

# Fountain of youth is in the wine, grapes and resveratrol

By Suzan Filipek

Spanish explorer Ponce De Leon could have stayed home and enjoyed a glass of *vino rojo*.

It turns out the fountain of youth is in the wine.

To be specific, it's in the resveratrol, says Barry Yarkoni, vice president of marketing for Vinomis Laboratories.

The company recently launched "as close a miracle pill" as you can find in its bottle of VinDure 900. Each pill is a blend of grape extract and red wine extract—from the Bordeaux region of France—fortified with Resveratrol and Quercetin—polyphenol antioxidants that activate genes linked to longevity.

A tablet a day, the recommended dose, is equivalent to more than 100 bottles of red wine, minus the alcohol, sugar and calories, he says.

It also contains resveratrol-rich Giant Knotweed, a medicinal plant used for thousands

of years in China, Japan and India, according to the company's website vinomis.com

The powerful punch is based on a Harvard study in 2003 and backed by the chief neurosurgeon for the "world champion" Pittsburgh Steelers, Dr. Joseph Maroon.

Vinomis' headquarters are in Pittsburgh, though Yarkoni works from a Windsor Square-based Wilshire Blvd. office.

A longtime Hancock Park resident, he started at Intel Corp. when it was a small company in the 1970s, and left when profits were in the billions. He joined Apple, another small venture at the time, working in product manufacturing for Steve Jobs. "That was an adventure," he recalls.

After helping launch Apple II and III and the first hard drive for personal computers, he joined another Silicon Valley company, IBM.

Meanwhile, in 1983 he



**GRAPES** and red wine are fortified with anti-oxidants that help stem aging, experts say.

worked on the precursor to the Internet. And he owned the first computer business in Hancock Park, The Net Works, which was at Wilshire and Highland from 1989-99.

So, when he was asked earlier this year if he wanted to launch a new product—a *nutritional supplement*—he thought, "What are you crazy. I'm a high-tech guy."

Thinking it was akin to snake oil, he skeptically picked up Dr. Maroon's book "The Longevity Factor," and before long he was a believer in the supplement.

In the past few months he's shed 15 pounds, and while, he says, he has more to go, he feels great too. A client reports his blood pressure and blood sugar dropped to normal levels and he's lost seven pounds in 30 days, he adds.

What first interested scientists was "The French Paradox," how the French ate high-fat, rich foods and yet lived longer and weighed less than their calorie-counting, low-fat-salad dressing pouring friends across the Atlantic.

Research proved the bottle of wine at every meal made the difference, says Yarkoni.

## Buyer's guide

"With all the publicity about resveratrol, it's no surprise

that many unscrupulous companies have jumped into the market selling poor quality products and using deceptive marketing tactics," he warns.

Among what to look for, or avoid:

400 mg of pure Reseveratrol, combined with other polyphenols such as Quercetin, green tea and cocoa.

FDA compliant Supplement Facts label.

Fake review sites, or any endorsement by a celebrity; none have been made.

Purchase opaque bottles; Resveratrol is light sensitive.

Whichever brand you choose, indulge in some high-antioxidant dark chocolate now and again, and a glass of red wine. After all, it works for the French.

Besides, "taking a pill is not as much fun," says Yarkoni.