



BODY

ayurvedic superfood shot

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Body is a synergistic blend of concentrated superfoods to bring balance and harmonize the body with circulation and Nitric Oxide production while supporting the heart.*

Formulated with top superfood adaptogens known to be helpful for increasing production of Nitric Oxide, an enzyme connected to increased cardiovascular health, and supporting healthy blood pressure levels. Increased Nitric Oxide has also been shown to support normal sexual function.*

Listed ingredient highlights and benefits are a small sample of the available data on the ingredients found in Body. We encourage you to do your own additional research into each individual ingredient.

BETROOT POWDER

Beetroot Powder, the main ingredient in Body, is one of the vegetable kingdom's richest sources of nitrate compounds. Studies have shown beetroot powder can dramatically lower blood pressure, thereby reducing the risk of heart disease and strokes.*

Researchers at William Harvey Research Institute at Queen Mary University in London compared patients who consumed a 250ml glass of beetroot juice per day with patients who took nitrate tablets. Both methods were found to be equally successful in lowering blood pressure, leading the researchers to conclude that beetroot's beneficial effects are a result of the naturally occurring nitrates. They produce nitric oxide in the blood, which widens blood vessels and arteries and lowers blood pressure.*

HAWTHORN BERRY

Hawthorn Berry has a long history of use in Western botanical medicine for prevention of cardiovascular disease and assistance in alleviating symptoms of mild to moderate problems. It is widely prescribed in Europe and considered so safe that it is sometimes prescribed concurrently with heart medications. It is mildly calming to the nervous system, which is a bonus given that stress and nervousness often accompany cardiovascular problems.*

Hawthorn Berries are very rich in nitrite reductase—a key enzyme in converting “raw” nitrates into nitric oxide. Hawthorn Berry also contains 5% polyphenols that help facilitate nitrite reduction while inhibiting unwanted nitrosation reactions. Hawthorn is also believed to improve circulation in the arms and legs by reducing resistance in the arteries. This is partly due to its ability to inhibit a substance in the body known as angiotensin-converting enzyme (ACE).*

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TURMERIC ROOT

Turmeric Contains Bioactive Compounds With Powerful Medicinal Properties. Curcumin, the most active constituent of turmeric, has powerful antioxidant and anti-inflammatory properties. According to a trio of studies conducted by researchers from the University of Tsukuba in Japan, curcumin appears to improve heart health as much as moderate aerobic exercise.

In the first study, researchers assigned 32 women to either take a curcumin supplement, engage in moderate aerobic exercise training, or undergo no intervention at all. The researchers measured participants' vascular endothelial function - the responsiveness of the layer of cells that line the blood vessels, a key indicator of overall cardiovascular health - both at the beginning and end of the study. They found that while there was no improvement in the control group, endothelial function significantly increased in both the exercise and curcumin groups. Most surprisingly, the improvement in the two experimental groups was identical.

Important to note that Curcumin is best absorbed from Turmeric Root, rather than from supplements.

http://www.naturalnews.com/040330_turmeric_heart_health_curcumin.html

In a study published in the journal *Biological and Pharmaceutical Bulletin* in 2011, researchers from Niigata University of Pharmacy and Applied Life Sciences in Japan found that three weeks of supplementation with the turmeric compound curcumin significantly improved cardiac health in male rats who had been given an injection to induce an autoimmune disease of the heart (autoimmune myocarditis). The rats supplemented with curcumin also showed a reduction in the area of the heart covered by inflammatory lesions and a reduction in the heart's weight-to-body-weight ratio.

"Our results indicate that curcumin has the potential to protect against cardiac inflammation through suppression of IL-1beta, TNF-alpha, GATA-4 and NF-kB expresses, and may provide a novel therapeutic strategy for autoimmune myocarditis," the researchers wrote.

http://www.naturalnews.com/040955_turmeric_heart_health_autoimmune_disease.html

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INGREDIENT HIGHLIGHTS

Organic Ashwagandha (*Withania somnifera*) Root Powder

- *Ashwagandha, an adaptogenic herb popular in Ayurvedic medicine, is known in India as the "strength of the stallion" since it has traditionally been used to strengthen the immune system after an illness. It has shown incredible results for lowering cortisol and balancing thyroid hormones.*

Sometimes referred to as Indian Ginseng, Ashwagandha can enhance stamina and possesses extraordinary stress-relieving properties comparable to those of powerful drugs used to treat anxiety and depression. Ashwagandha has powerful antioxidant properties and may be a promising alternative treatment for a variety of degenerative diseases like Alzheimer's and Parkinson's.

Numerous studies have been conducted on Ashwagandha's ability to treat adrenal fatigue, improve thyroid function, reduce brain cell degeneration, boost immunity, reduce anxiety and depression, combat the effects of stress, increase stamina and endurance, prevent and treat cancer, stabilize blood sugar, and lower cholesterol.

[An Overview on Ashwagandha: A Rasayana \(Rejuvenator\) of Ayurveda](#)

[Studies on immunomodulatory activity of *Withania somnifera* \(Ashwagandha\) extracts in experimental immune inflammation](#)

[Combinations of Ashwagandha Leaf Extracts Protect Brain-Derived Cells against Oxidative Stress and Induce Differentiation](#)

[Water Extract of Ashwagandha Leaves Has Anticancer Activity: Identification of an Active Component and Its Mechanism of Action](#)

[Triethylene glycol, an active component of Ashwagandha \(*Withania somnifera*\) leaves, is responsible for sleep induction](#)

[*Withania somnifera* Root Extract Has Potent Cytotoxic Effect against Human Malignant Melanoma Cells](#)

Organic *Astragalus membranaceus* (Root) Powder

- *Astragalus root is one of the most powerful immune-building plants on the planet. This adaptogenic herb lowers cortisol, aka the stress hormone, while fighting disease at the same time. In addition to pumping up your immune system, studies show it's vital for cardiovascular health and can even fight off tumors and alleviate symptoms of chemotherapy.*

Astragalus is a plant within the Leguminosae (beans or legumes) family, with a very long history as an immune system booster and disease fighter meaning it helps the body fight off stress and disease. Today, Astragalus medicinal healing and treatment uses span many different illnesses and diseases. Saponins are known for their ability to lower cholesterol, improve the immune system and prevent cancer. Flavonoids, also found in Astragalus, provide health benefits through cell signaling. They show antioxidative qualities, control and scavenge free radicals, and can help prevent heart disease, cancer, and immunodeficiency viruses. Polysaccharides are known to have antimicrobial, antiviral and anti-inflammatory capabilities among other health benefits.

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INGREDIENT HIGHLIGHTS

Organic Astragalus membranaceus (Root) Powder cont'd

One of Astragalus' greatest strengths is preventing and protecting cells against cell death and other harmful elements, such as free radicals and oxidation.

Inflammation is at the root of most diseases. From arthritis to heart disease, inflammation is often the culprit of the damage. Astragalus acts as an Anti-Inflammatory, and many studies show that thanks to its saponins and polysaccharides it can reduce inflammatory response in connection to a number of illnesses and conditions, from helping to heal wounds and lesions to reducing inflammation in diabetic kidney disease.

Astragalus boosts the immune system, regulating the body's immune responses. Although the full extent of the herb's capabilities has yet to be determined, there is sufficient evidence to suggest that Astragalus, used as an adjunct therapy, will someday be used to cure many diseases.

Many recent screenings have shown the success of Astragalus saponins, flavonoids, and polysaccharides in decreasing or eliminating tumors. In instances of chemoresistance treating liver cancer, Astragalus has shown potential in reversing multidrug resistance and as an addition to conventional chemotherapy, according to a study published in the Journal of Pharmacy and Pharmacology.

The flavonoids present in Astragalus are antioxidants that help prevent plaque buildup in arteries and the narrowing of vessel walls by protecting the inner wall of the vessel. In addition, a 2014 study published in the Chinese Journal of Integrative Medicine suggests an injection of Astragalus, combined with conventional treatment for viral myocarditis (inflammation of the middle layer of the heart wall), makes treatment more successful in heart conditions.

Other studies have shown its ability to reduce blood pressure and the level of triglycerides. High levels of triglycerides put individuals at risk for many forms of heart disease such as stroke, heart attack, and the hardening of artery walls. During a heart attack, heart muscle damage occurs when there is a lack of blood supply and oxygen. At that time, calcium overload creates secondary damage. Astragalus can prevent additional heart muscle damage by regulating calcium homeostasis in the heart.

