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

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PROCESS
Young pomelo → Tissue culture → Liquid medium callus → Solid medium → CiTRUsX powder

RESULTS
UV-Vis spectrum of vitamin C

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

NOVELTY
Production of a Natural Antioxidant via Tissue Culture Technique

2-4X higher Vit. C content!!