidant Superiority implementation and oversight
- B. Awarded: An Operator that has been formally recognized by the Administrator as fulfilling the requirements as outlined in the Clean Label Project Code of Practice- Antioxidant Superiority
- C. Non-Compliant: Nonconformance to established requirements within the Clean Label Project Code of Practice- Antioxidant Superiority
- D. Operator: The organization, business, entity, or person(s) responsible for Clean Label Project- Antioxidant Superiority compliance oversight
- E. Superiority: Results found to be in the top 33% of the representative sample set

#### **VI. Compliance Framework**

##### **A. Initial Compliance Requirements**

##### **1. Proof of Food Safety/Good Manufacturing Practices (GMP) Compliance**

Food safety and/or good manufacturing audits are now a normal and necessary component within the food and consumer product supply chain. An Operator shall provide proof of food safety or GMP compliance. Examples of food safety compliance include, but are not limited to, proof of certification under a Global Food Safety Initiative benchmarked standard or proof of compliance to other third-party specified food safety or GMP standards.

Standards such as USDA National Organic Program, Kosher, or another food quality/marketing standard shall not be deemed sufficient.

Proof of Food Safety/GMP Compliance documentation shall be dated within the past 18 months. The location listed on the Proof of Food Safety Compliance documentation shall match the location of product manufacture disclosed on application documentation. If an Operator uses multiple co-packers or co-manufacturers, proof of food safety shall be supplied for each location.

## **2. Representative Sample Justification**

The foundation of the Clean Label Project Code of Practice: Antioxidant Superiority is that an Operator's commitment to using ingredients and processes that result in higher levels of antioxidants and antioxidant activity is superior to that of the product category.

Clean Label Project and its Technical Administrator shall work with the Operator to identify a mutually agreeable representative sample set in which to assess superiority. This shall be facilitated on a case by case basis. The results of the representative sample shall be detailed in the Appendices section of this Code of Practice.

## **3. Methodology Justification**

The product, the matrix, and the chemicals that may inherently be present/absent can influence the methodology that makes the most sense for a superiority claim.

Clean Label Project and its Technical Administrator shall work with the Operator to identify a mutually agreeable methodology in which to sample and test for antioxidant superiority. This shall be facilitated on a case by case basis. The results of the representative sample shall be detailed in the Appendices section of this Code of Practice.

## **4. Proof of Routine Testing**

In order to ensure the consistency of the antioxidant superiority, Operators shall commit to routine unannounced sampling and testing to ensure ongoing compliance and superiority.

The frequency of sampling and testing shall be determined by the Technical Administrator and the costs borne by the Operator.

## **5. Final Approval by Clean Label Project and Technical Administrator**

Upon completion of VI. A. 1-4, the final completed work product shall be approved by Clean Label Project and the Technical Administrator with any findings, improvement, or caveats on the use of the Clean Label Project Code Antioxidant Superiority provided in writing.

## **B. Renewal/Ongoing Compliance**

All requirements outlined in Section VI. A apply. However, it should be noted that the Administrator of the Clean Label Project will perform testing at the Operator's expense. It is recommended that the Operator perform routine finished product testing to ensure ongoing compliance with the Clean Label Project Code of Practice- Antioxidant Superiority.



The Administrator of the Clean Label Project shall annually confirm proof of compliance with Section VI. A.

It should be noted that the Clean Label Project Code of Practice- Antioxidant Superiority is a living document. The requirements and scope of testing will be revisited on a regular basis and proactively communicated to Awarded Operators. Operators shall be provided a minimum of 1-year implementation period when changes are made to the Clean Label Project Code of Practice.

## **VII. Administrator Requirements**

### **A. Testing Requirements**

1. The Administrator of the Clean Label Project shall perform the testing associated with Clean Label Project- Antioxidant Superiority award compliance.
2. The Administrator shall perform random and unannounced sampling and testing of products. The Administrator may elect to perform risk-based testing. The cost of testing shall be borne by the Operator.
3. The Administrator shall inform Operators of their respective test results. If the Administrator tests a product resulting in a non-compliant test result (deemed as greater/less than 30% of the established 'superiority' limit), the Administrator shall inform the Operator in writing of the test results. To continue to comply with the Clean Label Project Code of Practice, the Operator shall perform a root cause analysis to determine the source of the non-compliant test result within 30 days of the non-compliant test result. This root cause analysis and corrective action plan shall be supplied to the Administrator in writing. The Administrator shall review the root cause analysis and corrective action plan and determine if acceptable. The Operator should expect additional Administrative surveillance of this product.
4. In the event of a Non-Compliant test result, the Administrator reserves the right to perform increased surveillance testing on the product and brand to ensure ongoing compliance with the Clean Label Project Code of Practice- Antioxidant Superiority requirements. The cost of this testing shall be borne by the Operation. The Operator may elect to perform increased surveillance testing on the ingredient/supplier in question.

### **B. Accreditation Requirements**

1. The Administrator shall maintain ISO 17025 laboratory accreditation to ensure test result accuracy, consistency, team member training and best practice.
2. The Administrator shall remain in good standing with its ISO 17025 accreditation.
3. The Administrator may elect to outsource testing to a designated third-party laboratory if the scope of testing is outside its expertise. Any contract laboratory

must provide proof of laboratory consistency, competency, and accuracy best practice, such as proof of ISO 17025 for the specified scope/matrix.

### **C. Sampling Requirements for Benchmarked and Products Seeking Antioxidant Superiority Awards**

1. The Administrator shall sample products by simulating the consumer shopping experience and purchasing samples for testing from retail. The Administrator shall procure enough sample to fulfill testing needs. This may only require that one sample be selected for testing.
2. The Administrator shall ideally procure samples through local or online retailers. If not feasible, only in extreme circumstances shall the Administrator procure samples from the Operator's website or the Operator. In that specific circumstance, the sample provided by the Operator must be in a finished sealed (unopened) package that would be sold at retail. The cost of the samples shall be borne by the Operator.
3. Where applicable and feasible, the Administrator shall prepare/dilute samples in accordance with Operator packaging instructions.
4. The Administrator shall retain a picture of the product purchase, the lot number, and the receipt that shows the date, location, and retail of purchase. This information shall be provided to the Operator for purposes of root cause analysis, investigations, and continuous improvement.

### **D. Marketing Compliance Requirements**

1. The Administrator shall be responsible for maintaining and publishing the list of all products bearing the Clean Label Project- Antioxidant Superiority Award on the Clean Label Project website.
2. Any product not meeting the requirements outlined in the Clean Label Project Code of Practice- Antioxidant Superiority Sections VI.A, VI.B, or preventing the Administrator from fulfilling its requirements outlined in VII shall be found to be non-compliant with the Clean Label Project Code of Practice- Antioxidant Superiority and issued a Non-Compliance.
3. In the event that a Non-Compliance goes unmitigated in excess of 90 days, Clean Label Project will remove the Operator's product from the online listing and issue a notification that the product has been dropped from listing. Additional adverse action may be executed if the Operator continues to use the Clean Label Project mark on the dropped product.
4. The Administrator shall confirm the Operator's compliance to the mark Use Requirements outlined in the Clean Label Project Code of Practice- Antioxidant Superiority Brand Standard.

