



## **NEWS RELEASE**

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### **Cerilliant Introduces Certified Reference Materials of Reb-A (Stevia) in Solution Format**

ROUND ROCK, TEXAS – July 1, 2009 - Cerilliant introduces two new certified reference standards, Rebaudioside A (Reb-A) and multi-component Rebaudioside-A Impurities, in an accurate and convenient solution format.

Reb-A, the no-calorie sweetener derived from the stevia plant, is gaining popularity in the U. S. food and beverage industry as a replacement for synthetic no-calorie sweeteners. FDA guidelines require Reb-A ingredients contain a minimum of 95% Rebaudioside A.

Accurate preparation of a quantitative reference standard is critical to the purity results for Reb-A ingredients. The hygroscopic nature of these compounds can make this challenging and lead to inaccurate results. Cerilliant certified Reb-A solution standards are quantitatively prepared to ensure accurate results, beginning with full characterization of all neat materials, including determination of water content, handling and preparation of solutions in nitrogen-purged gloves boxes and flame sealed under argon into ampoules for long term shelf life.

Cerilliant's convenient *Snap-N-Shoot®* / *Snap-N-Spike™* ampoule format eliminates issues surrounding storage, handling, and accurate reference preparation, and also offers significant benefits to the laboratory such as increased efficiency for analysis of Reb-A ingredients. For added convenience, Cerilliant supplies a multi-component solution standard of six Reb-A impurities including Rebaudioside B, Rebaudioside D, Rubusoside, Stevioside, Steviol, and Steviolbioside which can be used to ensure impurities found in Reb-A ingredients are safe and not adulterants.

Cerilliant CEO, Sherri Pogue, stated “high quality manufacturers concerned with ingredient safety will appreciate not only the convenience of these certified solution standards but will appreciate the efficient and economical approach to ensuring purity and safety of Reb-A ingredients. Use of Cerilliant's Reb-A Impurity standard in connection with analysis of Reb-A ingredients allows for absolute confirmation of the identity of these impurities which may be impacted by system, column, and method variances from lab to lab. In addition, companies focused on ensuring a consistent flavor profile may appreciate the ability to accurately quantitate Reb-A impurities.”

In March 2009, Cerilliant Corporation announced partnership with PureCircle for the development and global supply of Certified Reference Materials for stevia based sweeteners. Cerilliant provides independent certification of all Reb-A materials and manufactures and tests its certified Reb-A reference standards to the highest industry standards. Cerilliant has developed the analytical methods necessary for separation and resolution of Reb-A impurities to ensure accurate identification and quantitation. Cerilliant also offers independent certification services for Reb-A materials coming from any source. Cerilliant is an ISO Guide 34 and ISO/IEC 17025 accredited company.

**About Cerilliant**

*Cerilliant Corporation, located in Round Rock, Texas, is a global leader in providing analytical reference standards to the analytical testing community. The company has been providing certified reference materials almost 30 years. Cerilliant offers more than 3,400 catalog products and a full range of custom products and services that address the stringent and complex requirements of the forensic/toxicology, diagnostic/clinical, environmental, natural products, and pharmaceutical industries. Cerilliant sustains a modern, robust quality system which incorporates cGMP, GLP, and ISO requirements. We are accredited to ISO Guide 34 and ISO/IEC 17025 and certified to ISO 9001:2000. For more information about the company, please visit [www.cerilliant.com](http://www.cerilliant.com).*

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