Astragalus has been studied progressively as an antidiabetic. Studies show its ability to relieve insulin resistance and treat diabetes naturally. The herb's collection of saponins, flavonoids, and polysaccharides all are effective in treating and regulating Type 1 and Type 2 Diabetes. They're able to increase insulin sensitivity, protect pancreatic beta cells (the cells in the pancreas that produce and release insulin), and also act as anti-inflammatories in areas related to diabetic symptoms. Kidney disease in diabetics is also a common problem, and Astragalus has been used to treat kidney illness for many years. More recent studies have shown Astragalus can slow the progress of kidney problems in diabetics and protect the renal system.

In the United States, researchers have looked at Astragalus as a possible treatment for people whose immune systems have been weakened by chemotherapy or radiation. In these studies, astragalus supplements seem to help people recover faster and live longer.

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INGREDIENT HIGHLIGHTS

Organic Astragalus membranaceus (Root) Powder cont'd

Recent research suggests that because Astragalus is an antioxidant, it may help people with severe forms of heart disease; relieving symptoms, lowering cholesterol levels, and improving heart function. At low-to-moderate doses, Astragalus has few side effects. However, it does interact with a number of other herbs and prescription medications. Astragalus may also be a mild diuretic, meaning it helps rid the body of excess fluid.

[Astragalus Overview](#)

[A Review of Recent Research Progress on the Astragalus Genus](#)

[Saponins as cytotoxic agents: a review](#)

[Reversal of P-glycoprotein-mediated multidrug resistance of human hepatic cancer cells by Astragaloside II](#)

[Astragalus membranaceus injection combined with conventional treatment for viral myocarditis: a systematic review of randomized controlled trials](#)

[Pharmacological effects of Astragaloside IV: a literature review](#)

[Recent Advances in Astragalus membranaceus Anti-Diabetic Research: Pharmacological Effects of Its Phytochemical Constituents](#)

Organic Camu Camu (Berry) Powder

Camu camu is a shrub that grows in swampy or flooded areas of the Amazon rain forests of Peru, Brazil, Venezuela, and Colombia. The fruit and leaves are used as a medicine.

Camu camu can be used for viral infections including herpes, cold sores, shingles, and the common cold. It can also be used for eye conditions including cataracts and glaucoma. Other uses include treatment of asthma, "hardening of the arteries" (atherosclerosis), chronic fatigue syndrome, depression, gum disease (gingivitis), headaches, and osteoarthritis. Some people use Camu camu to increase energy and maintain healthy gums, eyes, and skin; and as an antioxidant and immune system stimulant.

Camu camu can have 60 times more Vitamin C than an orange and 56 times more than a lemon, making it a powerful immune system booster. The dense punch of Vitamin C from Camu camu may block free radicals and other pathogens from entering the body.

Camu camu's high Vitamin C content is especially central to its ability to improve liver health. The powerful antioxidants and phytochemicals in Camu camu can help fight against disease and liver malfunction. Animal research conducted in 2010 showed that animals given Camu camu showed significant signs of liver injury suppression. An active compound called 1-methylmalate was isolated from Camu camu juice, and the study concluded that the 1-methylmalate is one of the reasons Camu camu can aid liver health.

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INGREDIENT HIGHLIGHTS

Organic Camu Camu (Berry) Powder cont'd

The high levels of Vitamin C in Camu camu can also help your brain to produce more serotonin, which may assist with depression. A study conducted at Montreal's Jewish General Hospital showed that patients with decreased levels of Vitamin C reported signs of sluggishness and depression. They all responded with rapid and clinically significant improvement in mood after receiving doses of Vitamin C.

Powerful antioxidants like the Vitamin C in Camu camu have been shown to help with inflammation, particularly in those approaching old age. Inflammation can contribute to accelerated aging, and Camu camu has been studied for its possible ability to help slow and improve the aging process.

Macular degeneration, a leading cause of blindness in people over age 55, can also be assisted by Camu camu. The combination of Vitamin C and other essential nutrients found in Camu camu can slow the progression of age-related macular degeneration and visual acuity loss.

[Camu Camu Overview](#)

[Determination of anthocyanins from camu-camu \(*Myrciaria dubia*\) by HPLC-PDA, HPLC-MS, and NMR](#)

[Antioxidant and Associated Capacities of Camu Camu \(*Myrciaria dubia*\): A Systematic Review](#)

[Antioxidant compounds and antioxidant capacity of Peruvian camu camu \(*Myrciaria dubia* \(H.B.K.\) McVaugh\) fruit at different maturity stages](#)

[Anti-inflammatory effects of seeds of the tropical fruit camu-camu \(*Myrciaria dubia*\)](#)

[Effects of diet supplementation with Camu-camu \(*Myrciaria dubia* HBK McVaugh\) fruit in a rat model of diet-induced obesity](#)

[Antigenotoxic effect of acute, subacute and chronic treatments with Amazonian camu-camu \(*Myrciaria dubia*\) juice on mice blood cells](#)

[Tropical fruit camu-camu \(*Myrciaria dubia*\) has anti-oxidative and anti-inflammatory properties](#)

[1-methylmalate from camu-camu \(*Myrciaria dubia*\) suppressed D-galactosamine-induced liver injury in rats](#)

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INGREDIENT HIGHLIGHTS

Beet (Root) Powder

- *Researchers have known for some time that juice may help lower blood pressure, but in 2010 UK researchers revealed that nitrate is the special ingredient in beetroot which lowers blood pressure and may help to fight heart disease. In a Queen Mary University of London study, healthy participants had to drink a glass of beetroot juice while others had a dummy (placebo) drink. Others took nitrate tablets. Blood pressure was lowered within 24 hours in people who took nitrate tablets and those who drank beetroot juice.*

The researchers admitted to BootsWebMD that beetroot juice is a love it or hate it kind of drink, but found people in the study didn't mind it so much when they were drinking it every day. People with very high blood pressure can end up being on multiple tablets, so a more natural approach could prove popular if the initial research results are confirmed. The study was funded by the British Heart Foundation and published online in the American Heart Association journal Hypertension.

Beetroot for the brain and dementia: Drinking beetroot juice increases blood flow to the brain in older people, which may be able to fight the progression of dementia, a 2010 study suggested. Beetroot contains high concentrations of nitrates, which are converted into nitrites by bacteria in the mouth. Nitrites help dilate (widen) blood vessels in the body, increasing blood flow and oxygen to places lacking in oxygen. Previous studies have shown that nitrites widen blood vessels, but US researchers writing in Nitric Oxide: Biology and Chemistry, the peer-reviewed journal of the Nitric Oxide Society, say theirs was the first to find that nitrites also increase blood flow to the brain.

- *University of Applied Sciences Upper Austria, Wels, Austria. There is good agreement that nitrate supplementation by beetroot juice improves exercise tolerance through vascular control and elevated O₂ delivery to skeletal muscles. Furthermore, beetroot juice was found to exhibit blood pressure lowering and vasoprotective effects. In addition, protective effects against ischemia have been reported. Moreover, dietary nitrate has been shown to abate symptoms of the metabolic syndrome.*
- *Department of Sport, Exercise and Rehabilitation, Faculty of Health and Life Sciences, Northumberland Building, Northumbria University, Newcastle upon Tyne, NE1 8ST, UK; A growing interest in the biological activity of red beetroot (*Beta vulgaris rubra*) and its potential utility as a health promoting and disease preventing functional food. As a source of nitrate, beetroot ingestion provides a natural means of increasing in vivo nitric oxide (NO) availability and has emerged as a potential strategy to prevent and manage pathologies associated with diminished NO bioavailability, notably hypertension and endothelial function. Beetroot is also being considered as a promising therapeutic treatment in a range of clinical pathologies associated with oxidative stress and inflammation. Its constituents, most notably the betalain pigments, display potent antioxidant, anti-inflammatory and chemo-preventive activity in vitro and in vivo.*

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INGREDIENT HIGHLIGHTS cont'd

Hawthorn (Fruit) Powder

- *The Department of Biochemistry, University of Hong Kong, Shatin, China. Hawthorn fruit extract has been shown to have many health benefits including being cardiovascular protective, hypotensive and hypocholesterolemic. Present results suggest that part of the mechanism for cardiovascular protective effects of hawthorn fruit might also involve the direct protection to human LDL from oxidation or indirect protection via maintaining the concentration of alpha-tocopherol in human LDL.*

Zhang Z., Chang Q., Zhu M., Huang Y., Ho WK., Chen Z. Characterization of antioxidants present in hawthorn fruits. *J Nutr Biochem.* 2001 Mar;12(3):144-152

- *The University of Maryland Medical Center evidence, Heart failure studies conclude that hawthorn significantly improved heart function. Studies also suggest that the herb can enhance a person's ability to exercise following heart failure.*

Participants in studies have reported that hawthorn significantly improved symptoms of the disease (such as shortness of breath and fatigue). One study found that hawthorn extract (900 mg/day) taken for 2 months was as effective as low doses of captopril (a prescription heart medication) in improving symptoms of heart failure. A large study found that a standardized hawthorn supplement was effective in 952 people with heart failure. The study compared conventional methods of treating heart failure (with different medications) with hawthorn alone and in addition to the drugs.

