

SunActive® IsoQ

Solubilized, Highly Bioavailable Quercetin



SunActive® IsoQ is a new and novel isoquercitrin precursor to quercetin. This solubilized form of quercetin is 25 times more bioavailable than quercetin itself. Quercetin has become an important immune supporting ingredient with many additional benefits including allergy relief and pain management. Isoquercitrin itself is found in many foods, such as fruits and vegetables, and is converted to quercetin in the body. Most supplemental isoquercitrin has very low bioavailability, making it ineffective as a dietary supplement. But new SunActive® IsoQ is encapsulated in an almost cylinder-shaped structure that offers a unique solution to this problem.

Features & Benefits

SunActive® IsoQ is a quercetin precursor – it converts to quercetin in the body

Quercetin has been shown to benefit immune, cardiovascular and cellular health. It has also been shown to support allergy symptom relief

Highly bioavailable - 25 times greater than quercetin, as shown in a clinical study

SunActive® IsoQ is 25x more bioavailable than quercetin, it contains the equivalent of at least 11% quercetin, which means that 100 mg of SunActive® IsoQ delivers an equivalent of 275 mg of quercetin in the body

Patented production process

Soluble in water – suitable for beverage and other water-based applications

Mechanism of Action

Isoquercitrin is converted to quercetin by enzymatic hydrolysis in the gut. Quercetin itself is a polyphenolic flavonoid. It is a powerful antioxidant with a wide range of biological effects.

Clinical Studies & Science

A human bioavailability study conducted specifically with SunActive® IsoQ shows it to be 25 times more bioavailable than quercetin (AUC0-6 hrs) [*Japan Pharmacol. Therap., 2020*].

Quercetin has been extensively studied for immune support, healthy anti-inflammatory effects, allergy symptom relief, and healthy cholesterol and cardiovascular function. This highly versatile polyphenolic can be used in many benefit areas. The reason for limited application currently is quercetin's poor solubility and bioavailability.

Product Characteristics & Formulating with SunActive® IsoQ

SunActive® IsoQ is a yellow, odorless powder which is quickly and completely soluble in water. It is a versatile, highly bioavailable precursor to quercetin and is suitable for both powder and liquid applications including tablets, capsules, beverages, gummies, soft chews, etc. It is a perfect replacement for quercetin in multicomponent formulas, or as a source of quercetin in new formulas. A dietary supplement typical dose for quercetin might be 500 to 1,000 mg. The equivalent dose for SunActive® IsoQ is approximately 180 to 360 mg. This makes formulating with SunActive® IsoQ easy.

Applications

Dietary Supplements

Functional Foods & Beverages

Certifications & Quality Assurance

Allergen Free

Vegan

Structure/Function Claims

Structure function claims for SunActive® IsoQ are based on quercetin areas of study as it is converted to quercetin in the body.

Supports immune health

Helps improve healthy anti-inflammatory activity

Supports healthy cholesterol and cardiovascular function

Supports allergy symptom relief

Source & Label Transparency

SunActive® IsoQ is made from rutin which is extracted from the dried flower buds of the Japanese pagoda tree (*Styphnolobium japonicum L.*). Isoquercitrin is made by enzymatic bioconversion.

SunActive® IsoQ contains 18% isoquercitrin in a γ -cyclodextrin microencapsulation complex.

Regulatory

SunActive® IsoQ is independent GRAS, based on an independent panel review of the chemistry, toxicology and other pertinent information on the ingredient.

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