## **E. Other Requirements**

1. In the process of ensuring compliance to the Clean Label Project Code of Practice- Antioxidant Superiority, the Clean Label Project provides necessary authority to the Administrator to require additional testing, surveillance, or documentation requests as deemed necessary.
2. The Administrator shall maintain strict confidentiality of all Operator's documentation and test reports.

## **VIII. Request Deviation**

1. Any request for deviation to requirements of the Standard shall be provided in writing to the Technical Administrator.
2. The Technical Administrator in consultation with the CLP, shall consider but is not obligated to grant the request for deviation and shall not be obligated to return any portion of fees paid if the Applicant/ Operator chooses to discontinue certification as a result of the request for deviation decision.
3. Technical Administrator shall not be responsible for any costs incurred by Applicant/ Operator related to nonconforming product which is the subject of rejected deviation request or other noncompliance.
4. To apply for a deviation, the Applicant/ Operator shall request deviation in writing and submit to the Technical Administrator.
5. Requested variances, in instances of Force Majeure, shall be considered on a case by case basis. Operators shall provide a written request to Technical Administrator documenting the situation and proposed course of action for approval.
6. The Technical Administrator, in consultation with the CLP, shall produce a written response back to the Applicant/ Operator regarding the request for deviation within 10 business days.

## Appendix Ia: Representative Sample Set: Wine

<b>Brand</b>	<b>Product</b>
100 Stories	2014 California Zinfandel
14 Hands	2014 Columbia Vallet Merlot
14 Hands	2014 Columbia Valley Cabernet Sauvignon
14 Hands	2014 Columbia Valley Red Blend
14 Hands	2015 Washington State Pinot Grigio
19 Crimes	2016 Red Wine
A by Acacia	2015 Pinot Noir
A to Z	2014 Oregon Pinot Noir
A to Z	2014 Pinot Noir
A to Z	2015 Oregon Pinot Gris
A to Z	2015 Oregon Rose
Abstract	2015 California Red Blend
Acrobat	2015 Oregon Pinot Gris
Adelsheim	2015 Willamette Valley Pinot Gris
AIX	2015 Appellation Coteaux D'aix en Provence
Alcione	Aglianico
Almaden Vineyards	Cabernet Sauvignon
Almaden Vineyards	Chardonnay
Anew	2014 Columbia Valley Rose
Angeline	2016 Pinot Noir
Anthony's Hill-Fetzer Vineyards	Chardonnay
Apothic Crush	2015 California Red Blend
Apothic Dark	2014 California Red Blend
Apothic Inferno	2015 Red Blend
Apothic Red	2014 California Red Blend
Artesa	2014 Pinot Noir
Avant by Kendall Jackson	2015 Chardonnay
Bandit	Pinot Grigio
Barefoot	Cabernet Sauvignon
Barefoot	Cabernet Sauvignon
Barefoot	Cabernet Sauvignon
Barefoot	Chardonnay
Barefoot	Chardonnay
Barefoot	Pinot Grigio
Barefoot	Pinot Grigio
Barefoot	Pinot Noir
Barefoot	Pinot Noir

Bella Sera	2016 Pinot Grigio
Belle Glois	2015 Pinot Noir
Beringer	Chardonnay
Beringer	Pinot Grigio
Beringer	Pinot Grigio
Beringer Founders Estate	2015 Chardonnay
Beringer Founders Estate	Cabernet Sauvignon
Beringer Main & Vine	Cabernet Sauvignon
Black Box	2016 Cabernet Sauvignon
Black Box	2016 Chardonnay
Black Box	Cabernet Sauvignon
Black Box	Chardonnay
Black Box	Pinot Grigio
Black Box	Pinot Noir
Blackstone	2014 Cabernet Sauvignon
Bogle	2014 California Cabernet Sauvignon
Bogle	2014 California Chardonnay
Bogle	2014 California Merlot
Bogle	2014 California Pinot Noir
Bogle	2014 California Red Blend
Bogle	2014 California Zinfandel
Bonterra	2014 Medocino County Merlot
Bonterra	2015 55% Mendocino/ 45% Lake County Sauvignon Blanc
Bonterra	2015 California Cabernet Sauvignon
Bonterra	2015 Medocino County California Chardonnay
Bonterra	2015 Medocino County California Zinfandel
Bonterra	2016 Medicino County California Rose
Bonterra	2016 Pinot Noir
Boom Boom!	2015 Syrah
Bota Box	2016 Nighthawk Black
Bota Box	Cabernet Sauvignon
Bota Box	Chardonnay
Bota Box	Pinot Grigio
Bota Box	Pinot Noir
Bota Box	Redvolution
Bread & Butter	2015 Pinot Noir
Buena Vista	2016 Pinot Noir
Butter	2015 California Chardonnay
BV Coastal Estates	Chardonnay
BV Coastal Estates	Chardonnay
BV Coastal Estates	Cabernet Sauvignon

BY. OTT	2015 Appellation Cotes De Provence
Cara Mia	3L Pinot Noir
Cara Mia	Chiant
Cara Mia	Pinot Noir
Cara Mia	Prosecco
Cara Mia	3L Pinot Grigio
Cara Mia	3L Sauvignon Blanc
Cara Mia	Pinot Grigio
Carlo Rossi	Cabernet Sauvignon
Carlo Rossi	Chardonnay
Carmel Road	2014 Pinot Noir
Carnivor	2014 California Cabernet Sauvignon
Casa Castillo- Monastrell	2014 Jumilla
Casillero del Diablo	Cabernet Sauvignon
Catena	2014 Malbec
Caymus	2014 Napa Valley Cabernet Sauvignon
Chalk Hill	2014 Pinot Noir
Chalk Hill Estate	2014 Chardonnay
Chalk Hill RR Sonoma County	2013 Pinot Noir
Chateau Routas	2015 Appellation Coteaux Varois En Provence
Chateau St Jean	2014 North Coast Chardonnay
Chateau St. John	Cabernet Sauvignon
Chateau Ste Michelle	2014 Columbia Valley Cabernet Sauvignon
Chateau Ste Michelle	2014 Columbia Valley Merlot
Chateau Ste Michelle	2015 Columbia Valley Chardonnay
Chateau Ste Michelle	2015 Columbia Valley Pinot Gris
Chateau Ste Michelle	2015 Columbia Valley Sauvignon Blanc
Chateau Ste Michelle Indian Wells	2012 Columbia Valley Red Blend
Chateau Ste Michelle Indian Wells	2014 Columbia Valley Cabernet Sauvignon
Chateau Ste Michelle Indian Wells	2014 Columbia Valley Merlot
Chessman	2014 Cabernet
Chessman	2014 Chardonnay
Chessman	2014 Pinot Noir
Chime	2014 Cabernet Sauvignon
Chime	2015 California Chardonnay
Chime	2015 Chardonnay
Chime	2015 Chardonnay
Chime	2015 North Coast Chardonnay
Chime	2015 North Coast Pinot Noir
Chime	2015 Pinot Noir
Chime	Red Blend

