

SUPPLEMENTING WITH **SUPERFOODS**

Superheroes in the Quest for
**HEALTH, WELLNESS
& BEAUTY**

Get to Know the
**SUPERFOOD
SUPERSTARS**

Sorting Out the
**SUPERFOOD
ROSTER**



BE GOOD TO YOUR

WHOLE
BODY

WHY SUPERFOODS?

Fruits and vegetables are sources of many vitamins, minerals and other natural substances that may help protect you from chronic diseases.*

We all know that we're supposed to be eating more fruits and veggies each day, but getting those nutrients and antioxidants into our busy schedules is too often an unmet goal. If this sounds familiar, it's time to discover superfoods! They're packed densely with the good stuff found in common fruits and vegetables so servings are smaller and getting your recommended daily servings is simpler.

*www.fruitsandveggiesmatter.gov/benefits/nutrient_guide.html



WHY NOT?

Could one of these reasons be why you don't eat enough—or enough variety of—fruits & vegetables?

- I can't seem to find the time to think about eating right, much less do it.
- I don't like the taste of most vegetables, so I can't get the variety I need.
- I'm confused about which foods are best for me and what to do with them.
- It's difficult to fit all the recommended fruits and veggies into my daily menu.

GOOD NEWS...we've got superfoods!
And they help make it easy to be good to your whole body.



...AMERICANS' FRUIT AND VEGETABLE INTAKE IS WELL BELOW RECOMMENDED LEVELS. Only 32.6% of adults are eating fruit two or more times per day, and only 27.2% are eating vegetables three or more times a day. (Centers for Disease Control and Prevention)

SUPERFOOD SUPERSTARS

THE 3 MAIN COMPONENTS THAT MAKE SUPERFOODS SUPER!

ANTIOXIDANTS protect the body from wear and tear, while strengthening the immune system, muscles, bones and skin. They do this by stabilizing cell-damaging “free radicals” that form as we use energy and age. Unhealthy processed and sugary foods, stress, excessive exercise, extended sun exposure and some chemicals in our environment also spur free radical production. The more antioxidants present in the body, the less damage free radicals can cause.

NUTRIENTS found in most superfoods consist of vitamins and minerals of the type found through studies to be lacking in many Americans’ diets, yet key to health. They include vitamin A (as carotenoids), vitamin C, the B vitamin folate, magnesium and potassium. Some superfoods also deliver protein, healthy carbohydrates and oh-so-important healthy fats, such as omega-3s and GLA (gamma-linolenic acid).

FIBER aids digestion, improves the absorption of certain nutrients and increases feelings of “fullness,” while decreasing the risk of certain diseases. The typical U.S. diet only includes about half the recommended 25–30g/day.

See why you need more?



the SUPERFOODS roster

Superfoods make it easier to get all those servings of the good stuff, supporting your overall health... and your peace of mind. So, whether it's daily maintenance or a lackluster afternoon, reach for the super power of super goodness! Look for superfoods in juices, powders, capsules, tablets, teas, granolas and bars.

AÇAÍ

One of nature's richest sources of anthocyanins, the pure juice of this round dark-purple berry delivers antioxidants, amino acids, omega-3,-6 and -9 essential fatty acids, dietary fiber, vitamin C and B vitamins.

ACEROLA CHERRY

This sweet-and-sour fruit may replace the orange's reputation for vitamin C, and also offers other antioxidants as well as vitamin A.

BLUEBERRIES, BLACKBERRIES, BOYSENBERRIES, CRANBERRIES, ELDERBERRIES & RASPBERRIES

These fruits are renowned for antioxidants, especially the anthocyanins that are responsible for their vibrant purple/blue colors and that protect the plant from UV radiation, and help protect us from harmful oxidative reactions in the body.

CAMU CAMU

(Myrciaria dubia)

A superstar for vitamin C content, this cherry-like fruit is also packed with flavonoid antioxidants, and thus boasts a range of health-promoting properties.

CHIA SEEDS

(Salvia hispanica)

Rivaling flaxseeds for omega-3s, these seeds also offer antioxidants and fiber. Its antioxidant content helps protect against rancidity in storage, and grinding is not necessary for nutrient absorption in the body.

CUPUAÇU (pronounced "coo-poo-UH-sue")

Although related to the cocoa tree, the fruit of the cupuaçu tree does not contain caffeine. Instead it is packed with flavonoids, fiber and heart-healthy fatty acids.



GOJI BERRIES

These vivid red, raisin-like berries deliver vitamin C, fiber and the antioxidants called carotenoids (such as beta-carotene and zeaxanthin). Tangy sweet, they've been used in Traditional Chinese Medicine both raw and extracted.

