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YST034 - DAILEETOX (POMEGRANATE BOTANICAL DRINK)

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ABSTRACT

This report details the development of Daileetox, a novel pomegranate botanical beverage in an easy-to-use premix powder format. Infused with strawberry, red dates, ginger and moringa, this innovative product responds to the rising consumer demand for natural, health-conscious, and functional beverages that blend traditional herbal wisdom with modern convenience. The novelty of Daileetox lies in its distinctive, synergistic blend of natural ingredients, carefully selected for their complementary health benefits and unique flavor profile. This formula is specifically designed to support the body's natural detoxification processes, while also providing a rich array of antioxidants, essential vitamins like Vitamin C from strawberry, minerals, and anti-inflammatory compounds from superfoods like moringa. Pomegranate contributes valuable nutrients such as hydrolysable tannins and anthocyanins, further enhancing cellular health and protection against free radicals. Daileetox stands out as a clean-label beverage, devoid of artificial colors, flavors, and preservatives, offering a sweet, tangy, and mildly spicy taste. The usefulness of Daileetox is multifaceted. Its convenient premix powder form ensures portability and quick preparation, making it ideal for busy lifestyles, including working professionals, students, and the elderly. It serves as a versatile functional beverage, perfect for a morning health boost, mid-day refreshment, or post-meal digestive aid. Furthermore, Daileetox is intentionally priced to be accessible without compromising quality, making wellness more affordable.

Keywords – Botanical Beverage, Functional Drink, Detoxification, Natural Ingredients, Wellness

INTRODUCTION

In recent years, the demand for natural, functional beverages has surged as consumers seek healthier and more convenient lifestyle choices. However, many commercial drinks on the market contain artificial additives, excess sugars, and limited nutritional value, failing to meet the growing awareness of clean-label and wellness-focused products. This gap inspired the development of *Daileetox*, a pomegranate-based botanical drink infused with strawberry, red dates, ginger, and moringa. The motivation behind Daileetox is to create a holistic beverage that not only offers a pleasant flavor profile but also supports detoxification, improves digestion, and enhances immune health using ingredients known for their natural benefits. Combining traditional herbal knowledge with modern food innovation, this product is designed to cater to the health-conscious community, including

students, professionals, and the elderly who need a portable and effective nutritional drink for daily use.

OBJECTIVE

- i. To provide consumers with a delicious and effective botanical drink, Daileetox is specifically formulated with natural ingredients like moringa, red dates, ginger, and strawberry to support the body's natural detoxification processes and promote overall well-being in Malaysia
- ii. To empower customers through education, providing clear and accessible information about the health benefits and proper use of Daileetox, enabling informed choices about well-being.
- iii. To uphold sustainability and foster innovation, protect the planet by implementing eco-friendly packaging solutions across the product line while continuously expanding offerings with new functional beverage formulas that blend traditional botanicals with modern science to address diverse health and wellness needs.

DESCRIPTION OF THE PROJECT

Infused with strawberry, red dates, ginger, and moringa, the Pomegranate Botanical Drink is a carefully designed health beverage that combines traditional herbal knowledge with contemporary practicality. Natural, nutrient-rich ingredients with a reputation for improving wellness are used to make this ready-to-drink product. Antioxidants, which are abundant in strawberries and pomegranates, help shield the body from free radicals and promote the health of all cells (Derakhshan et al., 2018). While moringa, also known as the "miracle tree," provides vital vitamins, minerals, and anti-inflammatory chemicals, red dates are long prized for their capacity to increase immunity and enhance blood circulation. Ginger helps with digestion, relieves bloating or nausea, and provides a subtle heat to the flavour profile. This beverage provides a clean-label substitute for numerous commercial beverages because it is devoid of artificial colours, flavours, and preservatives. It is appropriate for daily consumption due to its sweet, tangy, and mildly spicy flavour, which appeals to a variety of palates. Convenience was a key consideration in the product's design; it comes in a portable, ready-to-drink form that doesn't need to be prepared, making it ideal for anyone on the go, including working professionals, students and elderly. This beverage is a useful, functional, and health-conscious choice that can be consumed as a post-meal digestive assistant, mid-day refreshment, or morning health boost. It combines traditional botanical benefits with modern beverage innovation to offer both nutrition and convenience in a single bottle.



Figure 1: Daileetox (Pomegranate Botanical Drink)

NOVELTY

Daileetox stands out for its distinctive blend of natural ingredients carefully selected for their complementary health benefits. The combination of pomegranate, moringa, red dates, ginger and strawberry create a synergistic formula that is not only delicious but also designed to support the body's natural detoxification processes. This unique recipe sets Daileetox apart from ordinary beverages by offering a thoughtful mix of antioxidants, vitamins and plant compounds rarely found together in a single product. Furthermore, beyond detoxification, Daileetox provides a wide range of wellness benefits that support overall vitality. Its rich antioxidant profile helps to protect cells from oxidative stress, while natural botanicals contribute to better digestion, improved energy and enhanced immune function. Pomegranate is renowned for its rich concentration of valuable nutrients and bioactive compounds. It contains hydrolysable and condensed tannins, flavonols, anthocyanins, and a variety of phenolic and organic acids that have been linked to numerous health benefits. Strawberry is also one of the main ingredients of Daileetox and it contains a lot of health benefits. Strawberries are a powerhouse of nutrition and play an important role in enhancing the benefits of Daileetox. They are naturally rich in vitamin C, which supports immune health, collagen production and antioxidant protection against free radicals. Strawberries also provide essential nutrients like folate. Potassium and fiber that contribute to heart health and better digestion. By including real strawberry powder, Daileetox combines delicious natural flavour with a wide range of health benefits. This all-in-one approach makes it easier for customers to incorporate targeted nutritional support into their daily routines without needing multiple supplements or products. Other than that, Daileetox is packaged in an easy-to-use premix powder making it perfect for busy lifestyles. Each sachet contains a measured serving that dissolves quickly in water, eliminating the need for complicated preparation. Whether at home, at work, or on the go, consumers can enjoy a refreshing, functional beverage anytime, anywhere. The portable packaging also ensures freshness and consistent quality on every serving. While many functional beverages can be expensive or out of reach for everyday consumers, Daileetox is intentionally priced to remain accessible without compromising quality. By combining premium ingredients with efficient production and distribution, we can offer a product that delivers comparable benefits to higher-priced alternatives making wellness more affordable for everyone. In summary, Daileetox offers a unique combination of ingredients that can benefit our body and at the same time it comes with an affordable price in a convenience premix powder.

CONCLUSION

To conclude, Daileetox combines traditional herbal ingredients with new food innovation to satisfy the growing demand for natural and functional beverages. This 15g premix powder sachet, which is made from pomegranate, strawberry, red dates, ginger, and moringa, provides a convenient, cost-effective, and clean-label option for immune support, detoxification, digestion, and overall, well-being. Daileetox is a healthier option to typical commercial drinks because it is free of artificial ingredients and provides a special blend of antioxidants, vitamins, and minerals in a single serving. Its affordable price ensures that it can reach an extensive demographic of health-conscious consumers, while its practical design, which is a single-serve sachet that can be dissolved instantly in warm water, fits busy lifestyles. With its unique ingredient combination, functional purpose, and user-friendly packaging, Daileetox not only addresses current health trends but also holds strong potential in Malaysia's growing market for functional drinks. It is more than simply a drink; it is a wellness companion that is designed to fit into contemporary lifestyles.

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