After 2 years, the clinical symptoms of heart failure (palpitations, breathing problems, and fatigue) decreased significantly in people taking the hawthorn supplement. People taking hawthorn also took less medication for their condition. Hawthorn has been studied in people with heart failure (a condition in which the heart is unable to pump enough blood to other organs in the body). A number of studies conclude that hawthorn significantly improved heart function. Studies also suggest that the herb can enhance a person's ability to exercise following heart failure.

Chest pain (Angina) evidence suggests hawthorn may help combat chest pain (angina), which is caused by low blood flow to the heart. In one early study, 60 people with angina were given either 180 mg/day of hawthorn berry leaf flower extract or placebo for 3 weeks. Those who received hawthorn experienced improved blood flow to the heart and were also able to exercise for longer periods of time without suffering from chest pain. However, more studies are needed to say for sure whether hawthorn is effective. High blood pressure In one study, hawthorn extract was found to be effective for hypertension in people with type 2 diabetes who were also taking prescribed medicines. Participants took 1,200 mg hawthorn extract daily or placebo for 16 weeks. Those taking hawthorn had lower blood pressure than those taking the placebo.

<http://umm.edu/health/medical/altmed/herb/hawthorn>

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INGREDIENT HIGHLIGHTS cont'd

Organic Turmeric (Root) Powder

- Turmeric has so many healing properties that currently 6,235 peer-reviewed articles have been published proving the benefits of turmeric. This puts turmeric on top of the list as one of the most frequently mentioned medicinal herbs in all of science and the next most popular studied herbs include garlic, cinnamon, ginseng, ginger, and milk thistle. Of the 6000+ studies referencing turmeric as compared to conventional medicine, its benefits equal that of many pharmaceutical medications. Drugs that pale in comparison to turmeric in potentially reversing disease. One of the most powerful advantages curcumin has over the traditional medical approach is the lack of side effects. Anticoagulants/Antiplatelets Medical intervention generally includes the following medications to slow and prevent blood clotting: Aspirin, Clopidogrel (Plavix), Diclofenac, Enoxaparin (Lovenox), Ibuprofen (Advil, Motrin, others), Naproxen, Warfarin (Coumadin), and others.
- Turmeric is especially effective in correcting depression symptoms. To address this issue, the journal *Phytotherapy Research* published the results of an amazing, innovative study this past year. The study took 60 volunteers diagnosed with major depressive disorder (MDD), such as manic depression, and split the group to determine how patients treated by curcumin fared against fluoxetine (Prozac) and a combination of the two. Not only was it discovered that all patients tolerated curcumin well, but they discovered curcumin was as effective as Prozac in managing depression. According to the authors, "This study provides first clinical evidence that curcumin may be used as an effective and safe therapy for treatment in patients with Mild Depression."
- Arguably, the most powerful aspect of curcumin is its ability to control inflammation. A study that evaluated several anti-inflammatory compounds and found that aspirin and ibuprofen are least effective, while curcumin, is among the most effective anti-inflammatory compounds in the world. Diseases today such as cancer, ulcerative colitis, arthritis, high cholesterol and chronic pain can be the result of inflammation. Turmeric's key to disease reversal may be its ability to keep inflammation at bay.
- Because curcumin is known for its powerful anti-inflammatory and pain reducing characteristics, a study was conducted on 45 rheumatoid arthritis patients to compare the benefits of curcumin in turmeric to arthritis drugs (diclofenac sodium) that put people at risk of developing leaky gut and heart disease. The curcumin group showed the highest percentage of improvement in overall scores and these scores were significantly better than the patients in the diclofenac sodium group. More importantly, curcumin treatment was found to be safe and did not relate with any adverse events. Our study provides the first evidence for the safety and superiority of curcumin treatment in patients with active RA.
- Of all the various topics scientists have tackled in regards to the curcumin and disease reversal, cancer (of various types) is one of the most thoroughly researched topics. In the words of global authorities like Cancer Research UK, a number of laboratory studies on cancer cells have shown that curcumin does have anticancer effects. It seems to be able to kill cancer cells and prevent more from growing. It has the best effects on breast cancer, bowel cancer, stomach cancer, and skin cancer cells. A 2007 American study that combined curcumin with chemotherapy to treat bowel cancer cells in a laboratory showed that the combined treatment killed more cancer cells than the chemotherapy alone.

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INGREDIENT HIGHLIGHTS cont'd

Organic Turmeric (Root) Powder cont'd

- American Cancer Society states, laboratory studies have also shown that curcumin interferes with cancer development, growth, and spread. Researchers have reported that curcumin blocked the formation of cancer-causing enzymes. Recently, curcumin has received a great deal of focus because of its ability to reduce tumor size and kill cancer cells. Turmeric works incredibly well to help naturally treat cancer and is especially effective at treating breast cancer, colon cancer and skin cancer.
- There's arguably no better natural treatment than adding turmeric into your diet. In 2009, Biochemistry and Biophysical Research Communications published a study out of Auburn University that explored how supplementing with turmeric can help reverse diabetes. The study discovered that curcumin in turmeric is literally 400 times more potent than Metformin (a common diabetes drug) in activating AMPK that improves insulin sensitivity which can help reverse Type 2 Diabetes. In addition to correcting the causes of diabetes, curcumin has also been proven to help reverse many of the issues related to insulin resistance and hyperglycemia. Take, for instance, diabetic neuropathy and retinopathy. One of the most common complications of diabetes is damaged blood vessels which cause blindness. A study found that supplementing with curcumin can delay this horrible complication of diabetes because of its anti-inflammatory and antioxidant properties.
- An in-depth analysis of all the studies evaluating curcumin's ability to manage inflammatory bowel disease (IBS, Crohn's disease, and Ulcerative Colitis) found that many patients were able to stop taking their prescribed corticosteroids because their condition improved so dramatically by taking curcumin. For many patients with IBD (inflammatory bowel disease) corticosteroids reduce their pain symptoms, but damage the intestinal lining over time actually making the condition worse. However, supplementing with curcumin did not have these side effects and, because of its anti-inflammatory properties, actually helped heal the gut and supported the growth of good bacteria (probiotics).
- One of the reasons heart disease is such a problem in the U.S. is that people are developing pre-diabetes (excessive blood sugar) at an alarming rate. In turn, diabetics and non-diabetics alike are suffering from a common complication called oxidative stress, which damages the inside of blood vessels. Because of this damage to the arteries, cholesterol begins to build up to patch up the damaged areas which leads to high levels of LDL cholesterol.

Traditionally, statin drugs (like Lipitor) are widely known to harm the kidneys and liver and cause a number of deadly side effects. They do bring cholesterol down but never address that actual cause which is oxidative stress that is caused by high blood sugar levels and inflammation. Thankfully, medical doctors are becoming more and more aware of the dangerous side effects of statin-drugs and prescribing natural alternatives like curcumin and fish oil instead!

A study done by Drugs in R & D found that curcumin was equal or more effective than diabetes medications at reducing oxidative stress and inflammation in the treatment of high cholesterol. Studies like these are causing pharmaceutical companies to try and design a synthetic form of curcumin that unfortunately, will not work as well as the real thing.

