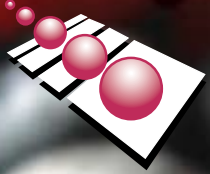


Heritage



# Berry Blast



According to the World Health Organization (WHO), low fruit and vegetable intake is among the top ten risk factors for deaths worldwide, ranking almost as deadly as smoking.

Various cancers and cardiovascular diseases are the main causes, and it is safe to say that this is because of the need for the antioxidants found so abundantly in fruits and vegetables. Although the international goal for the intake of these foods is "5-A-Day", 9 to 10 servings per day are optimal for vibrant health. Global studies show that most populations do not even consume 3 servings per day.

Fruits are best consumed in their raw, fresh state, as close as one can get to eating them off the tree or vine. Unfortunately, this does not occur often enough. Additionally, there is a huge misconception that fruit juice is a good substitute for fresh fruit in the diet. The truth is that most commercial fruit juices are about two-thirds water, with large amounts of concentrated fruit sugar plus added sugar (in the form of corn syrup, usually). Therefore, an alternative solution is necessary for the modern-day consumer: fruit and berry concentrates. We are pleased to offer Heritage Berry Blast, a nutrient-dense concentration of berries and fruits, designed to fulfill the need for more fruits in our diets, without added sugars, flavorings or preservatives.

**Heritage Berry Blast** is packed with berries and fruits such as cranberries, sour cherries, blueberries, pomegranate, lycopene from tomatoes, and two amazing berries called goji berries and acai berries. Research into the health benefits of all of the **Heritage Berry Blast** ingredients point to one huge similarity: they are all powerful antioxidants.

The importance of antioxidants in human health cannot be overstated, and many health professionals believe that antioxidants are the key to a long, healthy life.

The fruits and berries in **Heritage Berry Blast** provide a wealth of nutrients critical for life. They are rich in essential vitamins, minerals, trace minerals, carotenoids and many other well-known phytonutrients as well as phytonutrients yet to be discovered. One of the fruits in Berry Blast, the pomegranate, has recently become very popular in the U.S. Americans are discovering that this fruit is packed full of health-providing benefits. At UCLA, researchers have studied its antioxidant properties and discovered that it is an even more potent antioxidant than green tea. Other studies have shown that pomegranate is able to inhibit a pro-inflammatory molecule that degrades cartilage, thus supporting joint health. Additionally, arterial health and cholesterol levels benefit from consuming pomegranate.



Pomegranate

**Heritage Berry Blast** also contains Lycopene, the carotenoid pigment that gives tomatoes and other red fruits and vegetables their color. It is also a potent antioxidant, and studies have concluded that lycopene intake is associated with a decreased risk of chronic diseases such as cancer and cardiovascular diseases. In the body, lycopene has an affinity for the liver, lungs, prostate, colon and skin, supporting these organs in their functioning.

Two of the most interesting and exciting new ingredients on the market have been included in the **Heritage Berry Blast** formula: Acai Berries and Goji Berries. Both of these berries top the list in terms of ORAC values.

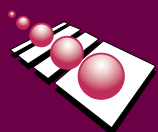
ORAC stands for Oxygen Radical Absorbance Capacity, and provides us with a measurement of the antioxidant power of foods and supplements. On a daily basis, humans need at least 3,500 ORAC units to impact antioxidant activity; from three servings of fruits and vegetables, most people only consume an average of 1,200 ORAC units per day. Whereas the popular blueberry provides 2,448 ORAC units/100 grams, the Acai provides 5,871 ORAC units and the amazing Goji Berry provides 36,284 ORAC units!



Goji Berries

The Acai berries have been used for centuries by the Brazilians, who call this plant the 'tree of life' due to its importance in providing rich nutrients in their diet. It is a very dark purple berry with incredible antioxidant strength – twice that of blueberries. It also contains vitamins, minerals, protein, amino acids, phytosterols, and healthy monounsaturated fats (like in olive oil). Goji berries are very comparable to Acai berries in their array of nutrients, and additionally provide potent carotenoids like zeaxanthin, lutein and lycopene. In traditional Chinese medicine, the Goji berries are used to support a healthy immune system, cardiovascular system, improve eyesight, and to support a healthy liver. They are also known to support healthy blood sugar levels and blood lipid levels.

**Heritage Berry Blast** is the easiest, simplest way to help get the incredible array of nutrients and antioxidants that fruits and berries can provide. The blend of fruits and berries, lycopene, goji and acai berries synergistically combine to boost vibrant health, prevent the accelerated aging process that oxidative damage creates, and support the body in fighting diseases such as cancer and cardiovascular disease. Berry Blast is a perfect way to help our children to consume healthy fruits and berries, and for everyone to achieve the "5-A-Day" goal we need to meet for our health.



For best results, adults and children take 2 – 3 capsules of **Heritage Berry Blast** per day.