Chloe	2015 Valdadige D.O.C. Italy Pinot Grigio
Ciatti- Broken Earth Winery	2016 Cabernet Sauvignon
Ciatti- Broken Earth Winery	2016 Cabernet Sauvignon
Ciatti- Castoro Cellars	2016 Cabernet Sauvignon
Ciatti- Gabilan Wine Company	2017 Chardonnay
Ciatti- Hope Family Wines	2016 Cabernet Sauvignon
Ciatti- Hope Family Wines	2016 Cabernet Sauvignon
Ciatti- Scheid Vineyards Inc.	2017 Chardonnay
Ciatti- South Bay Wine Group	2017 Chardonnay
Ciatti- The Thornhill Companies	2017 Chardonnay
Ciatti- The Thornhill Companies	2017 Chardonnay
Ciatti- Treasury Wine Estates	2017 Chardonnay
Ciatti- Treasury Wine Estates	2017 Chardonnay
Ciatti- Treasury Wine Estates	2017 Chardonnay
Ciatti- Treasury Wine Estates	2017 Chardonnay
Ciatti- Trinchero Family Estates	2017 Chardonnay
Ciatti- Trinchero Family Estates	2017 Chardonnay
Ciatti- Trinchero Family Estates	2017 Chardonnay
Cline	2014 Contra Costa County Zinfandel
Cline	2014 Lodi California Zinfandel
Cline	2016 Pinot Noir
Clos Du Bois	2014 California Cabernet Sauvignon
Clos Du Bois	2014 California Merlot
Clos Du Bois	2015 California Chardonnay
Clos Du Bois	2015 California Pinot Grigio
Clos Du Bois	2015 California Pinot Noir
Clos Du Bois	2015 California Sauvignon Blanc
Cloudline	2016 Pinot Noir
Cloudy Bay	2016 Marlborough New Zealand Sauvignon Blanc
Columbia Crest	2013 Columbia Valley Merlot
Columbia Crest	Cabernet Sauvignon
Columbia Crest	Chardonnay
Columbia Crest H3	2015 Cabernet Sauvignon
Columbia Crest Reserve	Cabernet Sauvignon
Commmanderie de la Bergemone	2015 Appellation Coteaux D'aix en Provence
Conundrum	2014 California Red Blend
Corbett Canyon	Chardonnay
Corbett Canyon	Chardonnay
Corbett Canyon	Pinot Grigio
Cupcake	2014 Central Coast Pinot Noir
Cupcake	2014 Monterey County Chardonnay

Cupcake	2015 IGT delle Venezie Italy Pinot Grigio
Cupcake	2016 Marlborough New Zealand Sauvignon Blanc
Cupcake	Black Forest- Decadent Red
Cupcake	Cabernet Sauvignon
Cupcake Red Velvet	2014 California Red Blend
Da Vinci	2015 Delle Venezie Italy Pinot Grigio
Dark Horse	2014 California Cabernet Sauvignon
Dark Horse	2014 California Merlot
Dark Horse	2014 California Red Blend
Dark Horse	2015 Chardonnay
Dark Horse	2016 California Rose
Decoy	2014 Sonoma Country Cabernet Sauvignon
Decoy	2014 Sonoma Country Pinot Noir
Decoy	2014 Sonoma County Merlot
Decoy	2014 Sonoma County Zinfandel
Decoy	2014 Sonoma Red Blend
Decoy	2015 Cabernet Sauvignon
Decoy	2015 Pinot Noir
Decoy	2015 Sonoma County Sauvignon Blanc
Decoy	2016 Chardonnay
Decoy	Cabernet Sauvignon
Decoy	2015 Sonoma County Chardonnay
Domaine Ott	2015 Appellation Cotes De Provence
Domaine Sorin	2015 Appellation Cotes De Provence
Duck Pond	2016 Pinot Noir
Duckhorn	2013 Napa Valley Merlot
Duckhorn	2015 Napa Valley Sauvignon Blanc
Earthquake	2014 Lodi Appellation Zinfandel
Ecco Domain	2015 Delle Venezie Italy Pinot Grigio
Edna Valley	2014 Central Coast Chardonnay
Educated Guess	2014 Napa Valley Cabernet Sauvignon
Elk Cove	2015 Willamette Valley Pinot Gris
Elouan	2015 Oregon Pinot Noir
Elouan	2016 Pinot Noir
Erath	2014 Oregon Pinot Noir
Erath	2015 Oregon Pinot Gris
Erath	2015 Pinot Noir
Estancia	2014 Monterey County Pinot Noir
Estancia	2015 California Pinot Grigio
Estancia	Cabernet Sauvignon
Estancia	Chardonnay



Estancia	Chardonnay
Far Niente	2016 Chardonnay
Far Niente	Chardonnay
Fattoria il Palagio	2015 Chianti Classico
Ferrari Carano	2014 Sonoma County Chardonnay
Ferrari Carano	2015 Chardonnay
Ferrari Carano	2015 Sonoma County Sauvignon Blanc
Ferrari Carano	2016 Russian River Valley Sonoma County Pinot Grigio
Ferrari Carano	Chardonnay
Fetzer	Cabernet Sauvignon
Fetzer Sundial	Chardonnay
Fetzer Valley Oaks	Cabernet Sauvignon
Fit Vine	2015 California Cabernet Sauvignon
Fit Vine	2015 California Chardonnay
Fit Vine	2015 California Pinot Noir
Fit Vine	2016 California Sauvignon Blanc
Flip Flop	Pinot Grigio
Flowers	2015 Pinot Noir
Francis Coppola	2014 California Merlot
Francis Coppola	2014 Monterey County Pinot Noir
Francis Coppola Diamond	Cabernet Sauvignon
Francis Coppola Diamond Collection	2015 Pinot Noir
Francis Coppola Director's	2015 Pinot Noir
Francis Coppola Gold Label	Chardonnay
Franciscan	2014 Cabernet Sauvignon
Franciscan Estate	2013 Napa Valley Cabernet Sauvignon
Franciscan Estate	2013 Napa Valley Merlot
Franciscan Estate	Cabernet Sauvignon
Frank Family Vineyards	2015 Chardonnay
Frank Family Vineyards	2015 Pinot Noir
Frank Family Vineyards	Chardonnay
Franzia	Cabernet Sauvignon
Franzia	Chardonnay
Franzia	Chillable Red
Franzia	Dark Red Blend
Freakshow	2014 California Cabernet Sauvignon
Frei Brothers	2014 Dry Creek Valley Sonoma County Merlot
Frei Brothers	2014 Dry Creek Valley Sonoma County Zinfandel
Frei Brothers	2014 Russian River Valley Sonoma County Chardonnay
Gallo Family	Cabernet Sauvignon
Gallo Family	Pinot Grigio