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INGREDIENT HIGHLIGHTS cont'd

Organic Turmeric (Root) Powder cont'd

- One of the more widely accepted properties of curcumin in scientific communities is its ability to manage pain. Just this past year the European Journal of Pharmacology published research that discovered curcumin naturally activates the opioid system in diabetic rats. Typically manipulated by drugs, this natural process serves as the body's inherent pain-relieving response.
- Not being limited to diabetic pain conditions, an interesting study also published late last year gives us a clue as to the wide array of pain conditions that can be treated by curcumin. Take, for instance, severe burns. Typically, burn victims are treated by dangerous opioids and nonsteroidal anti-inflammatories. However, because of its anti-inflammatory benefits, U.S. Army Institute of Surgical Research suggests that curcumin should be used to treat burns instead of these conventional medications. The trend should be becoming clear at this point. Therapeutic use of turmeric and other curcumin-rich plants are displacing conventional medical treatments and proving it's a legitimate natural painkiller.
- How turmeric benefits the many conditions normally treated by corticosteroids such as: Psoriasis, Lupus, Rheumatoid arthritis, Scleroderma, and Chronic Pain.
- In a 1999 breakthrough clinical study, it was found that curcumin has the ability to cure chronic inflammation of the eye. Typically this condition was only treated with steroids but today it's common for medical doctors who practice functional medicine to prescribe curcumin instead. What cannot be overstated, however, is that although statistically "comparable" to steroids in managing and reversing chronic disease, "The lack of side effects with curcumin is its greatest advantage compared with corticosteroids," as stated by the authors in the above study out of K.G. Medical College.
- To give you a sense of the amount of suffering alleviated by curcumin, the following is a sample of steroid side effects listed by the UK's National Health Services (NHS):
 - Acne
 - Asthma
 - Cancer
 - Cataracts
 - Delayed wound healing
 - Diabetes onset
 - Glaucoma
 - Hypertension (high blood pressure)
 - Increased appetite (oftentimes leading to increased weight)
 - Indigestion
 - Insomnia
 - Kidney and thyroid issues
 - Mood disturbances (including aggression, irritability, and rapid mood swings mimicking bipolar disorder)
 - Muscle weakness
 - Nausea
 - Risk of infection
 - Stunted growth in children
 - Tachycardia (rapid heartbeat)
 - Thinning skin (leading to easy bruising)

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INGREDIENT HIGHLIGHTS cont'd

Acai (Fruit) Juice Powder

- Acai berries contain antioxidants, fiber and heart-healthy fats. They may have more antioxidant content than other commonly eaten berries, such as cranberries, blueberries and strawberries.
www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/expert-answers/acai/faq-20057794

Organic Amla (Fruit) Powder

- Highlights from the *European Journal of Cancer Prevention*: New York Times Best Selling Author, M.D., Fellow of the American College of Legal Medicine, Dr. Michael Greger, lectured at the Conference on World Affairs, National Institutes of Health, testified before Congress, appeared on *The Dr. Oz Show* and *The Colbert Report*, and was invited as an expert witness in defense of Oprah Winfrey at the infamous "meat defamation" trial. Amla, is considered "a wonder berry in the treatment and prevention of cancer," according to a recent review in the *European Journal of Cancer Prevention*.

Arguably the most important medicinal plant in Ayurvedic medicine, preclinical studies have shown that amla possesses anti-fever, anti-pain, anti-cough, anti-artery-clogging, anti-stress, heart-protective, stomach-protective, anti-anemia, anti-cholesterol, wound healing, and anti-diarrheal properties, as well as protecting the liver, kidneys, and nerves. It can also evidently be used as a snake venom neutralizer. Tested amla against six human cancer cell lines. Lung cancer, liver cancer, cervical cancer, breast cancer, ovarian cancer, and colon cancer. As you drip more amla on, the cancer cell growth rates cut in half, and then stop completely. And then, amla starts killing the cancer off; the growth goes negative. By the end, more than half the cancer cells are dead. Cervical, ovarian, and colorectal, decimated by Indian gooseberries. And the normal cell line - the non-cancerous cells - at the highest amla levels, which killed off more than three-quarters of the cancer cells, normal cells just seem to get their growth rates slowed down a bit.

Baliga MS, Dsouza JJ. Amla (*Emblica officinalis* Gaertn), a wonder berry in the treatment and prevention of cancer. *Eur J Cancer Prev.* 2011 May;20(3):225-39.

- Centre for Pharmaceutical Sciences (CPS), Institute of Science and Technology (IST), Jawaharlal Nehru Technological University – Hyderabad (JNTUH), Andhra Pradesh, India. It is a well-known fact that all parts of amla are useful in the treatment of various diseases. Among all, the most important part is fruit. Amla fruit is widely used in medicine as diuretic, laxative, liver tonic, refrigerant, stomachic, restorative, anti-pyretic, hair tonic, ulcer preventive, and for common cold and fever.

Phytochemical studies on amla disclosed major chemical constituents including tannins, alkaloids, polyphenols, vitamins and minerals. Gallic acid, ellagic acid, emblicanin A & B, phyllembein, quercetin, and ascorbic acid are found to be biologically effective. Research reports on amla reveals its analgesic, anti-tussive, antiatherogenic, adaptogenic; cardio, gastro, nephro and neuroprotective, chemopreventive, radio and chemo modulatory and anticancer properties. Amla is also reported to possess potent free radical scavenging, antioxidant, anti-inflammatory, anti-mutagenic, immunomodulatory activities, which are efficacious in the prevention and treatment of various diseases like cancer, atherosclerosis, diabetes, liver and heart diseases.

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INGREDIENT HIGHLIGHTS cont'd

Organic Amla (Fruit) Powder cont'd

In this article, we discuss the nutritional value, biochemical constituents, traditional uses, medicinal value of amla and its use as a household remedy. We also emphasized the mechanisms behind the pharmacological activities based on the recent research reports and tried to summarize the results of research done from the past 5 years with proper specifications on the future prospects in a pharmacological perspective.

Amla: Indian gooseberries vs. cancer, diabetes, and cholesterol. nutritionfacts.org › Dr. Greger's Medical Nutrition Blog

Triphala Powder

Indian gooseberry is taken by mouth for high cholesterol, "hardening of the arteries" (atherosclerosis), diabetes, pain and swelling of the pancreas (pancreatitis), cancer, upset stomach, eye problems, joint pain, diarrhea, bloody diarrhea (dysentery), osteoarthritis, obesity, and "organ restoration." It is also used to kill germs and reduce pain and swelling caused by the body's reaction to injury or illness (inflammation).

<http://www.webmd.com/search/2/results?query=%09Amlaki++Berry++Powder>

For disorders of the heart and blood vessels (cardiovascular disease), including heart disease and related chest pain, high blood pressure, and high cholesterol. It is also used as "a water pill," and for earaches, dysentery, sexually transmitted diseases (STDs), diseases of the urinary tract, and to increase sexual desire.

Terminalia bellerica and Terminalia chebula are both used for high cholesterol and digestive disorders, including both diarrhea and constipation, and indigestion. They have also been used for HIV infection. Terminalia bellerica is used to protect the liver and to treat respiratory conditions, including respiratory tract infections, cough, and sore throat.

<http://www.webmed.com>

Uses include the natural treatment of cancer, infections, gastrointestinal issues, inflammation, high cholesterol, immune system malfunction and even cancer. Bibhitaki is another powerful ancient rejuvenator with detoxifying qualities. It is extensively used in traditional Indian Ayurvedic medicine for the treatment of diabetes, high blood pressure and rheumatism.

<http://www.draxe.com/triphala/>

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INGREDIENT HIGHLIGHTS cont'd

Organic Schisandra chinensis (Berry) Powder

- *Schisandra is used as an "adaptogen" for increasing resistance to disease and stress, increasing energy, and increasing physical performance and endurance. Schisandra is also used for preventing early aging and increasing lifespan; normalizing blood sugar and blood pressure; and stimulating the immune system and speeding recovery after surgery. It is also used for treating liver disease (hepatitis) and protecting the liver from poisons. The Chinese have developed a liver-protecting drug called DBD that is made from schisandrin, one of the chemicals in schisandra.*

Other uses for schisandra include treatment of high cholesterol, coughs, asthma, sleep problems (insomnia), nerve pain, premenstrual syndrome (PMS), chronic diarrhea, dysentery, night sweats, spontaneous sweating, involuntary discharge of semen, thirst, erectile dysfunction (ED), physical exhaustion, excessive urination, depression, irritability, and memory loss. Some people use schisandra for improving vision, protecting against radiation, preventing motion sickness, preventing infection, boosting energy at the cellular level, counteracting the effects of sugar, and improving the health of the adrenal glands.

