Wrinkle Aging

New Swiss Chocolate Bar Claims to Reduce Wrinkles, Slow Aging Process

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New Swiss Chocolate Bar Claims to Reduce Wrinkles, Slow Aging Process

The world's largest chocolate maker <u>says</u> that it has come up with a new chocolate bar that that could fight wrinkles and slow the aging process. Well, that certainly sound promising. Reuters reports:

Eating 20 g (0.755 oz) of specially developed chocolate packed with antioxidants, or flavanols, each day may help prevent wrinkles and make skin more radiant by boosting elasticity and improving hydration, studies carried out by Barry Callebaut showed.

Consumers are becoming increasingly aware of the nutritional value of what they eat, and Barry Callebaut's claims come as food giants such as Nestle and Danone also push into the healthy eating arena.

The Swiss group has developed a way of preserving the flavanols found in cocoa beans during the chocolate-making process, allowing them to produce a bar that is richer in flavanols, Barry Callebaut Chief Innovation Officer Hans Vriens said in an interview.

The FDA is extremely irritated by the health benefit claims made by food makers such as Nestle and Danone. We can only imagine how grumpy they will be when there's a new Swiss chocolate bar that promises to slow aging and reduce wrinkles. We, of course, will certainly give it a try when it hits the market.

Tags: barry-callebaut | callebaut-chocolate | health-benefits-chocolate | chocolate-reduces-wrinkles

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