

19 Super Fruits For Better Health



Each of the 19 FRUITS discussed in this brochure has long enjoyed centuries of traditional use, are high in antioxidants, and are supported by modern science. A diet rich in brightly-pigmented fruits, as well as fruit-centered juice products, can help prevent free radical damage, relieve chronic inflammation and fight so many of today's common diseases. However, despite even our best efforts at eating right, most of us are lacking in the essential nutrients we need to enjoy a disease free, vital level of health. That's why more and more experts strongly recommend the regular use of supplement products.



AÇAÍ BERRY

Whether used in beverages for instant energy, as an aid for sexual disorders or for aiding numerous other ailments, the açaí berry has been used by modern and ancient inhabitants of the Amazon rainforests for centuries. With a protein profile similar to eggs, a monounsaturated fat and polyunsaturated fat ratio nearly identical to olive oil, nearly 20 phytonutrients and a blood-sugar-friendly glycemic index, the açaí is a remarkable food. It contains several potent antioxidants, is packed with polyphenols (potent plant antioxidants) and boasts up to 30 times the anthocyanin content of red wine. Additionally, the açaí berry is loaded with vitamins, especially vitamin E and trace minerals including copper, iron and calcium.

Oprah's web site hailed açaí as "one of the most nutritious and powerful foods in the world..." while the book, *The Perricone Promise*, praised the fruit, stating, "Hidden within its royal purple pigment is the magic that makes it nature's perfect energy fruit."

NUTRITIONAL HIGHLIGHTS

- Polyphenols
- Anthocyanins
- Essential Fats
- Vitamin E
- Minerals

CAN HELP

- Sexual dysfunction
- Energy deficiencies
- Immune problems
- Circulatory conditions

AÇAÍ AND LEUKEMIA

A 2006 study in the Journal of Agricultural and Food Chemistry showed that extracts from açaí fruit triggered an apoptosis response in up to 86 percent of leukemia cells tested.



PEAR

Much like its cousin, the nashi pear, the "common" or European pear is packed with a variety of nutrients, including dietary fiber, potassium, vitamin C and several polyphenols. Research suggests that pears may be able to help normalize blood sugar levels, boost metabolism and provide a variety of other health benefits.

NUTRITIONAL HIGHLIGHTS

- Potassium
- Dietary fiber
- Vitamin C

CAN HELP

- Gastrointestinal health
- Blood glucose/diabetic conditions



CAMU-CAMU

Camu-camu, or *Myrciaria dubia*, is a purple-skinned fruit native to Peru with a diverse nutritional profile. It is essentially unknown in the U.S. but is esteemed in Japan, where it is believed to improve mood, fight depression and increase energy levels.

NUTRITIONAL HIGHLIGHTS

- Potassium
- Flavonoids
- B vitamins
- Amino acids

CAN HELP

- Mood disorders
- Immune function
- Viral and bacterial infection

CAMU-CAMU AND ANTIOXIDANT PROTECTION

Researchers from Brazil published findings of a 2005 study showing that camu-camu, a fruit long used by native cultures in South America, contains several antioxidant compounds, many of which are linked to reduced risks of a variety of diseases linked to the aging process.



CRANBERRY

Cranberries are far more than a Thanksgiving side dish. The tart berry is now commonly recommended even by doctors for urinary tract infections. In fact, a recent study showed its effectiveness in reducing *E. coli* bacteria in urine at twice the levels of the placebo. Cranberries are very high in vitamin C and proanthocyanins, both of which are powerful antioxidants.

NUTRITIONAL HIGHLIGHTS

- Vitamin C
- Various polyphenols

CAN HELP

- Urinary tract infections
- High cholesterol
- Antioxidant protection

CRANBERRY AND BACTERIAL INFECTION

*Cranberry is well-known for its protective effects on the urinary tract. A recent 2006 study supports this thinking, showing that the berry can inhibit the formation and activity of the *Streptococcus mutans* bacteria. The study, published in *FEMS Microbiology Letters*, suggests that cranberry's ability to fight bacteria is one way it prevents and effectively treats urinary tract infections.*



BANANA

It's no secret bananas are popular as a healthy breakfast or snack food in the United States, and for good reason. The high fiber fruit contains no fat, sodium or cholesterol, and it's a great source of potassium, vitamin B6, vitamin C and magnesium.

Banana's potassium levels may help to regulate blood pressure and reduce stroke risk. They also offer quick relief for muscle cramps.

NUTRITIONAL HIGHLIGHTS

- Potassium
- B vitamins

CAN HELP

- Sleep and nervous system health
- Blood cell health



PRUNES

The healthful attributes of plums are multiplied when the fruit is dried to produce prunes. Plums possess impressive antioxidant properties, but when converted into prunes their antioxidant content can increase by up to 600 percent!