[SCHISANDRA.aspx?activeIngredientId=376&activeIngredientName=SCHISANDRA](#)

Goji (Wolfberry) Juice Powder

- *Medical HIGHLIGHTS from Dr. Axe: Goji (Wolfberry) Juice Powder is low in calories, fat-free, a good source of fiber, and a high-antioxidant food. Goji berry benefits include the ability to help you fight disease, effectively manage your weight, and experience better digestion. Usually eaten raw, dried, or in liquid or powder form, versatile goji berries contain a wide range of phytonutrients, vitamins, and trace minerals, giving them the name "superfood berries" by many health experts.*

In fact, according a study published by the Journal of Alternative and Complementary Medicine, goji berry benefits include experiencing ...

increased ratings for energy levels, athletic performance, quality of sleep, ease of awakening, ability to focus on activities, mental acuity, calmness, feelings of health, contentment, and happiness and significantly reduced fatigue and stress.

*What Are Some Proven Goji Berry Benefits? Goji berries - with the scientific name *Lycium barbarum* - have been extensively researched for their ability to generate general feelings of well-being, improve neurologic/psychologic traits, support better gastrointestinal health and bowel functions, help build stronger musculoskeletal systems, and improve cardiovascular health. They're easy to add to meals to boost energy levels and performance.*

PRODUCT SHEET



INGREDIENT HIGHLIGHTS cont'd

Goji (Wolfberry) Juice Powder cont'd

- *Goji berry benefits include the ability to naturally treat diabetes, hypertension, infectious diseases, and common illnesses like the cold or a fever. Traditionally, they've also been used to fight depression and anxiety or other mood disorders. They're a great source of antioxidants known as beta-carotene, plus other phytonutrients that help protect skin and eye health. Thanks to their ability to reduce blood glucose, regulate cholesterol levels and keep triglycerides at an ideal balance, they're also shown to prevent heart disease.*

Goji Berry Nutrition Facts: An excellent high-protein snack, dried goji berry benefits also offer a good dose of fiber, over 20 different vitamins and minerals, and, of course, a wealth of antioxidants. Phytochemicals, including beta-carotene, zeaxanthin, lycopene, cryptoxanthin, lutein and polysaccharides How does this compare to some other popular fruits?

According to the USDA, a small serving of dried goji berries has an oxygen radical absorbance capacity (ORAC) score — which measures the antioxidant value of various foods — of 3,290. By comparison, an apple has an ORAC score of 2,568; raisins a score of 3,406; blueberries a score of 4,633; and pomegranate seeds a score of 4,479. All are good sources of various antioxidants, but what makes goji berries stand apart is their amino acids (protein), fatty acids and specific antioxidants.

It's rare for a fruit to provide amino acids, especially 11 types considered "essential" that the body can't make. Also remember that each type of berry or fruit provides a different array and level of antioxidants, so the more types you consume the more benefits.

Another goji berry benefit to consider is their convenience. They come in such a small package that for some people it's often easier to eat them and obtain high levels of nutrients than it might be to eat a few whole pieces of fruit. For example, when you compare goji berries and oranges weight for weight as vitamin C foods, goji berries provide up to 500 times more vitamin C.

Provide High Levels of Antioxidants and Nutrients: Like most other superfoods, goji berries are an excellent source of antioxidants that help boost the immune system and protect the body from high levels of inflammation since they fight free radical damage. In terms of the quantity of antioxidants present in goji berries, they have a high ORAC value along with other beneficial berries, which indicates their exceptional ability to reduce oxidative stress.

One of the surprising goji berry benefits you might not know about is that each serving has about four grams of protein per serving and 18 different amino acids, plus over 20 other trace minerals, including zinc, iron, phosphorus and riboflavin (vitamin B2). Ounce for ounce, goji berries offer more beta-carotene than carrots and more iron than soybeans and spinach nutrition, which makes them a great source to help stave off iron deficiency!

Improve Immune Function and Fight Cancer: Goji berries are similar to other berries - like blueberries and raspberries - in that they supply high levels of antioxidants vitamin C and vitamin A. These are two nutrients key to building immunity and preventing common illnesses like a cold, plus more serious chronic diseases like cancer or neurodegenerative decline.

PRODUCT SHEET



INGREDIENT HIGHLIGHTS cont'd

Goji (Wolfberry) Juice Powder cont'd

- *Of the antioxidants present among goji berry benefits, carotenoids like zeaxanthin and precursors to vitamin C are the most extensively researched. High levels of these compounds give gojis a reputation for battling cancerous cells, fighting tumor growth, decreasing inflammatory cytokine levels and detoxifying the body of harmful toxins.*

Goji berry benefits also extend to other parts of the body thanks to their polysaccharides and glycoconjugate compounds that promote unique bioactive immunomodulating, anti-tumor and antioxidant activities in the brain, liver, reproductive organs and digestive tract. Did you know you could help fight skin cancer with food? Gojis are reported to have anti-aging properties and show anti-tumor activities against various types of skin cancer cells by inhibiting tumor growth and inducing apoptosis.

Promote Healthy Skin: Similar to the benefits you get from eating other berries, goji berries are loaded with beta-carotene (a pigment found in plants and fruits), which helps promote healthy skin and even acts like a natural skin cancer treatment.

In an animal study done by the Faculty of Veterinary Science at the University of Sydney, drinking 5 percent goji juice supplied antioxidant activity that offered significant protection against skin disorders and lipid peroxidation of UV light damage. Two known endogenous skin antioxidants are present in goji berries, heme oxygenase-1 and metallothionein, which were found to be involved in the photoimmune protection. The results show that drinking juice made from goji berries increases your protection against free radical damage from the sun. Gojis provide additional photoprotection for people who are susceptible to skin cancer and other skin disorders.

Protect Eye Health: Goji berry benefits also include the ability to protect eyes from age-related diseases like macular degeneration, the leading cause of blindness in older adults. Goji berries are a natural treatment for macular degeneration and beneficial for vision because of their high levels of antioxidants (especially zeaxanthin), which can help stop damage from UV light exposure, free radicals and other forms of oxidative stress.

One study published in the American Academy of Optometry's Optometry & Vision Science journal found that drinking goji berry juice daily as a dietary supplementation for 90 days increases plasma zeaxanthin and antioxidant levels significantly, which protect eyes from hypopigmentation and accumulation of oxidative stress compounds that can damage the macula. Other studies show that the goji berry benefits eye health by protecting the retina from ganglion cells so gojis' antioxidants act as a natural treatment for glaucoma.

Help Stabilize Blood Sugar: Especially useful for people with diabetes, goji berries benefits also help control the release of sugar into the bloodstream, which prevents spikes and dips due to problems balancing glucose levels. Evidence shows that gojis exhibit significant hypoglycemic effects and insulin-sensitizing activity by increasing glucose responsiveness. As part of a healthy diet, a natural diabetes remedy and a way to increase insulin sensitivity, goji berries are one of the best choices for those with trouble balancing blood glucose levels and its effects.

PRODUCT SHEET



INGREDIENT HIGHLIGHTS cont'd

Goji (Wolfberry) Juice Powder cont'd

- *Reducing sugar intake and increasing responsiveness to insulin is extremely important for the growing number of diabetes cases in the U.S. and other developed nations today, so goji berries make a much better snack alternative and sweetener to high-sugar packaged goods and sugar additives.*

Detoxify the Liver: Goji berries are believed to offer liver protection and are used along with traditional herbs like licorice, ganoderma, gynostemna and pentaphylla in many liver cleanses. They're thought to be one of the best ingredients for promoting liver and kidney health, according to TCM, since goji berry benefits the body's liver and kidney meridians to restore vitality, strength and well-being. This makes them a great kidney stone natural remedy as well as a good food for cleansing the blood.

Keep Your Energy and Mood Up: According to a study from the Journal of Alternative and Complimentary Medicine, drinking goji berry juice regularly can help increase energy levels, moods and improve digestive health, too. Participants who drank goji juice for two weeks had improvements in terms of their feelings of "general well-being," increased energy levels and better gastrointestinal function. Try having some gojis as a pre-workout snack to get you going and keep your stamina up.

Boost Fertility: Goji berries are believed to increase sperm count and the vitality of sperm. Evidence shows additional goji berry benefits include treating female infertility in patients with premature ovarian failure and the inability to ovulate normally.

