CLAIMS

1. A process, comprising

treating a plant-based material with an agent and/or a force capable of permeabilising cell membrane and/or oxidising polyphenols, wherein the agent and/or force is capable of controlled permeabilization of cell membrane to thereby release polyphenols from the cells of the plant-based material to allow polyphenol-cell wall interaction and/or causes the oxidation of polyphenols in the plant-based material, and

wherein the plant-based material comprises 0.1 mg chlorophyll per g fresh weight of plant-based material or less or no chlorophyll.

2. The process of claim 1, wherein the agent causes loss of sub-cellular compartmentalisation of polyphenols and cellulose cell wall

3. The process of any of the preceding claims, wherein the agent and/or the force capable of controlled permeabilization of cell membrane and/or oxidising polyphenols causes oxidation of phenols to o-quinones and/or polymerisation to form coloured pigments.

4. The process of any of the preceding claims, wherein the agent is selected from the group consisting of a detergent, a redox agent, an enzyme, and an extract of a plant-based material.

5. The process of any of the preceding claims, wherein the agent and/or force maintains the cellulosic structures of the plant-based materials.

6. The process of any of the preceding claims, wherein the force is homogenisation and/or mechanical and physical shearing.

7. The process of any of the preceding claims, wherein the plant-based material comprises polyphenols and/or polyphenol oxidases.

8. The process of any of the preceding claims, wherein the plant-based material comprises polyphenols from 10 mg GAE (gallic acid equivalence) per 100 g dry weight of polyphenol or more.

9. The process of any of the preceding claims, wherein the plant-based material comprises a parenchyma tissue and/or a sclerenchyma tissue.

10. The process of any of the preceding claims, wherein the plant-based material is selected from the group consisting of apricots, avocados, banana, belimbi, binjai, cherries, Chinese pear, ciku, cucumber, custard apple, date, dragon fruit, duku, figs, golden kiwi, grape, grapefruit, guava, hog plum, honey dew, jackfruit, kiwifruit, kuini, langsat, lemons, lime, longan, loquat, lychee, mandarin orange, mango, mangosteen, mata kuching, mulberry, nectarine, nutmeg, orange, papaya, passion fruit, peach, pear, persimmon, pineapple, plum, pomegranate, pomelo, pulasan, quince, rambai, rambutan, raspberry, rhubarb, rock melon, salak, soursop, starfruit, strawberry, tamarillo, tamarind,

tomato, water apple, watermelon, wax jambu, baby corn, banana flower, bean sprouts, carrot, cauliflower, celery, champignon, chilli, choko, cucumber, drumstick vegetable, eggplant, fungus, gourd, Jew's ear, leek, lily bud, loofah, mushroom, okra, olive, papaya shoots, pea shoot, peppers, pumpkin, sea moss, soybean sprouts, sweetcorn, white fungus, zucchini, bamboo shoots, beetroot, breadfruit, carrot, corn, garlic, ginger, huai shan, lengkuas, lotus root, onion, potato, radish, sweet potato, tapioca, taro, turnip, water chestnut, yam, white cabbage, chrysanthemum, endives, leek, sweet potato shoots, tapioca shoots, wintermelon, yam stalk, beans, chickpeas, long beans, peas, and snow peas.

11. The process of any of the preceding claims, wherein the process is free of colouring agents.

12. The process of any of the preceding claims, wherein the plant-based material is treated with the agent for 10 minutes to 10 days, optionally the plant-based material is treated with the agent for 10 minutes or more, 1 hour or more, one day or more, or two days or more, or three days or more, or 4 days or more, or 5 days or more, or 6 days or more, or 7 days or more, or 8 days or more, or 9 days or more, or 10 days.

13. The process of any of claims 1 to 11, wherein the plant-based material is treated with the force for 1 minute to 10 days.

14. The process of any of the preceding claims, wherein a part of the plant-based material is treated with the agent at differential concentration and/or time.

15. A process, comprising

treating a plant-based material with an agent and/or a force capable of permeabilising cell membrane and/or oxidising polyphenols, wherein the agent and/or force is capable of controlled permeabilization of cell membrane to thereby release polyphenols from the cells of the plant-based material to allow polyphenol-cell wall interaction and/or causes the oxidation of polyphenols in the plant-based material, and

wherein the plant-based material is selected from the group consisting of aloe vera, broccoli, brussels sprouts, seaweed, lettuce, mustard cabbage, nai bai, petai, and asparagus.

16. A plant-based product comprising:

a composition comprising a plant-based material processed according to the process of any of the preceding claims.

17. The plant-based product of claim 16, further comprising one or more different plant-based material.