



# Standardized Cosmos Powder with Potent Antidiabetic and Antioxidant Properties

PATENT FILLING NO. P12015701311



Standardized Cosmos leaf at different stages of preparation



Applications of Cosmos Powder (test-ready products)

## CURRENT ISSUES

**Unhealthy Diet Among Malaysian-** A lot of Malaysians are practicing unhealthy diet. This can eventually lead to health issues such as obesity, diabetes, heart problems etc. Hectic lifestyle is the normal excuse given for not taking sufficient vegetables in their diet.

**An Effective and Safe Functional Food Products-** Functional food can be defined as foods that are capable of providing positive effects on health beyond that of basic nutrition. However, many functional food products available in the market were developed and marketed wrongly.

Standardized Cosmos powder is designed to address these problems. Through intense researches, the best variety, optimum leaf maturity, planting method and processing procedures were determined in order to produce the best powder with high stability and efficacy towards antioxidant and antidiabetic activity. Both efficacy and safety of the product were tested using *in vitro*, *in vivo* and clinical studies.

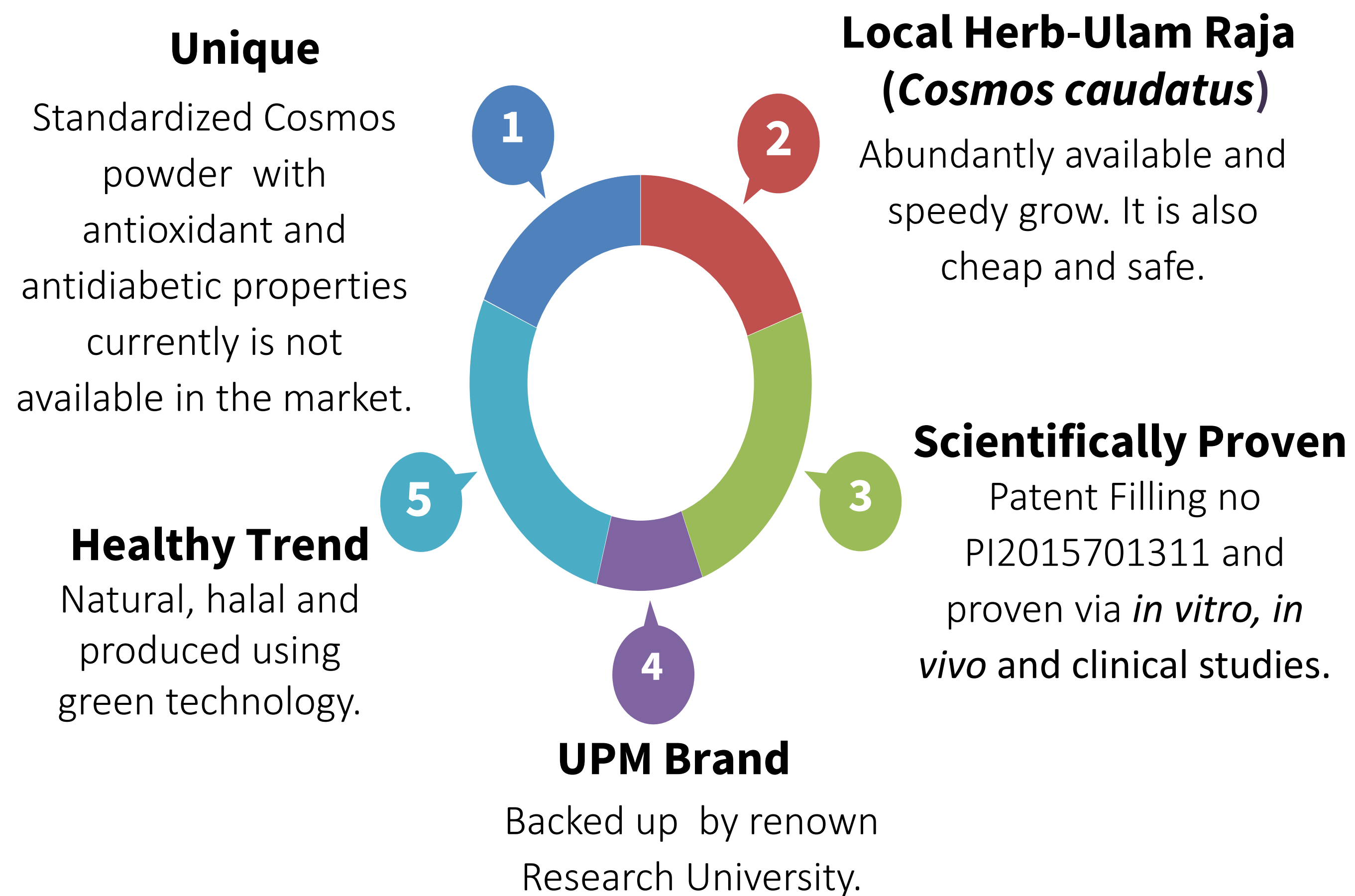
## MARKET POTENTIAL

- Health Conscious Consumers** – Consumer can now enjoy the health benefits of *Cosmos caudatus* conveniently.
- Diabetics** – Proven to be effective in lowering glycated hemoglobin in patients with diabetes.
- Functional Foods Company** – The powder can be used as ingredient in the development of functional food products such as functional tea, ice-cream and many more.

## TECHNOLOGY

Standardized Cosmos powder is produced following the established and systematic procedures to ensure that it is safe and effective. The plant is cultivated under specified conditions for maximum content of bioactive compounds. It is subsequently used as the raw materials for cosmos powder preparation. The powder undergo several optimized processes and tested at multiple levels involving *in vitro*, *in vivo* and clinical studies on healthy and diabetic patients to verify the safety and efficacy of the product.

## COMPETITIVE ADVANTAGES



## TRL : 7 – Demonstration of Prototype



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