GREENS & GRASSES

Green vegetables, young cereal grasses (oat, barley, wheat, alfalfa), sea vegetables and algae (spirulina, chlorella) all fall into this category due to their vitamin C, beta carotene, B vitamins, antioxidants and minerals.

the ANTIOXIDANT LINE-UP

ANTHOCYANINS
flavonoid antioxidants that make up the purple, red and blue-black pigments in certain fruits

CAROTENOIDS
important antioxidants including beta carotene, lycopene, lutein, zeaxanthin and others that especially benefit eye and artery health

ELLAGIC ACID
a type of polyphenol antioxidant prominent in berries

FLAVONOIDS
the largest class of antioxidants, of which more than 5000 have been identified in foods

POLYPHENOLS
the broad class of antioxidants that include flavonoids and also the catechins in green tea believed responsible for promoting cardiovascular and immune system health

QUERCETIN
a type of flavonoid antioxidant which may also support healthy inflammation response

...SUPERFOOD SHAKE MIXES, SMOOTHIES & BARS are an easy way to get more nutrients in your diet, but always choose those that do not contain artificial sweeteners, flavors or preservatives.

*
EXPERTS
SAY...



the SUPERFOODS roster... continued

HEMP SEEDS

These seeds are hard to beat when it comes to nutrition. They deliver a balanced ratio of omega-3 and omega-6 essential fats, fiber and high quality protein—including all 10 essential amino acids—plus iron, potassium and magnesium.

MACA

Harvested for its nutritional benefits for approximately 2000 years the root of this plant provides protein, fiber and good fatty acids. It supports normal, healthy endurance, energy, sexual function and stress.

MANGOSTEEN

(Garcinia mangostana L.)

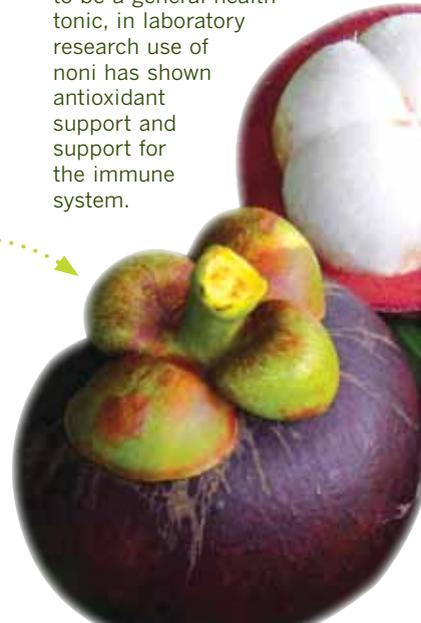
This sweet and tangy fruit gains the superfruit title due to its xanthenes, antioxidants, fiber, essential mineral content and amino acids. Tannins in the rind are also healthful. It is known as the “queen of fruits” in Southeast Asia, where it has been popular for centuries.

MAQUI BERRIES

These tart, grape-like berries top the list in terms of antioxidant potency. Packed with vitamin C, they have long been revered for health in certain areas of South America.

NONI

Considered by many to be a general health tonic, in laboratory research use of noni has shown antioxidant support and support for the immune system.





the **SUPERFOODS** roster... *continued*

POMEGRANATE

Revered by ancient peoples and one of the first fruits cultivated in the world, pomegranates are packed with antioxidants, including anthocyanins and ellagic acid. Modern studies have shown that just 2 ounces of pomegranate juice daily offers great support for the cardiovascular system.

ROYAL JELLY

Secreted by honey bees to feed queen larva, royal jelly has a global reputation as a general health tonic that supports a range of body organs, systems and functions, including the heart and immune system. It is eaten or used topically.

EXPERTS SAY...

...WHEN IT COMES TO HOW MUCH SUPERFOODS, IT MAY BE MORE IMPORTANT TO HAVE VARIETY & CONSISTENCY RATHER THAN QUANTITY.

The science shows that antioxidants seem to work best when consumed synergistically, and their effects are short-lived in the body. Try to consume a wide variety of superfoods throughout the course of each day.

SEEKING MORE SUPERFOODS IN YOUR DAY?

Some are great as a **snack**, on cereal or salads, in yogurt, pancakes, muffins, smoothies, sauces and salad dressings.

Remember that **frozen berries** are available year round—you can even freeze your own in season.

Superfruit juices are great stirred into sparkling or still water for a “mocktail”...or even in a cocktail.

There are **excellent drink/shake mixes** featuring the great tastes and benefits of superfoods, from basic berries and greens to the more exotic.

Grab **capsules, tablets, shots or bars to go**, and you'll always be able to achieve those fruit and veggie intake goals.





QUALITY STANDARDS FOR SUPPLEMENTS

- We carefully evaluate each and every product we sell.
- We feature products that are free of artificial colors, flavors, sweeteners & hydrogenated oils.
- We are committed to offering research-driven dietary supplements that have a proven track record.
- We provide nutritional products that support the health and well-being of our customers and the environment.
- We are committed to ensuring that the products we sell are labeled legally based upon DSHEA (Dietary Supplement Health & Education Act of 1994), FTC Truth in Labeling laws and all associated FDA regulations.
- The highest priority of our knowledgeable and extensively trained team members is to help you make educated, informed decisions when selecting a nutritional supplement product.

2 Reasons to Shop for Supplements **HERE & NOT THERE**

① In **WHOLE BODY** we're very careful with our selection and your health! It's important to purchase supplements from a trusted source because studies of commercial products have revealed that you may not always get what the label promises.

② Our team members are thoroughly trained and educated about the products we offer. They're not doctors, but they are here to help you and guide you in making the most informed decisions for your needs.

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