NUTRITIONAL HIGHLIGHTS

- Vitamins
- Anthocyanins
- Minerals

CAN HELP

- Aging-related conditions

PRUNES AND OSTEOPOROSIS

Researchers from Oklahoma State University recently found that prunes may prevent and/or reverse bone loss due to menopause. The findings, published in the journal Menopause, suggest that dried plums can actually reverse a particular process of osteoporosis previously thought to be irreversible.



PURPLE GRAPES

Studies involving the antioxidant properties of purple grapes substantiate their long-held reputation for improving health. Grapes contain resveratrol, the potent antioxidant found in red wine and other grape products. The high flavonoid content of purple grape juice can protect the body from cardiovascular disease.

NUTRITIONAL HIGHLIGHTS

- Resveratrol
- Flavonoids
- Proanthocyanins

CAN HELP

- Aging
- Cardiovascular problems
- Eye Problems

GRAPES AND FREE RADICAL DAMAGE

A recent study from Greek researchers proves once again that grapes provide an array of protective powers, mainly through their antioxidant abilities. The study, published in Mutagenic Research, showed that extracts from grapes can inhibit the formation of cancer cells by limiting the activity of certain types of free radicals.



NASHI PEAR

The pear originates in Asia, where it has been cultivated for thousands of years. Modern science suggests that its antioxidant and phytonutrient profile may help with heart disease. Nashi pear also contains a variety of vitamins and minerals. Research has also shown that nashi pear may be useful in treating digestive and urinary problems including constipation, because of its cleansing effects.

NUTRITIONAL HIGHLIGHTS

- Dietary fiber
- B vitamins
- Vitamin C

CAN HELP

- Red blood cell production
- Gastrointestinal health



WOLFBERRY

Lycium barbarum polysaccharide, (LBP), enables wolfberry to protect and repair cellular DNA. Wolfberry also provides 18 amino acids and 21 trace minerals. Like açai, wolfberry is also known for aiding sexual health.

NUTRITIONAL HIGHLIGHTS

- LBP
- Amino Acids
- Minerals
- Vitamins

CAN HELP

- Damaged DNA
- Sexual Dysfunction

WOLFBERRY AND CANCER

A study from a 2006 issue of World Journal of Gastroenterology suggests that wolfberry extracts may be able to inhibit the proliferation and induce the self-destruct mechanism (apoptosis) of certain types of liver cancer cells.



POMEGRANATE

The pomegranate is renowned for its nutritional properties. Studies show that pomegranate juice is one of nature's most powerful antioxidants, containing an extremely high level of polyphenols and other free radical-fighting agents.

NUTRITIONAL HIGHLIGHTS

- Polyphenols
- Vitamins
- Anthocyanins

CAN HELP

- Arteriosclerosis
- Heart Disease
- Diabetes

POMEGRANATE AND COLON CANCER

A 2006 study published in the Journal of Agricultural and Food Chemistry revealed that "the polyphenolics in pomegranate can play an important role in the modulation of inflammatory cell signaling in colon cancer cells.



WHITE GRAPE

Like purple grapes, white grapes are a great source of antioxidants, especially vitamin C. It is also a great source of dietary fiber, which can help protect against heart disease and gastrointestinal complaints.

NUTRITIONAL HIGHLIGHTS

- Vitamin C
- Dietary fiber

CAN HELP

- Gastrointestinal Health
- Antioxidant protection



ARONIA BERRY

Aronia berry's benefits stem from its powerful antioxidant properties. It contains high amounts of proanthocyanins and quinic acid (ten times more than cranberries). Quinic acid prevents urinary infection.

NUTRITIONAL HIGHLIGHTS

- Polyphenols
- Anthocyanins
- Quinic acid
- Vitamins
- Minerals
- Flavonols

CAN HELP

- Inflammation
- Diabetes
- Circulatory problems

ARONIA AND CANCER

A 2006 study conducted by researchers at the University of Maryland demonstrated that aronia berry may provide protection against colon cancer. The findings, published in Nutrition and Cancer, suggest that the anthocyanin-rich aronia berry inhibits the activity of colon cancer cells through several mechanisms.



APRICOTS

Apricots, with their brightly pigmented, velvety-orange skin, are prized for their antioxidant properties and are packed with vitamins, minerals and dietary fiber. These nutrients contribute to overall health and protection of the heart and eye.

NUTRITIONAL HIGHLIGHTS

- Beta-carotene and Vitamin A
- Vitamin C
- Potassium
- Fiber

CAN HELP

- Eye problems
- Heart disease
- Stroke

APRICOT AND FREE RADICAL DAMAGE

A 2005 study conducted by researchers from Spain suggests that apricots represent a terrific source of dietary antioxidant compounds. The study, published in the Journal of Agriculture and Food Chemistry, identified several known antioxidants in the fruits, including cyanidin-3-glucoside.