Gallo Family Vineyards	Chardonnay
Ghost Pines	2013 41% Sonoma/ 37% Lake/ 22% Napa County Red Blend
Ghost Pines	2014 42% Napa/36% Lake/22% Sonoma County Cabernet Sauvignon
Ghost Pines	2014 Pinot Noir
Glen Ellen Reserve	2016 Chardonnay
Gnarly Head	2014 Lodi California Zinfandel
Golden Eye	Pinot Noir
Goldeneye	2014 Pinot Noir
GOWC	Willimette Valley Pinot Noir
Grgich Hills Estate	2013 Chardonnay
Groth	2015 Napa Valley Sauvignon Blanc
Hess Select	2014 Pinot Noir
Hess Select	Chardonnay
Hob Nob	2014 Pinot Noir
Hogue	Chardonnay
Honig	2015 Napa Valley Sauvignon Blanc
HRM Rex Goliath	Cabernet Sauvignon
HRM Rex-Goliath	Cabernet Sauvignon
HRM Rex-Goliath	Pinot Noir
J	2015 California Pinot Gris
J Vineyards Russian River Valley	2015 Pinot Noir
J. Lohr	2014 Paso Robles Cabernet Sauvignon
J. Lohr	2015 Arroyo Secco Monterey Chardonnay
J. Lohr	2016 Pinot Noir
Joel Gott	2014 California Cabernet Sauvignon
Joel Gott	2014 California Zinfandel
Joel Gott	2015 California Sauvignon Blanc
Joseph Drouhin	2014 Pinot Noir Bourgogne LaForet
Josh	2014 California Cabernet Sauvignon
Josh	2014 California Merlot
Josh	2015 California Chardonnay
Josh	2016 Pinot Noir
Justin	2014 Paso Robles Cabernet Sauvignon
Justin	2015 Cabernet Sauvignon
Justin	2015 Central Coast Sauvignon Blanc
Justin	Cabernet Sauvignon
Kendall Jackson	Chardonnay
Kendall Jackson Grand Reserve	2014 Pinot Noir
Kendall-Jackson	2014 California Chardonnay
Kendall-Jackson	2014 California Pinot Gris
Kendall-Jackson	2014 California Zinfandel

Kendall-Jackson	2015 California Sauvignon Blanc
Kendall-Jackson Grand Reserve	2014 51% Santa Barbara/ 49% Monterey County Chardonnay
Kendall-Jackson Vintner's Reserve	2015 Pinot Noir
Killian	2015 Chardonnay
Kim Crawford	2015 Marlborough New Zealand Sauvignon Blanc
King Estate	2015 Willamette Valley Pinot Gris
Klinker Brick	2013 Lodi California Zinfandel
Kris	2015 Delle Venezie Italy Pinot Grigio
La Crema	2014 Monterey Chardonnay
La Crema	2014 Monterey Pinot Gris
La Crema	2014 Sonoma Coast Chardonnay
La Crema	2014 Sonoma Coast Pinot Noir
La Crema	2015 Monterey Pinot Noir
La Crema Monterey	2015 Pinot Noir
Landmark Vineyards	2015 Pinot Noir
Lange	2015 Willamette Valley Pinot Gris
le caprice de clementine	2015 Appellation Cotes De Provence
Liberated	2013 Pinot Noir
Liberty Creek	Cabernet Sauvignon
Liberty Creek	Chardonnay
Liberty Creek	Pinot Grigio
Liberty Creek	Pinot Grigio
Liberty Creek	Pinot Noir
Liberty Creek	Pinot Noir
Lindeman's	2016 Pinot Grigio
Lindeman's	Cabernet Sauvignon
Lindeman's	Chardonnay
Livingston Cellars	Chardonnay
Livingston Cellars	Chardonnay
Livingstone Cellars	Cabernet Sauvignon
Louis Buillot	Appellation Perle d'Aurore Sparkling Rose
Louis Jadot	2014 Pinot Noir Bourgogne
Louis M. Martini	2014 Sonoma Country Cabernet Sauvignon
MacMurray	2014 Central Coast Pinot Noir
MacMurray	2014 Pinot Noir
Magness	2014 Cabernet
Magness	2014 Red Blend
Mark West	2014 Appellation California Pinot Noir
Mark West	2015 Pinot Noir
Markham	2014 Napa Valley Merlot
Maso Canali	2015 Trentino Italy Pinot Grigio

Matua	2015 Marlborough New Zealand Sauvignon Blanc
Meiomi	2015 Monterey/Sonoma/Santa Barbara County Pinot Noir
Meiomi	2016 Pinot Noir
Menage a Trois	2014 California Pinot Noir
Menage a Trois	2015 California Pinot Grigio
Menage a Trois	2015 California Red Blend
Menage a Trois	2015 California Rose
Menage A Trois	Cabernet Sauvignon
Menage a Trois Midnight	2014 California Red Blend
Menage a Trois Silk	2015 California Red Blend
Mer Soleil	2015 Chardonnay
Mer Soleil	Chardonnay
Mer Soleil Silver	2015 Chardonnay
Meridian	2016 Chardonnay
Mezzacorona	2016 Pinot Grigio
Mezzacorona	2016 Pinot Grigio
Minuity	2015 Appellation Cotes De Provence
Mirassou	2014 California Pinot Noir
Mirassou	Chardonnay
Miraval	2015 Appellation Cotes De Provence
Mud Pie	2012 Petite Sirah
Muriel Fincas de la Villa	2011 Rioja
Naked Grape	Pinot Grigio
Naked Grape	Pinot Grigio
Nobilo	2015 Marlborough New Zealand Sauvignon Blanc
Noble Vines	Cabernet Sauvignon
Oak Leaf	Cabernet Sauvignon
Oak Leaf	Chardonnay
Oliver	Soft Red Wine
Oyster Bay	2016 Marlborough New Zealand Sauvignon Blanc
OZV	2014 Lodi California Zinfandel
Parker Station	2016 Pinot Noir
Patz & Hall	2015 Pinot Noir
Pessimist	2014 Paso Robles Red Blend
Petalos	2015 Bierzo
Peter Vella	Cabernet Sauvignon
Peter Vella	Chardonnay
Peter Vella	Delicious Red
Piccolo Cru'	2014 Napa Valley Red Blend
Picket Fence	2014 Pinot Noir
Planet Oregon	2016 Pinot Noir

