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To: TTAB EFiling

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Subject: U.S. TRADEMARK APPLICATION NO. 85544660 - COCOA SUNCARE - 1011-TM-1272 - Request for Reconsideration Denied - Return to TTAB - Message 4 of 10

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- SUPPORT COMMUNITY FAIR TRADE
- ACTIVATE SELF ESTEEM
- DEFEND HUMAN RIGHTS
- PROTECT THE PLANET
- ETHICAL TRADE
- THE BODY SHOP FOUNDATION

COMMUNITY FAIR TRADE COCOA BUTTER FROM GHANA

It takes a lot of experience to recognise when a cocoa pod is ready to be picked. Farmers reach them with long, curved tools. Then break them open to reveal the 20-50 cream-coloured cocoa beans inside. They lay the beans on huge mats to dry in the sun, then select the very best ones to be made into cocoa butter.

THE SUPPLIER

We were one of Kuapa Kokoo's first customers in 1996. Today, it represents over 50,000 small-scale farmers, around a third of whom are women. The co-operative guarantees farmers a minimum price for their cocoa beans. And for every tonne we buy, we also pay a premium which goes towards community projects like schools and wells.

THE COMMUNITY

Ghana is famous for the quality of its cocoa beans. But the country's two million cocoa farmers are among its poorest people. Literacy rates are low, and this makes it hard for farmers to know if they're getting a fair deal. Through its fair and transparent buying process, Kuapa Kokoo is changing this

Summary

Who?
Kuapa Kokoo co-operative

Where?
Ashanti Western Region, Ghana

Why?
Our trade gives the co-operative's members a fair price, prompt payment and a guaranteed regular income to

changing this.

EMPOWERING WOMEN

Kuapa Kokoo allows women to play a central part in the business. Mary Antwi, a cocoa farmer, says: "Before I joined Kuapa Kokoo I didn't have a voice. Now I am treasurer of my society and I can speak."

A FAIR DEAL

What's different about Kuapa Kokoo? Mohamed, a farmer from the Bayerebon village, explains: "Kuapa Kokoo is democratic and transparent," he says. "It pays us in cash for the beans when we bring them."

WHAT'S IN A NAME?

The botanical name of the cocoa tree is Theobroma, from the Greek meaning 'food of the gods'.

SOAK IT UP

Solid cocoa butter melts at body temperature, so it glides over your skin and absorbs quickly.

support their families.

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OUR ICONIC COCOA BUTTER PRODUCTS

COCOA BUTTER BODY BUTTER

DISCOVER

COCOA BUTTER CREAM BODY SCRUB

DISCOVER

COCOA BUTTER LIPCARE STICK

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FOOD TODAY 07/2006

Health benefits of cocoa flavonoids

Historical evidence points to the use of cocoa in a medicinal capacity for over two thousand years, since the time of the ancient Mayan and Aztec civilisations and following its introduction to Europe in the Middle Ages. Over 100 medicinal uses for cocoa and chocolate have been noted, including the treatment of fatigue, emaciation, fever, angina and heart pain, anaemia, shortness of breath, and kidney and bowel complaints, but virtually no adequate scientific data existed to substantiate their effectiveness in the prevention or treatment of such problems. Even today, some indigenous populations of Central and South America use various components of the cocoa tree in the preparation of their traditional medicines.

Although now generally thought of as a palatable and indulgent food item, there is growing evidence to suggest that the historical use of cocoa as a medicine may indeed have some scientific validity. It is thought that many of its therapeutic properties can be attributed to certain constituent compounds, known as flavonoids, for which cocoa beans are a particularly rich source.

Flavonoids are naturally occurring compounds that are widely distributed in plants and in plant-based foods and beverages (e.g. pulses, fruits like apples or grapes, cocoa, etc). They appear to have a functional role in the living plant by assisting in wound repair and providing protection against pests and diseases. In recent years, scientists have established that regular consumption of flavonoid-rich fruits and vegetables reduces the risk of many chronic illnesses such as cancer, stroke and coronary heart disease.