LYCHEE FRUIT

This tropical fruit from South China is gaining popularity as a culinary treat in the United States, but its health benefits are also impressive. The low-calorie fruit has more vitamin C than citrus fruits, as much fiber as an apple and potassium levels comparable to a banana.

NUTRITIONAL HIGHLIGHTS

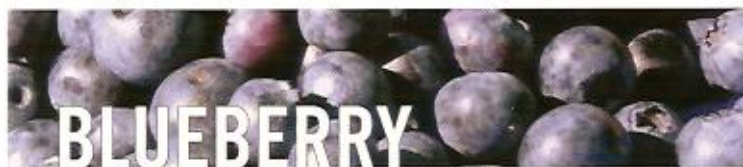
- Potassium
- Vitamin C
- Dietary fiber

CAN HELP

- Gastrointestinal health
- Overall wellness

LYCHEE AND BREAST CANCER

A Chinese team recently discovered that the lychee fruit may provide impressive anti-breast cancer properties. The study, published in Toxicology and Applied Pharmacology, shows that the delicious fruit inhibits the formation and progression of breast cancer through several mechanisms, including apoptosis.



BLUEBERRY

Blueberries consistently rank very high in antioxidant activity when compared to other fresh fruits and vegetables. Blueberry's anthocyanins are the chemicals responsible for its antioxidant and anti-inflammatory properties, and are linked to numerous health benefits.

NUTRITIONAL HIGHLIGHTS

- Anthocyanins
- Vitamins
- Minerals

CAN HELP

- Heart Disease
- Memory loss
- Urinary Tract Infections

BLUEBERRIES AND MENTAL FUNCTION

A June 2006 study, published in Pharmacology and Biochemical Behavior, demonstrated that supplementation with blueberries improved performance on memory tasks in mice and has a protective effect on DNA damage, likely due to the antioxidant activity of the berry's polyphenols.

WHY A JUICE?

*It's well-known that the **body absorbs liquids faster and more effectively than solids.** Absorption is very important to consider when taking dietary supplements. Some argument exists over how much more effective liquids are versus pills, and of course, not all pills are the same. However, according to the Physician's Desk Reference, "only 10 to 20 percent of vitamins and minerals in ...pill form are absorbed by the human body."*



BILBERRY

Bilberry possesses impressive antioxidant properties and is historically linked to eye health. Studies indicate that bilberry, with its abundance of antioxidants, may also be effective in protecting the body against carcinogens and free radicals.

NUTRITIONAL HIGHLIGHTS

- Flavonoids
- Anthocyanins
- Resveratrol

CAN HELP

- Eye Problems
- Arthritis
- Heart Attack and Stroke
- Diabetes
- Diarrhea and dysentery

BILBERRY AND NEURODEGENERATIVE DISEASES/PARKINSON'S DISEASE

A Canadian research team published findings from a 2006 study suggesting that bilberry, a close cousin to the blueberry, may be able to prevent and slow the progression of neurodegenerative diseases (such as Parkinson's), mainly due to its antioxidant components.



KIWI FRUIT

Researchers are fascinated by the kiwi's ability to literally protect cell DNA from oxidant-related damage and protection of cardiovascular health. Kiwi fruit also provides ample amounts of vitamin E, vitamin A, vitamin C, trace minerals and dietary fiber.

NUTRITIONAL HIGHLIGHTS

- Vitamins
- Minerals
- Fiber

CAN HELP

- DNA damage
- Eye problems
- Cardiovascular conditions



ACEROLA CHERRY

Historically, acerola has been used to treat dysentery and fever. Modern research suggests it does possess both anti-inflammatory and astringent properties, which would explain its use for dysentery. It is rich in several nutrients, especially vitamin C. Over 150 phytonutrients have been identified in the acerola cherry.

NUTRITIONAL HIGHLIGHTS

- Vitamin C
- Potassium, magnesium and other minerals

CAN HELP

- Immune function
- Dysentery and diarrhea



PASSION FRUIT

Passion fruit is recognized as a remedy for anxiety, depression and sleep disorders. It is also used in traditional medicine for urinary tract infections. Vitamin C, potassium and other relaxing agents may also help asthma or spasmodic coughing conditions.

