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CiTRUsX POMELO TISSUE CULTURE FOR NATURAL ANTIOXIDANT ENRICHMENT IN FOOD AND HEALTH PRODUCTS

NOVELTY

Production of a Natural Antioxidant
 via Tissue Culture Technique



PROCESS



Young pomelo

Tissue culture



Liquid medium



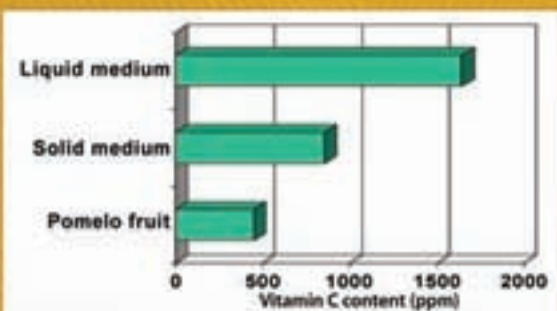
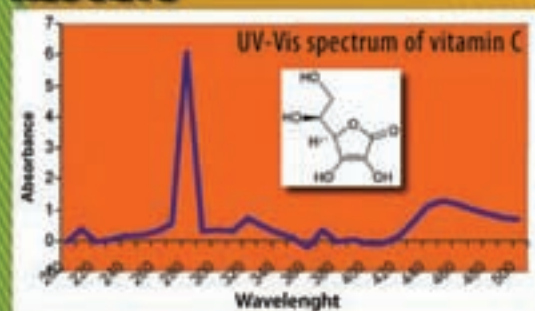
callus

Solid medium



CiTRUsX powder

RESULTS



CiTRUsX

2 - 4X higher Vit. C content !!

APPLICATIONS



Bakeries



Confectionaries



Supplements



Cosmetics



Beverages

ADVANTAGES & BENEFITS

- Independent of availability of the plant itself.
- Minimum processing requirement.
- Controlled and optimized conditions.
- Low operating cost.
- Natural antioxidants to maintain and improve health.

PUBLICATIONS

- Symposium on Biodiversity and Biotechnology, 2008
- Conference on Natural Resources in The Tropics, 2009

AWARD

Gold medal in Bio Malaysia Innovation Exhibition 2008