Poppy	2015 Pinot Noir
Portlandia	2015 Pinot Noir
Rainstorm	2016 Pinot Noir
Rascal	2015 Pinot Gris
Rascal	2015 Pinot Noir
Ravenswood	2014 California Zinfandel
Reaper	Chardonnay
Reaper	Paso Robles Cabernet
Reaper	Santa Ynez valley Red Blend
Reaper	St Rita Hills Pinot Noir
Red Diamond	2013 Washington State Merlot
Replica	Embellish Pinot Noir
Replica	Just Right Cabernet
Replica	Label Envy Pinot Noir
Replica	Scapegoat Pinot Grigio
Replica	2015 Knockoff Chardonnay
Replica	Fox Chardonnay
Replica	Misbehaved Pinot Noir
Replica	Pickpocket Red Blend
Replica	Retrofit Chardonnay
Robert Mondavi	2013 Napa Valley Cabernet Sauvignon
Robert Mondavi	2014 California Pinot Noir
Robert Mondavi	2015 Cabernet Sauvignon
Robert Mondavi	2015 California Chardonnay
Robert Mondavi	2015 California Merlot
Robert Mondavi	2015 California Pinot Grigio
Robert Mondavi	2015 Chardonnay
Robert Mondavi	2015 Pinot Noir
Robert Mondavi	Cabernet Sauvignon
Robert Mondavi Napa Valley	2014 Cabernet Sauvignon
Robert Mondavi Private Selection	2014 California Cabernet Sauvignon
Rodney Strong	2013 Sonoma County Merlot
Rodney Strong	2013 Sonoma County Pinot Noir
Rodney Strong	2015 Northern Sonoma County Sauvignon Blanc
Rodney Strong	Cabernet Sauvignon
Rodney Strong	Chardonnay
Rodney Strong	Chardonnay
Rodney Strong Sonoma	2014 Pinot Noir
Rombauer	2014 California Zinfandel
Rombauer	2016 Chardonnay
Rombauer	2016 Chardonnay

Rombauer	Chardonnay
Rosatello	Italy Sparkling Rose
Ruffino	2015 Delle Venezie Italy Pinot Grigio
Rutherford Hill	2013 Nappa Valley Appellation Merlot
Sables D'Azur	2015 Appellation Cotes De Provence
Saldo	2014 California Zinfandel
San Angelo	2015 Toscana Italy Pinot Grigio
Santa Margherita	2015 Valdadige D.O.C. Italy Pinot Grigio
Santa Margherita	2016 Pinot Grigio
Saved	2013 California Red Blend
Sean Minor	2016 Pinot Noir
Sebastiani	2014 Pinot Noir
Seghesio	2014 Sonoma County Zinfandel
Sin Zin	2013 Alexander Valley Zinfandel
Smoking Loon	2015 Cabernet Sauvignon
Sofia	2015 Monterey County Rose
Sonoma Cutrer	2015 Chardonnay
Sonoma-Cutrer	2015 Sonoma Coast Chardonnay
Sonoma-Cutrer	Chardonnay
St Suprey	2015 Napa Valley Sauvignon Blanc
St. Francis	2013 Sonoma County Zinfandel
Stag's Leap	2013 Napa Valley Merlot
Stags Leap Napa Valley	2015 Chardonnay
Stags Leap Wine Cellars	2015 Chardonnay
Stags Leap Wine Cellars	Chardonnay
Starborough	2015 Marlborough New Zealand Sauvignon Blanc
Stella Rosa	Black- Red Blend
Stella Rosa	Moscato Italy Sparkling Rose
Stella Rosa	Red- Red Blend
Sterling	2014 Napa Valley Merlot
Sterling Vineyards	Cabernet Sauvignon
Sterling Vineyards Napa Valley	2014 Cabernet Sauvignon
Sterling Vinters Collection	Chardonnay
Sterling Vinter's Collection	Cabernet Sauvignon
Stolen Identity	Pinot Gris
Stolen Identity	Pinot Noir
Stolen Identity	Red Blend
Sutter Home	Cabernet Sauvignon
Sutter Home	Cabernet Sauvignon
Sutter Home	Chardonnay
Sutter Home	Chardonnay

Sutter Home	Chardonnay
Sutter Home	Pinot Grigio
Swingset	Cabernet
Talbott	2014 Kali Hart Monterey Chardonnay
Talbott Kali Hard	2014 Chardonnay
Talbott Kali Hart	2015 Pinot Noir
The Dreaming Tree	Crush- Red Blend
The Federalist	2014 Lodi California Zinfandel
The Prisoner	2015 Napa Valley Red Blend
The Prisoner	2016 Red Blend
The Seven Deadly Zins	2014 Lodi California Zinfandel
The Seven Deadly Zins	2014 Zinfandel
The Tour Graces	2015 Willamette Valley Pinot Gris
Three Legged Red	2014 Washington State Red Blend
Toasted Head	Chardonnay
Tolosa	2014 Chardonnay
Trefethen	2015 Chardonnay
Turning Leaf	Chardonnay
Urlo	2014 Delle Venezie Italy Pinot Grigio
Vendange	Cabernet Sauvignon
Vendange	Chardonnay
Vendange	Chardonnay
Vendange	Chardonnay
Vendange	Pinot Grigio
Vin Vault	Cabernet Sauvignon
Wente Vineyards	2014 Pinot Noir
Whispering Angel	2015 Appellation Cotes De Provence
Whitehaven	2016 Marlborough New Zealand Sauvignon Blanc
Wild Horse	2014 Central Coast Pinot Noir
Wild Horse	2015 Pinot Noir
William Hill	2013 Pinot Noir
William Hill	2014 Chardonnay
William Hill	2015 Chardonnay
Willamette Valley	2015 Willamette Valley Pinot Gris
Willamette Valley	2015 Willamette Valley Pinot Noir
Willamette Valley	2016 Pinot Noir
Wine by Joe	2014 Pinot Noir
Woodbridge	Chardonnay
Woodbridge by Robert Mondavi	2015 Cabernet Sauvignon
Woodbridge by Robert Mondavi	2015 Pinot Noir
Woodbridge by Robert Mondavi	2016 Chardonnay

Woodbridge by Robert Mondavi	2016 Lightly Oaked Chardonnay
Woodbridge by Robert Mondavi	2016 Pinot Grigio
Woodbridge by Robert Mondavi	Cabernet Sauvignon
Woodbridge by Robert Mondavi	Chardonnay
Woodbridge by Robert Mondavi	Chardonnay
Yellow Tail	2016 Cabernet Sauvignon
Yellow Tail	2016 Chardonnay
Yellow Tail	2016 Pinot Grigio
Yellow Tail	2017 Pinot Grigio
Yellow Tail	Big Bold Red
Yellowtail	Cabernet Sauvignon
Yellowtail	Chardonnay



## Appendix Ib: Wine: Methodology

### A. Background:

Due to the wine-making process, red wines almost universally have higher levels of phenolic compounds than white wines (Figure 1). However, there is significant variability varietal to varietal or even region to region in wine phenolics. Further, these factors can be influenced by decisions made during the winemaking process, including the degree of lees contact, type of grapes used, the use of specific phenolic extraction techniques, and the addition of additives such as ascorbic acid or some tannin additives. As such, there exists significant variability, even within a single wine varietal, in the presence of antioxidants within different wines.