Flavonoids as antioxidants

Many of the health benefits associated with flavonoids appear to be linked to their activity as antioxidants. Antioxidants are one of the body's defence against 'free radicals', which are small molecules generated during normal metabolic processes. Excessive free radical production causes damage to cells and their components, including cell DNA (genetic material), and is thought to have a key role in the ageing process and in many degenerative and age-related diseases. Flavonoids act as antioxidants by 'mopping up' free radicals in cells, thereby limiting the damage they can cause.

Cardioprotective effects

Terms used in this article
Antioxidant
Atherosclerosis
Blood pressure
Cholesterol
Free radical
Genetic
Oxidation
Stroke
Thrombosis

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FAQ
Is chocolate a drug and addictive?
Does tea contain antioxidants?
Can you use green tea for more than one extraction?

Cardiovascular disease (CVD) is a complex disorder involving a number of different mechanisms that affect blood vessel function. An early stage of the disease is the development of atherosclerosis, in which a build up of cholesterol-containing plaque within artery walls causes a progressive narrowing and hardening of the arteries. This not only restricts the flow of blood through the artery, but also raises blood pressure and can lead to the formation of blood clots, or thrombosis. Blood clots can obstruct the artery where they form, or may break off and lodge elsewhere in the circulatory system. This can be life-threatening if a blood clot blocks an artery that supplies a vital organ such as the heart, causing a heart attack, or the brain, causing a stroke.

Cocoa flavonoids are thought to have a protective effect on cardiovascular health through their ability to alter a number of pathological processes involved in the development of CVD. These include:

- Inhibiting the oxidation of LDL-cholesterol ('bad' cholesterol) by free radicals, an important initial step in the formation of atherosclerotic plaque.
- Suppressing the tendency for small blood cells, called platelets, to clump together and form blood clots. This is often described as an 'aspirin-like' effect.
- Regulating inflammatory and immune responses in blood vessel walls, which may be abnormal in CVD.
- Regulating vascular tone, or degree of constriction of small blood vessels, which contributes to high blood pressure.

In producing these beneficial effects, cocoa flavonoids appear to act through a range of mechanisms, some of which are not thought to be linked to antioxidant activity.

Other benefits

Although most research has focussed on cardiovascular health, scientists are also looking at whether the biological activities of cocoa flavonoids may also be applicable in the fight against other ailments, including cancer and diseases associated with inflammation or impaired immune function. One potential application that has recently been reported is in the relief of diarrhoea, since cocoa flavonoids have shown an ability to inhibit fluid secretion in the small intestine.

References

(1) Arieff-Johan MW, Savaiano DA. (2005) Chocolate and cardiovascular health: is it too good to be true? *Nutrition Reviews*, Dec; 63(12Pt 1):427-30.
(2) Ding E.L., Hutfless S.M., Ding X., Girotra S. (2006) Chocolate and Prevention of Cardiovascular Disease: A Systematic Review. *Nutrition Metabolism* (Lond) 3:32.

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7 Proven Health Benefits of Dark Chocolate (No. 5 is Best)

By Kris Gunnars | 333,123 views

Dark chocolate is loaded with nutrients that can positively affect your health.

Made from the seed of the cocoa tree, it is one of the best sources of antioxidants on the planet.

Studies show that **dark** chocolate (not the sugary crap) can improve health and lower the risk of heart disease.

1. Dark Chocolate is Very Nutritious

If you buy quality dark chocolate with a high cocoa content, then it is actually quite nutritious.

It contains a decent amount of soluble fiber and is loaded with minerals.

A 100 gram bar of dark chocolate with 70-85% cocoa contains (1):

- 11 grams of fiber.
- 67% of the RDA for Iron.
- 58% of the RDA for Magnesium.
- 89% of the RDA for Copper.
- 98% of the RDA for Manganese.
- It also has plenty of potassium, phosphorus, zinc and selenium.

Of course, 100 grams (3.5 ounces) is a fairly large amount and not something you should be consuming daily. All these nutrients also come with 600 calories and moderate amounts of sugar.

For this reason, dark chocolate is best consumed in moderation.

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The fatty acid profile of cocoa and dark chocolate is excellent. The fats are mostly saturated and monounsaturated, with small amounts of polyunsaturates.

