Oats

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Oats (*Avena sativa*) are a widely consumed grain product as a rolled whole oat or ground into flour. They deliver a healthy source of energy paired with phenolic compounds, essential nutrients, soluble and insoluble fibers. Intake of soluble fibers from grain oats has been linked to reduced risk of cardiovascular disease (CVD). Top oat varieties include increased levels of phytochemicals and provide beneficial fibers.

Phytoactives

Fiber
Supports cardiovascular health, healthy bowel function, and healthy cholesterol levels

Beta-glucan *(56 mcg/g)** The main soluble fiber in oats connected to reduced CVD risk*
Arabinoxylan
Type 1 Resistant Starch

Ligans
Large plant polyphenolic compounds that bypass human digestion, feed gut bacteria, and provide antioxidant activity

Syringaresinol *(3.5 mcg/100g)**
Lariciresinol *(1.8 mcg/100g)**
Matairesinol *(0.7 mcg/100g)**
Medioresinol *(0.4 mcg/100g)**
Secoisolariciresinol *(0.1 mcg/100g)**
Pinoresinol *(0.08 mcg/100g)**

Phenolic Acids
Phytoactive compounds that promote antioxidant activity and vascular health

4-Hydroxybenzoic Acid *(4.5 mcg/g)**
Vanillic Acid *(2.7 mcg/100g)**
Ferulic Acid *(1.9 mcg/100g)**
p-Coumaric Acid *(1.6 mcg/100g)**
Hydroxybenzaldehyde *(1.2 mcg/100g)**
Sinapic Acid *(0.4 mcg/100g)**

Avenanthramides (AV)
Phenolic acids exclusive to oats with antioxidant and anti-inflammatory activities and a bitter perception

Avenanthramide C *(49.24 mcg/g)***
Avenanthramide B *(31.85 mcg/g)***
Avenanthramide A *(31.67 mcg/g)***
Avenanthramide E *(0.15 mcg/g)***

Saponins
Some saponins found exclusively in oats are emerging as having bioactivity against growth of cancer cells in vitro

Avenacoside A
Avenacoside B

Flavanones
Colorless flavonoid compounds with antioxidant activity

Neohesperidin *(6.2 mcg/g)***

What is the Whole Food Matrix?

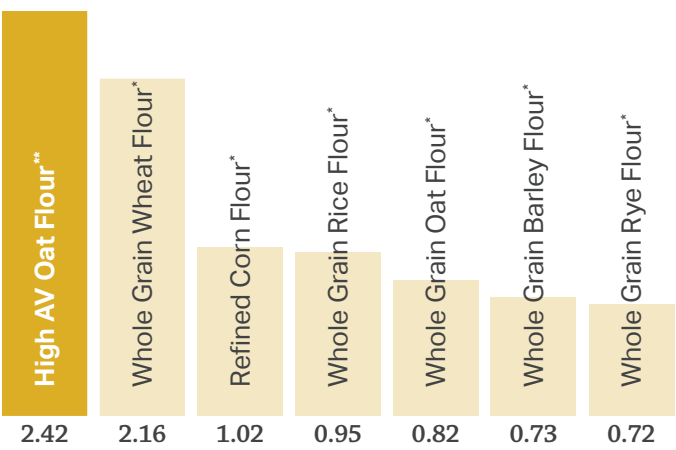
- *Supports balanced immune modulation for healthy inflammation response*
- *Supports gut microbes and a healthy metabolic fingerprint of the gut*
- *Enhances nutrient bioavailability up to 60%*
- *Includes organic and adaptive regenerative farming techniques that deliver a nutrient-dense source of key phytonutrients and help balance healthy lifestyles*
- *Increases intake of vegetables and fruits in whole food nutrition to influence individual epigenetic expression*

Gallic Acid Equivalence

GAE, or "gallic acid equivalence," indicates levels of important phytoactives available in the plant and extracts. GAE is derived by comparing to the gallic acid reference standard, a simple phenolic substance. Studies have shown that phytoactives in plants contribute to their beneficial effect on development of chronic diseases.

Total Phenolic Concentration

Measured: Total Phenolics as Gallic Acid Equivalence (mg/g)



* Data is mean values from Phenol-Explorer Database[1] ** Data on file with WholisticMatters
Values subject to change based on strain and experimental methods

Key Nutrients

Percentages shown as %DV per serving of 30g oats

42% — **MANGANESE**
Essential mineral incorporated in enzymes that metabolize macronutrients; helps protect mitochondria from oxidation and forms both collagen and cartilage

BIOTIN — **25%**
B vitamin necessary for energy metabolism, histone modification, gene regulation, and cell signaling

16% — **COPPER**
Essential mineral required for proper usage of iron in the body, neurotransmissions, and maturation of connective tissues

FIBER — **13%**
Promote healthy cholesterol levels, promote cardiovascular health, and support healthy bowel function

10% — **PHOSPHORUS**
A mineral component of bones and teeth, also involved in protein formation, cell repair, contractions, nerve signaling, and a part of ATP molecules that store energy in the body

Other Nutrients

In order of %DV per 30g oats

- Choline
- Magnesium
- Zinc
- Potassium
- Selenium
- Pantothenic acid
- Vitamin B_6
- Vitamin E
- Vitamin K
- Folate
- Calcium

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