### B. Proving Superior Antioxidant Activity

An independent analytical chemistry lab measured antioxidant compounds in wines using standard measurement techniques. For this measure, total phenolic content and ascorbic acid content are determined by Gas Chromatography – Mass Spectroscopy. Briefly, samples of wine are purified and the desired molecules are extracted from the wine solution. Once extracted, these samples are analyzed and quantified using standard analytical chemistry methods.

### C. Proving an x% More Antioxidants Claim

For the purposes of this claim, for example, “25% more antioxidants” is defined as: a concentration of antioxidants sufficient to place the wine 25% above the median (e.g., the 75<sup>th</sup> percentile) based on the benchmarked test results from the wine brands/products identified in Appendix 1a.

Among these measures are standard assessments of antioxidants within wine – innate phenolics and legal additives with antioxidant properties (see figure 1). The antioxidant score for a wine is given as the summative concentration of innate (phenolics) and additive (ascorbic acid) antioxidants in the wine expressed as parts per million (ppm).

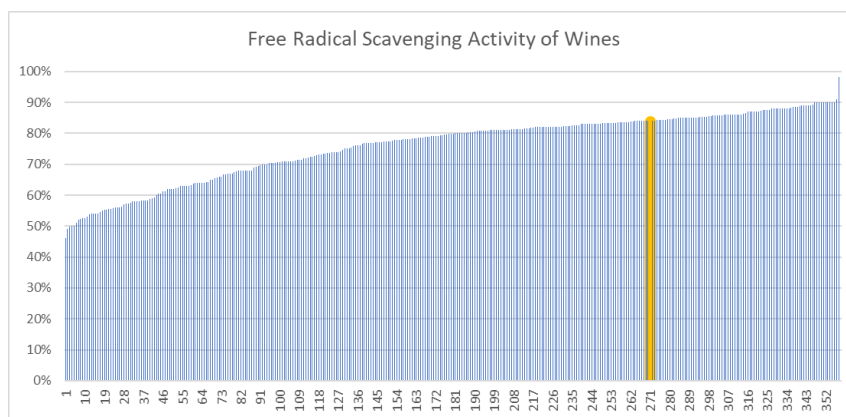


Figure 1: Gradient of Antioxidant Activities in Wines

When determining how a single wine compares to the rest of the industry, a few assumptions and decisions are made. First, as discussed above, wine antioxidants vary significantly from varietal to varietal. As such, wines are only compared within varietal (e.g., cabernet to cabernet). Second,

as wine antioxidant data is not normally distributed, a wine is compared to the median antioxidant level for the varietal, not the mean.

## Appendix 2a: Representative Sample Set: Cooking Oils

1-2-3	1-2-3 100% Canola Oil (33.8 oz)
1-2-3	1-2-3 Pure Corn Oil (33.8 oz)
1-2-3	1-2-3 Vegetable Oil (33.8 oz)
Bellucci	Bellucci Organic Extra Virgin Olive Oil, Toscano Pgi (16.9 oz)
Bellucci	Bellucci 100% Italian Organic Extra Virgin Olive Oil (16.9 oz)
Bertolli	Bertolli Extra Light Tasting Olive Oil- Delicate (16.9 oz)
Bertolli	Bertolli Extra Virgin Olive Oil- Original (16.9 oz)
Bertolli	Bertolli Mild Olive Oil (25.36 oz)
Better Body Foods	Better Body Foods Organic Virgin Organic Coconut Oil, Cold Pressed and Unrefined (28 oz)
Borges	Borges Extra Virgin Olive Oil (16.9 oz)
California Olive Ranch	California Olive Ranch Everyday Extra Virgin Olive Oil (16.9 oz)
Carapelli	Carapelli 100% Organic Unfiltered Extra Virgin Olive Oil (17 oz)
Carrington Farms	Carrington Farms Organic Liquid Coconut Cooking Oil- Unflavored (16 oz)
Cento	Cento Extra Virgin Olive Oil (17 oz)
Chosen Foods	Chosen Foods 100% Pure Avocado Oil (16.9 oz)
Colavita	Colavita Extra Virgin Olive Oil (17 oz)
Crisco	Crisco Organic Pure Coconut Oil Refined (27 oz)
Crisco	Crisco Pure Canola Oil (48 oz)
Crisco	Crisco Pure Vegetable Oil (16 oz)
De Cecco	De Cecco Extra Virgin Olive Oil (16.9 oz)
Filippo Berio	Filippo Berio Extra Virgin Olive Oil (16.9 oz)
Filippo Berio	Filippo Berio Olive Oil (16.9 oz)
Gaea	Gaea Authentic Greek Extra Virgin Olive Oil (17 oz)
GrapeOla	Grapeola 100% Grape Seed Oil (33.8 oz)
Kolossos	Kolossos Robust Greek Extra Virgin Olive Oil (16.9 oz)
HemisFares	HemisFares Espana Extra Virgin Olive Oil (16.9 oz)
HemisFares	HemisFares Italian Extra Virgin Olive Oil (25.3 oz)
Kroger	Kroger Extra Virgin Olive Oil (17 oz)
Kroger	Kroger Lighter Flavor Extra Virgin Olive Oil (17 oz)
Kroger	Kroger Pure Canola Oil (24 oz)
Kroger	Kroger Pure Corn Oil (24 oz)
Kroger	Kroger Pure Olive Oil (16.9 oz)
Kroger	Kroger Pure Sunflower Oil (48 oz)
Kroger	Kroger Pure Vegetable Oil (24 oz)
Private Selection	Private Selection Avocado Oil Cold Pressed (17 oz)
Private Selection	Private Selection California Extra Virgin Olive Oil (17 oz)
Private Selection	Private Selection Italian Extra Virgin Olive Oil (17 oz)
Simple Truth	Simple Truth Coconut Oil Refined (14 oz)