It also contains stimulants like caffeine and theobromine, but is unlikely to keep you awake at night as the amount of caffeine is very small compared to coffee.

Bottom Line: Quality dark chocolate is rich in Fiber, Iron, Magnesium, Copper, Manganese and a few other minerals.

2. Dark Chocolate is a Powerful Source of Antioxidants

Have you ever heard of a measure called ORAC?

ORAC stands for Oxygen Radical Absorbance Capacity. It is a measure of the antioxidant activity of foods.

Basically, researchers pit a bunch of free radicals (bad) against a sample of food and see how well the antioxidants in the food can "disarm" them.

The biological relevance of this metric is questioned, because it's done in a test tube and may not have the same effect in the body.

However, I think it is worth mentioning that raw, unprocessed cocoa beans are among the highest scoring foods that have been tested.

Dark chocolate is loaded with organic compounds that are biologically active and function as antioxidants. These include polyphenols, flavanols, catechins, among others.

One study showed that cocoa and dark chocolate contained more antioxidant activity, polyphenols and flavanols than other fruits they tested, which included blueberries and Acai berries (2).

and Acai berries (2).

Bottom Line: Cocoa and dark chocolate have a wide variety of powerful antioxidants, way more than most other foods.

3. Dark Chocolate May Improve Blood Flow and Lower Blood Pressure

The flavanols in dark chocolate can stimulate the endothelium, the lining of arteries, to produce Nitric Oxide (NO), which is a gas (3).

One of the functions of NO is to send signals to the arteries to relax, which lowers resistance to blood flow and therefore reduces blood pressure.

There are many controlled trials showing that cocoa and dark chocolate can improve blood flow and lower blood pressure, but the effects are usually mild (4, 5, 6, 7).

However, there is also one study in people with elevated blood pressure that showed no effect, so take all this with a grain of salt (8).

Bottom Line: The bioactive compounds in cocoa can improve blood flow in the arteries and cause a small but statistically significant decrease in blood pressure.

4. Dark Chocolate Raises HDL and Protects LDL Against Oxidation

Consuming dark chocolate can improve several important risk factors for heart disease.

In a controlled trial, cocoa powder was found to significantly decrease oxidized LDL cholesterol in men.

It also increased HDL and lowered total LDL in men with elevated cholesterol (9).

Oxidized LDL means that the LDL ("bad" cholesterol) has reacted with free radicals.

This makes the LDL particle itself reactive and capable of damaging other tissues... such as the lining of the arteries in your heart.

It makes perfect sense that cocoa lowers oxidized LDL. It contains an abundance of powerful antioxidants that do make it into the bloodstream and protect lipoproteins against oxidative damage (10, 11, 12, 13).

Dark chocolate can also reduce insulin resistance, which is another common risk factor for many diseases like heart disease and diabetes (14, 15).

Bottom Line: Dark chocolate improves several important risk factors for disease. It lowers the susceptibility of LDL to oxidative damage while increasing HDL and improving insulin sensitivity.

5. Dark Chocolate May Lower The Risk of Cardiovascular Disease

The compounds in dark chocolate appear to be highly protective against the oxidation of LDL.

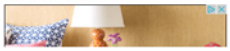
In the long term, this should cause much less cholesterol to lodge in the arteries and we should see a lower risk of heart disease over the long term.

It turns out that we have several long-term observational studies that show a fairly drastic improvement.

In a study of 470 elderly men, cocoa was found to reduce the risk of cardiovascular death by a whopping 50% over a 15 year period (16).

Another study revealed that eating chocolate 2 or more times per week lowered the risk of having calcified plaque in the arteries by 32%. Eating chocolate less frequently had no effect (17).

Yet another study showed that chocolate 5+ times per week lowered the risk of cardiovascular disease by 57% (18).

Of course, these 3 studies are so-called observational studies that can not prove that it was the chocolate that caused the reduction in risk.

However, given that we have a biological mechanism (lower blood pressure and oxidized LDL) then I find it plausible that regular consumption of dark chocolate can in fact reduce the risk of heart disease.