Knowing that goji berry benefits include the ability to increase mood, reduce stress and fight inflammation, TCM practitioners prescribe a dose of six to 15 grams daily for balancing yin and restoring hormonal health. Results from a study done by the College of Public Health at Wuhan University showed gojis protect against testicular tissue damage induced by heat exposure, raise antioxidant activity of superoxide dismutase in the reproductive system, raise sexual hormone levels and protect against DNA oxidative damage to testicular cells. These findings support the folk reputation that gojis are effective for fighting infertility.

According to TCM theory and practice, goji berry benefits include acting positively on both the "liver channel" and the "kidney channel" by nourishing and detoxifying the liver and kidney. This is said to improve eye function, fertility, energy and peace of mind.

The most common way to find goji berries in the U.S. is in dried or powder form because the berries are very delicate, don't ship well, and have a short shelf life.

<http://draxe.com/goji-berry-benefits>

PRODUCT SHEET



INGREDIENT HIGHLIGHTS cont'd

Pomegranate (Seed) Juice Powder

- *University of Maryland School of Medicine-Medical Center, Institute of Forensic Medicine, University of Freiburg, Germany, Institute of Nutrition and Food Sciences, Food Technology and Food Biotechnology, University of Bonn, Germany*

Pomegranate fruit extract is a rich source of polyphenols, chemicals in plants that provide their flavor and color. Polyphenols are also antioxidants, meaning they help protect cells from damage and may lower inflammation in the body. Pomegranate fruit is also high in vitamin C. One pomegranate provides about 40% of the daily requirement of this vitamin.

In one human study, men who had surgery or radiation for prostate cancer lengthened the amount of time it took for their PSA levels to double by drinking 8 oz. of pomegranate juice each day. Men whose PSA levels double in a short period of time are at higher risk of death from prostate cancer. Those who drank pomegranate juice increased the time it took for their PSA levels to double from about 15 months to 54 months. Pomegranate juice seems to protect LDL (bad) cholesterol from damage. Some scientists think that damage to LDL cholesterol causes plaque to build up in arteries, so stopping the damage might help keep arteries clear. One study of mice with atherosclerosis found that pomegranate juice slowed the growth of plaque formation. A few small human studies in people found that pomegranate juice improved blood flow and kept arteries from becoming thick and stiff. More and better studies are needed to see exactly what benefit pomegranate juice might offer.

Preliminary evidence suggests that drinking pomegranate juice every day may help lower systolic blood pressure (the top number in a blood pressure reading) but not diastolic blood pressure (the bottom number). Other studies suggest that prolonged pomegranate juice intake improves cardiovascular risk factors, slowing the progression of plaque build up on the arteries and enhancing immunity.

Osteoarthritis: Flavonols (a kind of antioxidant) similar to the ones found in pomegranate fruit have been suggested as treatments for osteoarthritis. Osteoarthritis happens when the cartilage in joints wears down and causes pain and stiffness.

Researchers believe flavonols can help block inflammation that contributes to the destruction of cartilage. In test tubes, pomegranate extract blocked the production of an enzyme that destroys cartilage in the body. In one review of the scientific literature, researchers concluded that all of the studies reported positive effects of pomegranate juice or extract on osteoporosis, osteoarthritis, and rheumatoid arthritis. The results were promising; however, more studies, and studies that look at the effects in humans, are needed.

Other Uses: Preliminary studies show that dietary pomegranate produces brain anti-inflammatory effects that may help stall the progression of Alzheimer Disease. Other studies suggest drinking 8 ounces of pomegranate juice daily helps improve performance in tasks related to learning and memory. Pomegranate also has antidiabetic and anti-inflammatory effects in the gastrointestinal tract.

<http://umm.edu/health/medical/altmed/herb/pomegranate>

PRODUCT SHEET



INGREDIENT HIGHLIGHTS cont'd

Acerola (Fruit) Juice Powder

- *The British Journal of Nutrition ... Acerola is used to treat or prevent scurvy, a disease caused by vitamin C deficiency. Acerola is also used for preventing heart disease, "hardening of the arteries" (atherosclerosis), blood clots, and cancer.*

Some people use it to treat the common cold, pressure sores, bleeding in the eye (retinal hemorrhages), tooth decay, gum infections, depression, hay fever, and collagen disorders. Athletes use acerola for improving physical endurance.

<http://www.webmd.com/-608-acerola.aspx?activeingredientid=608&activeingredientname=acerola>

Organic Strawberry (Fruit) Powder

- *Rich in Antioxidants: According to studies done on the topic of strawberry nutrition, strawberries are a high source of various antioxidants including uteolin, gallic acid, flavonols, quercetin, and many others. Strawberries contain two of the principle micronutrients (vitamins) which act as antioxidants in the body, Vitamin A (in the form of beta carotene which is a precursor to vitamin A) and Vitamin C (in the form of ascorbic acid). These are one of the body's first lines of defense, reducing free radical damage that leads to inflammation and chronic disease development. Antioxidants "donate" electrons to unstable free radicals which are missing electrons. This means that free radicals do not go looking to take electrons from nearby healthy cells, which will then be destroyed.*

Antioxidants slow the occurrence of oxidative stress from taking place, which is responsible for the aging process and formation of most diseases including cancer, heart disease, diabetes, and neurological disorders. Although free radicals are present inside of everybody and are a naturally occurring phenomenon, eating foods like strawberries which contain antioxidants helps to counteract their damaging effects, to reduce inflammation, and to slow the aging process.

Protects Against Cancer: Research has shown that another strawberry nutrition benefit is the ability to fight against cancer. Individual compounds in strawberries have demonstrated anticancer activity in several different experimental systems. Research has shown that strawberry benefits include the ability to block initiation of cancer cell formation (called carcinogenesis) and suppressing progression and proliferation of cancerous tumors.

In controlled studies, results showed that when participants were given strawberry extract containing anthocyanin antioxidants, human liver cancer cells were significantly inhibited compared to the group that did not receive the extract. Berry consumption is also associated with a lower risk for breast, colon, prostate, and skin cancer too.

Defends Against Heart Disease: Strawberry antioxidants help lower the risk of cardiovascular disease by inhibiting "bad" LDL-cholesterol oxidation, limiting plaque build-up in arteries, improved blood vessel function and blood pressure, and decreasing the tendency for dangerous blood clots forming inside blood vessels (called thrombosis).

PRODUCT SHEET



INGREDIENT HIGHLIGHTS cont'd

Organic Strawberry (Fruit) Powder cont'd

Furthermore, strawberry extracts have been shown to decrease the inflammatory response within the body, which is one of the major causes of heart disease. Strawberry antioxidants fight the oxidation process too, which is crucial because oxidative damage has been linked to an increased risk of experiencing a heart attack, stroke, or other forms of coronary heart disease.

In studies involving strawberry nutrition, researchers have also found that for people following a diet intended at preventing or reversing heart disease, adding strawberries and other fruit has an additional benefit of making the diet more appealing, palatable, and sustainable long-term.

Protect Skin From Damage: Internal and external influences over time alter the condition and appearance of skin as we age. As a consequence of a poor diet, sun exposure, and environmental toxins, the skin undergoes photo-aging, inflammation, and may show signs of immune dysfunction, acne, and other skin disorders.

Luckily, nutrition researchers are developing new insights into the relationship between nutrient-rich food intake and skin health. Studies show that certain plant foods prove to be very beneficial for optimal skin conditions, including foods high in antioxidants like strawberries are.

One of the best foods for skin health includes strawberries and other berries. Berries contain antioxidants like vitamin A and vitamin C which are associated with improving skin properties including hydration, sebum production, lower levels of wrinkles and discoloration, a reduced risk for skin cancer, and improved elasticity.

High levels of vitamin C, one of the biggest benefits of strawberry nutrition, has additional benefits related to promoting collagen synthesis, photo-protection from ultraviolet A and B, lightening hyper-pigmentation, and improving a variety of inflammatory rashes that can appear on the skin too.

Benefits Brain Health & Prevents Neurodegenerative Diseases: Yet another benefit of strawberry nutrition is that studies indicate that diets rich in strawberries and other berries may have the potential to protect against aging in the brain. Berries are high in flavonoids, especially anthocyanidins, which are known to improve cognition in experimental studies.

When researchers evaluated whether long-term intakes of berries and flavonoids were associated with slower rates of cognitive decline in older adults, the results showed a positive correlation between higher berry consumption and a slowed rate of oxidation damage in the brain. For this reason, health professionals recommend that the general population include berries in their diet as often as possible for their ability to defend against oxidative stress and inflammation in the brain, loss of memory, and diseases like Alzheimer's and dementia.