Simple Truth	Simple Truth Organic Expeller Pressed Canola Oil (25.5 oz)
Simple Truth	Simple Truth Organic Italian Extra Virgin Olive Oil (17 oz)
Simple Truth	Simple Truth Organic Liquid Coconut Oil Refined Expellar Pressed (16 oz)
Simple Truth	Simple Truth Organic Unfiltered Extra Virgin Olive Oil (17 oz)
Simple Truth	Simple Truth Unrefined Cold Pressed Virgin Coconut Oil (14 oz)
Trader Joe's	Trader Joe's 100% Canola Oil (32oz)
Trader Joe's	Trader Joe's Cold Pressed Sunflower Seed Oil (33.8 oz)
Great Value	Great Value Canola Oil (48 oz)
Great Value	Great Value Corn Oil (48 oz)
Great Value	Great Value 100% Extra Virgin Olive Oil (25.5 oz)
Great Value	Great Value Vegetable Oil (48 oz)
Kirkland Signature	Kirkland Signature 100% Pure Canola Oil (192 oz)
Kirkland Signature	Kirkland Signature Extra Virgin Olive Oil (67.6 oz)
Kirkland Signature	Kirkland Signature Pure Olive Oil (202.8 oz)
Kirkland Signature	Kirkland Signature Organic Extra Virgin Olive Oil (67.6 oz)
Kirkland Signature	Kirkland Signature Organic Extra Virgin Olive Oil- Mylopotamos (33.8 oz)
Kirkland Signature	Kirkland Signature 100% Pure Vegetable Oil (192 oz)
Market Pantry	Market Pantry 100% Pure Canola Oil (24 oz)
Market Pantry	Market Pantry 100% Pure Vegetable Oil (24 oz)
Market Pantry	Market Pantry Extra Light Tasting Olive Oil, Delicate Taste (17 oz)
Market Pantry	Market Pantry Extra Virgin Olive Oil, Rich Taste (17 oz)
Simply Balanced	Simply Balanced Cold Pressed Refined Avocado Oil (16 oz)
Simply Balanced	Simply Balanced Organic Extra Virgin Olive Oil (17 oz)
Simply Balanced	Simply Balanced Organic Refined Coconut Oil (14 oz)
Simply Balanced	Simply Balanced Organic Unrefined Virgin Coconut Oil (14 oz)
Simply Balanced	Simply Balanced Refined Avocado Oil (8.45 oz)
Simply Balanced	Simply Balanced Refined Grapeseed Oil (16.9 oz)
La Tourangelle	La Tourangelle Expeller-Pressed All-Natural Grapeseed Oil (16.9 oz)
La Tourangelle	La Tourangelle Organic SunCoco Oil (25.4 oz)
LouAna	LouAna 100% Pure Coconut Oil (30 oz)
LouAna	LouAna 100% Pure Peanut Oil (24 oz)
Lucini	Lucini Extra Virgin Olive Oil, Fruity & Versatile (16.9 oz)
Lucini	Lucini Italia Organic Premium Select Extra Virgin Olive Oil (16.9 oz)
Lucini	Lucini Italia Premium Select Extra Virgin Olive Oil (16.9 oz)
Mazola	Mazola 100% Pure Corn Oil (40 oz)
Mazola	Mazola Vegetable Oil Plus! (40 oz)
Mia's Kitchen	Mia's Kitchen California Extra Virgin Olive Oil (12.7 oz)
O OLIVE OIL	O Olive Oil O Meyer Lemon Olive Oil (8.5 oz)
O.LIVE & CO.	O.LIVE & CO. Gold Medal Blend 100% Extra Virgin Olive Oil (25 oz)
Pam	Pam Canola Oil Cooking Spray (7 oz)

Primal Kitchen	Primal Kitchen Avocado Oil (16.9 oz)
Simply Balanced	Simply Balanced Spanish Extra Virgin Olive Oil, Fruity & Nutty Flavor (17 oz)
Smart Balance	Smart Balance Cholesterol Free Oil Natural Blend (48 oz)
Vita Coco	Vita Coco Organic Virgin Coconut Oil (14 oz)
Wesson	Wesson Pure Canola Oil (48 oz)
Wesson	Wesson Pure 100% Natural Corn Oil (48 oz)
Wesson	Wesson Pure Vegetable Oil (48 oz)
Hollywood	Hollywood Enriched Expeller Pressed Safflower Oil (32 oz)
Hollywood	Hollywood Enriched Gold Peanut Oil (24 oz)
Madhava	Madhava Organic Extra Virgin Olive Oil (16.9 oz)
Massimo Gusto	Massimo Gusto Pure Grape Seed Kosher Oil (67.6 oz)
Pompeian	Pompeian 100% Grapeseed Oil, Delicate Flavour (24 oz)
Pompeian	Pompeian 100% Grapeseed Oil Non-Stick Cooking Spray (5 oz)
Pompeian	Pompeian Robust Extra Virgin Olive Oil (16 oz)
Pompeian	Pompeian OlivExtra Original Canola & Extra Virgin Olive Oil Blend (24 oz)
Renieris Estate	Divina Renieris Estate Extra Virgin Olive Oil (25.4 oz)
Sadaf	Sadaf Mediterranean Grapeseed Oil Blend (67.6 oz)
Spectrum	Spectrum Naturals Oil Almond Refined Sweet (16 oz)
Spectrum	Spectrum Organic Canola Oil (16 oz)
Spectrum	Spectrum Diversified Naturals Refined Organic Coconut Oil (14 oz)
Spectrum	Spectrum Essentials Organic Flax Oil (8 oz)
Spectrum	Spectrum Naturals Organic Sunflower Oil (16 oz)
Spectrum	Spectrum Culinary Organic Unrefined Virgin Coconut Oil (14 oz)
Spectrum	Spectrum Naturals Organic Peanut Oil (16 oz)
Spectrum	Spectrum Organic Safflower Oil (16 oz)
Spectrum	Spectrum Toasted Sesame Oil , Unrefined (16 oz)
Star	Star Fine Foods Extra Light Tasting Olive Oil (25.36 oz)
Star	Star Extra Virgin Olive Oil (16.9 oz)

## Appendix 2b: Methodology: Cooking Oils

An independent analytical chemistry lab measured antioxidant compounds in cooking oils using standard measurement techniques. For this measure, antioxidant activity is measured by UV-Vis. Briefly, samples are purified and the desired molecules are extracted from the solution. Once extracted, these samples are analyzed and quantified using standard analytical chemistry methods. For the purposes of this claim, a product with the Antioxidant Superiority in this category is defined as one having a concentration of antioxidants sufficient to place the product in the top third of the category, based on the benchmarked test results from the brands/products identified in Appendix 2a.