NUTRITIONAL HIGHLIGHTS

- Vitamins
- Minerals
- Fiber

CAN HELP

- Urinary Tract infection
- Anxiety
- Insomnia
- Asthma

PASSION FRUIT AND CHRONIC INFLAMMATION

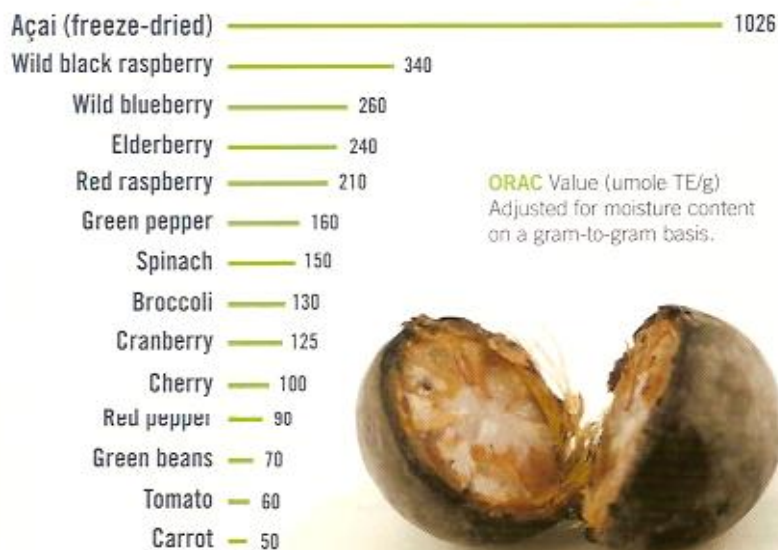
A recent study from Brazil suggests that passion fruit can fight chronic inflammation, which is increasingly being linked to more diseases. The study, published in a 2006 issue of the Journal of Ethnopharmacology found several mechanisms appear to be responsible for passion fruit's anti-inflammatory effects.

The ORAC Test

There are currently six classes of free radicals linked to chronic illnesses like heart disease and cancer. They are referred to as reactive oxygen species (ROS). The ORAC (oxygen radical absorption capacity) assay, developed in 1992 at the National Institutes of Aging, measures the capabilities of antioxidants against free radicals by measuring how much a particular food inhibits the activity of free radicals. The test has now been adopted by the USDA Human Nutrition Research Center on Aging and is used extensively in scientific research.

Thousands of ORAC tests have been done on foods that are commonly consumed in the United States and abroad, taking into account changes in readings from factors such as the ripeness of produce and seasonal variances, as well as whether the food is fresh or a dried concentrate. The tests have revealed an entire spectrum of antioxidant activity in various foods.

ORAC Values of Dried Fruits and Vegetables



Unlock the Secrets of Mother Nature's Fruits

Many researchers studying the ancient medicines of the Amazon jungles have discovered a variety of health-promoting plants and fruits from Mother Nature. These botanicals have long been used by native cultures to improve health, and some are so complete in their nutritional content to almost provide a completely balanced diet by themselves.

Impressively, several studies have shown that combinations of fruits can help the body restore and maintain normal health without the potential side effects so common with pharmaceuticals.

This brochure offers a glimpse of 19 fruits from around the globe and their importance when addressing modern health management.

The All-Important Antioxidant

Simply stated, antioxidants obtained from a healthy diet can effectively fight free radicals. They neutralize free radicals by donating electrons that stabilize them and possess the special property of

being able to lose electrons without becoming free radicals themselves. If, however, the body lacks the necessary antioxidants or is overrun by excessive free radicals the body's healthy cells become damaged and diseased.

Fabulous Fruits

So, consuming food rich in a favorite antioxidant is the key, right? Wrong! There are thousands of free radical families and no single antioxidant can neutralize all of them. A variety of powerful antioxidants from a fruit-rich diet is the solution.

A healthy diet should include two to three servings of fresh fruit daily, especially a variety of brightly-colored fruits. Brightly-colored fruits naturally produce tremendous stores of antioxidants for their own protection. Eating a combination of brightly-colored fruits—something that barely 17 percent of Americans do—can contribute to health in very significant ways and provide a power-packed program for achieving and maintaining personal health.

Açaí in the News

• **The Oprah Winfrey Show** reports that açaí as the world's number one "super food for age defying beauty." "The (açaí) berry is one of the most nutritious and powerful foods in the world, nature's perfect energy fruit."

—Dr. Nicholas Perricone, "The Perricone Promise" as featured on the Oprah Winfrey Show

• **Vogue** magazine calls it, "The next big workout cocktail."

• **University of Florida**, "Açaí berries are already considered one of the richest fruit sources of antioxidants. This study was an important step toward learning what people may gain from using beverages, dietary supplements or other products made with the berries."

• **The London Times** reports, "Açaí is the fruit of an Amazonian palm tree with the nutritional content that makes other fruits blush with inadequacy."

• **The Men's Journal** calls it, "The fruit that packs a punch."

• **The Washington Post** informs, "The açaí has a beguiling, berry-like flavor with intense chocolate overtones."

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