Aids in Detoxification: Many people in developed nations consume a diet that is filled with many convenience and packaged foods, which unfortunately are often loaded with multiple forms of sugar, refined fats, artificial ingredients, and toxins which are hard on the digestive system.

PRODUCT SHEET



INGREDIENT HIGHLIGHTS cont'd

Organic Cranberry (Fruit) Juice Powder cont'd

- **Benzoic Acid** – Has powerful antiseptic properties and is the main compound in cranberries that reduces the risk of infection and can kill bad bacteria to naturally treat UTI, bladder infections and even acne.
- **Epicatechins** – Are a class of phytonutrients also found in green tea and red wine. The epicatechins in cranberries have been shown to reduce the risk of heart disease, cancer and Alzheimer's disease.

Prevents and Treats Urinary Tract Infections: Cranberries are perhaps most widely known for helping to prevent or treat Urinary Tract Infections (UTIs). UTIs are about fifty times more common in women than men due to the location of a woman's urethra, can affect any part of the urinary tract, but occur most often in the bladder (cystitis).

Each year it's estimated that there are over 15 million urinary tract infections in the US alone. The infection produces symptoms of frequent, urgent, or painful urination, and sometimes abdominal pain or blood in the urine. Most UTIs are caused by a harmful bacteria called Escherichia coli (or E. coli). Cranberries benefits are due to compounds that seem to help keep certain bacteria (like E. coli) from attaching to the urinary tract wall.

The traditional preventative recommendation to help prevent UTIs from forming is to drink 1-2 glasses of 100% pure, unsweetened or lightly sweetened cranberry juice a day. Studies offer evidence that women who drink cranberry juice frequently may suffer fewer symptomatic urinary tract infections. Antibiotics are very effective in preventing and treating these infections, but side effects of antibiotics—including antibiotic resistance, yeast infections, digestive problems, and more-often deter many women from taking them.

In the US, antibiotics for urinary tract infections are thought to make up 15% of all antibiotics prescribed each year. There is mounting evidence that consuming too many doses of antibiotics can lead to many health problems, but luckily a natural remedy like the use of cranberries, has become a popular and effective alternative.

Some researchers believe that certain antioxidants in cranberries change the bacteria so that they can't stick to the urinary tract; others think that cranberries create a slippery coating on the urinary tract walls that prevents E. coli from sticking. One study looked at women who had a history of urinary tract infections caused by E. coli bacteria.

Women who drank 1.7 ounces of cranberry-lingonberry juice concentrate every day for six months lowered their risk of getting a UTI by 20% compared to women who didn't use any intervention. In another study, older adults who ate cranberry products were about half as likely to have bacteria and white blood cells in their urine, a sign of urinary tract infections.

PRODUCT SHEET



INGREDIENT HIGHLIGHTS cont'd

Organic Cranberry (Fruit) Juice Powder cont'd

A third study involved twenty women with recurrent UTIs who consumed one serving of sweetened and dried cranberries daily for two weeks. Over one-half of the patients did not experience a UTI within six months of consuming sweetened, dried cranberries, and the mean UTI rate per six months decreased significantly. The results of this study indicate a beneficial effect from consuming SDC to reduce the number of UTIs in susceptible women.

Recently when reviewers compared cranberry juice, capsules, or tablets with a placebo or water for the prevention of UTIs in a variety of populations, results showed that over a twelve-month period, cranberry products reduced the overall incidence of UTIs by 35%, and among women with recurring UTIs, cranberries cut the annual rate of new infections by 39%.

Decreases Inflammation: Inflammation is at the root of many common diseases seen in developed nations- including heart disease, auto-immune disease, cancer, diabetes, and more. Anti-inflammatory foods like cranberries help to naturally combat inflammation due to their antioxidants.

Antioxidants are found in foods that are naturally deeply colored, such as the dark red color of cranberries or the rich blue/purple color of blueberries. All berries help to fight free radicals due to being high in antioxidants, but cranberries prove to be one of the best sources on earth.

Inflammation occur when the body's immune system works on overdrive, trying hard to rid the body of toxins that come from an unhealthy diet, pollution, and more. A diet low in antioxidant, anti-inflammatory foods results in an abundance of free radicals within the body. Free radicals, which might sound like a foreign and confusing concept, are essentially a natural byproduct that our body creates from doing everyday activities.

Everyone produces free radicals, but when left uncontrolled, they proliferate and can cause damage to DNA, cellular membranes, and enzymes. Frequently eating a range of whole food, anti-inflammatory foods is correlated with less cancer risk, better brain function, healthier cholesterol, and triglyceride levels, plus it reduces the incidence of diabetes and auto-immune diseases like arthritis.

Prevents Cancers: Research has shown that cancer-preventive substances found in cranberries are helpful in preventing breast, colon, lung, and prostate cancers. This is due to cranberries being able to help slow tumor progression. With their unique array of antioxidant and anti-inflammatory nutrients, cranberries seem ideally positioned to help lower the risk of some of the common types of cancers. Antioxidants are essential to optimizing health by combating the free radicals that can damage cellular structures, as well as DNA.

Growing evidence from various studies suggests that the high content of antioxidant flavonoids found in cranberries and blueberries have the ability to help stop age-related diseases from developing thanks to their capability of limiting oxidative stress.

This is crucial because sadly many people experience high levels of oxidative stress from ongoing body-wide inflammation caused by a poor diet, mental stress, and unhealthy environment.

PRODUCT SHEET



INGREDIENT HIGHLIGHTS cont'd

Organic Cranberry (Fruit) Juice Powder cont'd

Improves Immune Function: According to some studies, cranberry extract, which seems to be equivalent to eating whole, raw cranberries, can improve multiple aspects of immune function, and it can lower the frequency of cold and flu symptoms.

It is the high levels of the specific substance proanthocyanidins (PACs) that are found in cranberries that helps the body's immune function to ward off illness and disease. Proanthocyanidins refers to a larger class of polyphenols, which are commonly present in berries and other whole fruits and juices. These powerful polyphenols are able to nurture the lining of the gut, where a large majority of the immune system is actually located.

Because cranberries can ward off harmful bacteria- found in toxic food and viruses that enter the body-from accumulating and growing in the gut lining, healthy immune-boosting bacteria are able to thrive and create a powerful defense against sickness.

Also unique is the particular combination of three antioxidant nutrients found in cranberries — resveratrol, piceatannol, and pterostilbene. Some research found that there is a unique synergy between these disease-fighting nutrients found in cranberries.

The phytonutrients in cranberry provide maximal antioxidant benefits only when consumed in combination with each other, and also only when consumed alongside conventional antioxidant nutrients that are also present in cranberries, like manganese and vitamin C.

When processing disrupts this antioxidant combination, health benefits from cranberries are decreased; therefore, cranberries are the most beneficial when they are in their whole and natural form, or in a very high-quality extract. This is because it is the unique and naturally occurring blend of cranberry antioxidants that provides us with the most health benefits.

Benefits The Digestive Tract: Cranberries are believed to have cleansing, anti-diarrheal, anti-septic, and diuretic detoxifying properties. They help the body to eliminate toxins and build up, plus they aid in relieving water retention and bloating.

Our digestive system goes beyond just our intestines and stomach- it is actually made up of our entire mouth, gums, and colon too. Recent research has shown that cranberry benefits help optimize the balance of bacteria in our entire digestive tract, acting similarly to how probiotics found in kombucha, kefir, or yogurt would to create an environment of healthy "gut flora".

Digestive health-benefits from cranberries are undeniable because of the fruit's ability to balance bacteria in the body, decreasing harmful "bad" bacteria and facilitating in the growth of "good" beneficial bacteria. This not only relieves symptoms like constipation, diarrhea, and stomach acid, but also helps to boost immunity and nutrient absorption, since a healthy gut wall is important for both of these functions.

PRODUCT SHEET



INGREDIENT HIGHLIGHTS cont'd

Organic Cranberry (Fruit) Juice Powder cont'd

Heals Heart Disease: The cardiovascular benefits of cranberries come from the combined impact of antioxidants and anti-inflammatory phytonutrients. Studies involving participants who consume a normal dietary intake of cranberries, which is about one cup a day, show that cranberries can prevent the triggering of two enzymes that are pivotal in the development of heart disease. Cranberry has also been shown to prevent activation of these enzymes by blocking activity of a pro-inflammatory molecule called tumor necrosis factor alpha (TNF-alpha).