## Appendix 3a: Representative Sample Set: Sweeteners

365 Everyday Value	Organic Light Agave Nectar
365 Everyday Value	Organic Mountain Forest Raw Honey
365 Everyday Value	Organic Raw Agave Nectar (Amber)
Ambrosia	Pure Honey
Aunt Sue's	Raw & Unfiltered Wildflower Honey
Barkman Honey	Organic Naked Wild Honey
Better Body Foods	Organic Coconut Palm Sugar
Big Tree Farms	Organic Coconut Sugar
Blue Green Organics	Organic Light Blue Agave Nectar
Blue Green Organics	Organic Raw Blue Agave Nectar
Bob's Red Mill	Organic Coconut Sugar
Brer Rabbit	Molasses _Mild Flavor (green label)
Burleson's	Clover Honey
Burleson's	Texas Wildflower Honey
C&H	Organic Blue Agave Nectar_Amber
C&H	Organic Blue Agave Nectar
C&H	Pure Cane Sugar_Dark Brown
C&H	Pure Cane Sugar_Granulated White
C&H	Confectioners Sugar
C&H	Dark Brown Pure Cane Sugar
C&H	Golden Brown Pure Cane Sugar
Coconut Secret	Traditional Coconut Crystals
Dixie Crystals	Light Brown Sugar
Dixie Crystals	Dark Brown Sugar
Dixie Crystals	Granulated Pure Cane Sugar
Dixie Crystals	Light Brown Sugar
Domino	Dark Brown Sugar
Domino	Light Brown Sugar
Equal	Zero Calorie Sweetener
Florida Crystals	Demerara Cane Sugar
Florida Crystals	Organic Raw Cane Sugar
Golden Blossom Honey	100% Pure U.S. Honey
Grandma's	Molasses_original
Great Value	U.S. Grade A 100% Raw Honey
Gunter's	Pure Honey_Buckwheat
Gunter's	Pure Honey_Comb
GW	Light Brown Sugar
GW	Pure Granulated Sugar
In The Raw	Organic Agave In The Raw
In The Raw	Organic Stevia In The Raw

In The Raw	Stevia In The Raw
In The Raw	Sugar In The Raw
Izzy's Organic	Blue Agave
Karo	Dark Corn Syrup
Karo	Light Corn Syrup_With Real Vanilla
L.R. Rice	Raw & Unfiltered Honey_Authentic Amber
L.R. Rice	Raw & Unfiltered Honey_Clover
L.R. Rice	Raw & Unfiltered Honey_Local Midwest
Lundberg	Sweet Dreams_Brown Rice Syrup
Madhava	Coconut Sugar
Madhava	Organic Agave Five
Madhava	Organic Amber Raw (Agave)
Madhava	Organic Maple Flavored Agave Pancake Syrup
Madhava	Organic Amber Raw 100% Blue Agave
Madhava	Organic Amber Raw 100% Blue Agave
Madhava	Organic Honey Golden
Madhava	Organic Honey Light Amber
Madhava	Organic Golden Light 100% Blue Agave
Madhava	Organic Amber Raw 100% Blue Agave
Madhava	Organic Honey Pure & Raw Golden
Madhava	Organic Golden Light 100% Blue Agave
Madhava	Organic Golden Light 100% Blue Agave
Madhava	Organic Honey Pure & Raw Light Amber
Madhava	Organic Pure & Raw 100% Honey
Madhava	Organic Very Raw Unfiltered 100% Honey
Miller's Honey	Raw Natural Clover Honey
Mountain Ridge	100% Raw Honey
Mountain Ridge	100% Raw Organic Honey
Nature Nate's	Raw & Unfiltered Honey
Nature Nate's	100% Pure Raw & Unfiltered Organic Honey
Pure 'N Simple	Honey
Pure Via	Stevia
Pyure	Organic Stevia
Simple Truth	Raw Honey_Unfiltered
Simple Truth	Raw Manuka Honey
Splenda	No Calorie Sweetener
SueBee	Clover Honey
Sweet N' Low	Zero Calorie Sweetener
SweetLeaf	Stevia Sweetener
SweetLeaf	Organic Stevia Sweetener
Swerve	Granular Sugar Replacement
Truvia	Nectar



Truvia	Stevia
Truvia	Brown Sugar Blend
Wholesome	Organic Blue Agave_Light
Wholesome	Organic Blue Agave_Raw Amber
Wholesome	Organic Coconut Palm Sugar
Wholesome	Organic Honey
Wholesome	Organic Honey_Raw Unfiltered
Wholesome	Organic Stevia
Wholesome	Natural Raw Cane Turbinado Sugar
Wholesome	Organic Cane Sugar
Wholesome	Organic Light Brown Sugar
Y.S. Eco Bee Farms	Raw Honey
Y.S. Eco Bee Farms	Organic Raw Honey

## Appendix 3b: Methodology: Sweeteners

An independent analytical chemistry lab measured antioxidant compounds in sweeteners using standard measurement techniques. For this measure, antioxidant activity is measured by UV-Vis. Briefly, samples are purified and the desired molecules are extracted from the solution. Once extracted, these samples are analyzed and quantified using standard analytical chemistry methods. For the purposes of this claim, a product with the Antioxidant Superiority in this category is defined as one having a concentration of antioxidants sufficient to place the product in the top third of the category, based on the benchmarked test results from the brands/products identified in Appendix 3a.

## Appendix 4a: Representative Sample Set: Facial Creams

A0alou Naturals	Probiotic + C Renewal Cream
A0alou Naturals	Turmeric + C Enlighten Serum
Acure	Brilliantly Brightening Night Cream
Acure	Brightening Day Cream
Acure	Brightening Glowing Serum
Andalou Naturals	Resveratrol Q10 Night Repair Cream
Derma-E	Anti-Wrinkle Renewal Cream
Derma-E	Anti-Aging Regenerative Night Cream
Derma-E	Advanced Peptides & Collagen Moisturizer
Derma-E	Vitamin C Concentrated Serum
Dr. Dennis Gross	Ferulic + Retinol Brightening Solution
Juice Beauty	Antioxidant Serum
Juno	Antioxidant + Superfood Face Oil
Mad Hippie	Vitamin C Serum
Mad Hippie	Vitamin A Serum
Mad Hippie	Antioxidant Facial Oil
Obagi Medical	Professional-C Serum, 20%
SkinCeuticals	C E Ferulic

## Appendix 4b: Methodology: Facial Creams

An independent analytical chemistry lab measured antioxidant compounds in facial creams using standard measurement techniques. For this measure, antioxidant activity is measured by UV-Vis. Briefly, samples are purified and the desired molecules are extracted from the solution. Once extracted, these samples are analyzed and quantified using standard analytical chemistry methods. For the purposes of this claim, a product with the Antioxidant Superiority in this category is defined as one having a concentration of antioxidants sufficient to place the product in the top third of the category, based on the benchmarked test results from the brands/products identified in Appendix 4a.