



COMPANYPROFILE

Here is Bermé, the juice for wellness.



THE FRUIT BERGAMOT

It grows near the shores of the southern Italian region Calabria, more precisely in the province of Reggio Calabria. The fruit has become famous already all over the world for both: its great taste and for treatment. Moreover, it has also been widely used in the cosmetic industry due to its unique and intense scent.

The name bergamot derives from the Turkish word be armudi, which translated literally means 'pear of God'. Bergamot is part of the citrus fruit family; in fact its scientific name is citrus bergamina.



The tree, on which bergamot grows, is an evergreen resembling lemon and orange trees. The flowers are white and have a strong scent; the leaves are shining and fleshy. The fruits, however, are bigger than normal oranges and yellow with a thin and smooth peel.

The bergamot can be mainly found in Calabria on the shore of the Ionian Sea, which is the area where it grows best. There is no comparable place worldwide, providing the same characteristics to ensure to grow bergamots with the same quality as in Calabria.

The bergamot is not only used within the cosmetic industry, but also in the pharmaceutical industry where it also is being used in a lot of products. The bergamot is a product with a lot of tradition, which thanks to its quality is able to renew constantly its use on the market and therefore also its image.



THERAPEUTIC CHARACTERISTICS



The juice made out of bergamot is rich of flavonoids, which are antioxidants, anti-inflammatory and vasoprotectives, as well as lipid-lowering and hypoglycaemic. Especially some of them would act due to an intrahepatic synthesis of triglycerides, inhibit, and works against intracellular insulin, improving the signal. Special attention has been drawn on the use of the bergamot as a nutrient against high cholesterol, and in case of intolerance of statins, as well as in some states of dysglycemia.

Regarding the lipid effects, the derivatives of two flavonoids which are in the bergamot juice, hesperetin and naringenin, have a similar structure to the substrate of the enzyme HMG-CoA, reductase liver, they inhibit, behaving like statins: also the derivative glycosidic of the naringenin, inhibits the mentioned enzyme. The bergamot juice lowers the overall cholesterol level. Moreover, studies in vitro suggest that the naringenin and the hesperetin lower the power of the enzyme acil CoA: cholesterol acyltransferase (ACAT), inhibiting the assembly of the lipoproteins.

There are also effects on the triglycerides serums, since the hesperetin lowers the power of a key enzyme while synthesising triglycerides, phosphatidic (PAP).

Another characteristic which needs to be considered regarding the bergamot juice is its hypoglycemic activity. Especially, the naringenin, such as other polyphenols, increase the activity of the AMP kinase (AMPK) and the uptake of glucose in the muscles and the liver becomes more sensible towards insulin and its tolerance of glicidica.

Regarding its effect on the endothelium, the flavonoids which can be found in the bergamot, increase the activity of certain enzymes becoming antioxidants, limit the production of free radicals of the oxygen in the vessel wall and together with its anti-inflammatory properties, they improve the endothelial production of nitric oxide.

Currently we are arranging a nutrition supplement which is essentially based on the bergamot juice, and partly on European olives, polyphenol preserved in the leaves of the olive tree and vitamin C.

European olives are known for its antioxidants, hypocholesterol and hypoglycemic, as well as its positive effects on not alcoholic liver steatosis of the vitamin C and and its widely known antioxidant properties.





THE BRAND NEW BERME' JUICE

100% NATURAL

The BERME' juice which is being produced through a completely new process, containing apple juice out of apples from de Non Valley, without adding any conservatives or sugars. The perfect mixture is 80% apple juice and 20% bergamot juice, creating an excellent outcome.

In fact, according to tests carried out by Prof. Sindona of the University of Cosenza, one litre of BERME' juice contains 202 mg of polyphenols.

The necessary quantity of polyphenols to inhibit the production of cholesterol is approximately 50 mg per day, which means that a total of 250 ml of BERME' juice per day would be sufficient.

This product, benefitting from all the properties of the bergamot, which works against cholesterol, triglycerides, glycaemia and heart diseases, it also has all the benefits of the apples.

The juice of the bergamot after a few hours being pressed needs to be cooled appropriately to ensure the conservation of all its characteristics, without losing any.

To prevent that the bergamot loses any of its properties, a tank with no oxygen is being used so that there will not be any acidification of the juice.

The administration of the processing juice is through a hermetic tap, which prevents oxygen to enter.



Currently A.N.M.C.O (associazione nazionale medici cardiologi ospedalieri), which is a nationwide association of all the clinic cardiologists, is releasing a recommendation regarding the positive and wellbeing effects of BERME'.