<http://www.Dr.Axe.com>

Organic Maqui (Berry) Powder

- *Maqui is touted as a natural remedy for several health conditions, including arthritis and high cholesterol. In addition, maqui is purported to protect against some forms of cancer (such as colon cancer) and a number of inflammation-related diseases (including diabetes and heart disease). Some proponents also suggest that maqui can help support weight-loss efforts, slow the aging process, help with dry eyes, improve skin health, promote detox and stimulate the immune system.*

Benefits of Maqui Berry: Studies show that maqui contains anthocyanins, a type of potent antioxidant. Research suggests that consumption of anthocyanins may boost your defense against high blood pressure and high cholesterol. In addition, preliminary studies indicate that anthocyanins may possess anti-cancer properties, fight obesity and enhance heart health.

Cholesterol: Although anthocyanins may offer a range of health benefits, there is currently a lack of research on the specific health effects of maqui. One of the few available studies includes a 2002 report in the Journal of Agricultural and Food Chemistry. In tests on human cells, scientists found that maqui berry juice significantly reduced low-density lipoprotein (LDL) oxidation and also reduced intracellular oxidative stress.

Dry Eyes: A pilot study published in Panminerva Medica in 2014 examined the use of a maqui berry extract (taken orally in a daily dosage of either 30 mg or 60 mg) for a period of 60 days. Scores on the Dry Eye-related Quality of Life Score decreased significantly after supplementation at both dosages, and tear fluid volume increased significantly after 30 days of treatment. After 60 days, tear fluid volume dropped slightly in the group taking 30 mg, whereas the improvement persisted with those taking 60 mg per day. Further research as needed, as this study was very small (13 participants) and did not have a control group.

Skin: A preliminary report published in Minerva Cardioangiologica in 2015 suggests that a maqui extract applied topically may provide some protection against UV exposure and may counteract skin aging when applied prior to UV exposure as well as after exposure.

Pain: In a study in the Journal of Pharmacy and Pharmacology, tests on mice revealed that certain chemicals found in maqui may have helped lessen pain (as well as offered antioxidant benefits and reduced inflammation).

<http://www.verywell.com>

PRODUCT SHEET



INGREDIENT HIGHLIGHTS cont'd

Organic Jaboticaba (Fruit) Powder

- *Jaboticaba is used for the treatment for hemoptysis, asthma, diarrhea and dysentery also as a gargle for chronic inflammation of the tonsils are by the caustic decoction of the sun-dry skins is agreed in Brazil. Such use of fruit also may lead to excessive consumption of tannin. The fruit of Jaboticaba contain compounds similar to known to have positive biological effects in cranberries, grapes and other related species, including anti-ageing, anti-inflammatory and the antioxidant qualities.*

Jaboticaba Fruit can be stimulating, opens up bronchial airways, which is good for asthma, and slightly astringent making it great for diarrhea, and also healing those suffering from tonsillitis Jaboticaba Fruit is anti-inflammatory, and full of great antioxidants. Jaboticaba Fruit an anti-aging fruit with similar health benefits like cranberries. Jaboticaba Fruit contains lots of protein, low in carbs, and high in calcium, iron, phosphorus, and very high in Vitamin C and has some B vitamins, and very low in calories.

New studies are being done on the effectiveness of Jaboticaba for fighting cancer... because it contains many anticancer compounds. Jaboticaba Fruit soothes the GI tract, helps with arthritis, and also prevents many skin diseases and even hair loss. Jaboticaba Fruit is also a great detoxing agent.

Jaboticaba Fruit is rich in phenolic compounds, among which we can highlight the anthocyanins. Anthocyanins are the most abundant type of flavonoid and they are responsible for the blue or purple colour. Anthocyanins are the only fatty acid that is believed to play an important role in the health benefits exerted by this fruit, apart from the polyphenolic content found on it and more specifically punicalagins, punicalins, gallagic acid, and ellagic acid that act as powerful antioxidants.

In Jaboticaba Fruit there is another active constituent present on this fruit, a depside known as jaboticabin, which may also play an even more important role on the health benefits of this fruit, because depsides exert antibiotic, anti-HIV, antioxidant, and anti-proliferative activity.

<http://www.womensfitness>

Rhodiola rosea (Root) Powder

- *Rhodiola has been proven to have four major health benefits including burning belly fat, increased energy and athletic performance, lowering cortisol, fighting depression, and improving brain function.*

<http://draxe.com/draxe.com/rhodiola-benefits-burning-fat-for-energy-and-beating-depression/>

PRODUCT SHEET



SUGGESTED USE

Can be taken as a shot in warm water or fruit juice followed by 8 to 16 ounces of water. Can also be taken in 8 or more ounces of water or smoothie, or encapsulated. May be sweetened to taste with preferred sweetener. Traditionally taken 1 to 2 scoops daily or as part of the Heart & Body Naturals Cleanse. Stir well.

Supplement Facts		
Serving Size: one scoop (2.5 grams)		Servings per container: approximately 46
Amount Per Serving	% Daily Value	
100% Natural Whole Food Ingredients without additives or preservatives. Contains no added synthetic vitamins or synthetic minerals.		
Calories	12	
Calories from fat	0	
Total Fat	0g	0%
Total Carbohydrate	3.44g	1.1%
Dietary Fiber	0g	0%
Sugars	1.13g	4.5%
Protein	0g	0%
Vitamin A	6.36 IU	0.21%
Vitamin C	137.65mg	152%
Vitamin K	0mcg	0%
Riboflavin	0.42mg	32%
Niacin	1mg	6.25%
Vitamin B6	8mcg	47%
Folate	72mcg	14.4%
Vitamin B12	2.4mcg	100%
Calcium	9mg	0.89%
Iron	0.34mg	1.7%
Iodine	7mcg	4.6%
Selenium	4mcg	7.2%
Sodium	6.36mg	0.27%
Potassium	182mg	4.7%
Magnesium	86mg	24.5%

Ingredients: Organic Beet (Root) Powder, Organic Hawthorn (Berry) Powder, Organic Turmeric (Root) Powder, Acai (Fruit) Juice Powder, Organic Amla (Fruit) Powder, Organic Schisandra chinensis (Berry) Powder, Organic Camu Camu (Berry) Powder, Organic Coconut (Fruit) Powder, Organic Ashwagandha (Withania somnifera Root) Powder, Organic Astragalus membranaceus (Root) Powder, Organic Cranberry (Fruit) Juice Powder, Organic Maqui (Berry) Powder, Organic Jabuticaba (Fruit) Powder, Organic Mangosteen (Fruit) Powder, Organic Strawberry (Fruit) Powder, Organic Pomegranate (Seed) Juice Powder, Organic Camu Camu (Berry) Powder, Organic Coconut (Fruit) Powder, Organic Mangosteen (Fruit) Powder, Organic Strawberry (Fruit) Powder, Organic Cranberry (Fruit) Juice Powder, Organic Maqui (Berry) Powder, Organic Jabuticaba (Fruit) Powder, Organic Amla (Fruit) Powder, Organic Schisandra chinensis (Berry) Powder, Organic Camu Camu (Berry) Powder, Organic Coconut (Fruit) Powder, Organic Ashwagandha (Withania somnifera Root) Powder, Organic Astragalus membranaceus (Root) Powder, Organic Rhodiola rosea (Root) Powder, Organic Panax Ginseng (Root) Powder, Organic Triphala Powder

Other Ingredients: Luo han guo (Fruit) Powder

*Percent Daily Values are based on a 2,000 calorie diet. Your Daily Values may be higher or lower depending on your calorie needs.

†Daily Value not established.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Important information: This is not a medicinal product. If in doubt consult a doctor before taking food supplements. Food supplements must not be used as a substitute for a varied & balanced diet & a healthy lifestyle. If you are pregnant, breastfeeding, or on any medication, please consult a doctor before use. Store in a cool dry place. Keep away from children. Discontinue use if any adverse reactions occur.

Allergy information: This product is manufactured in a facility that produces other products which may contain soy, dairy, wheat, tree nuts, shellfish, fish, peanuts, and eggs and may contain traces of all of the above.

Product of the USA with select ingredients thoughtfully curated from around the world.

Manufactured Exclusively For

Heart & Body Naturals, LLC • 461 E Pike Street • Morrow, Ohio 45152

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