

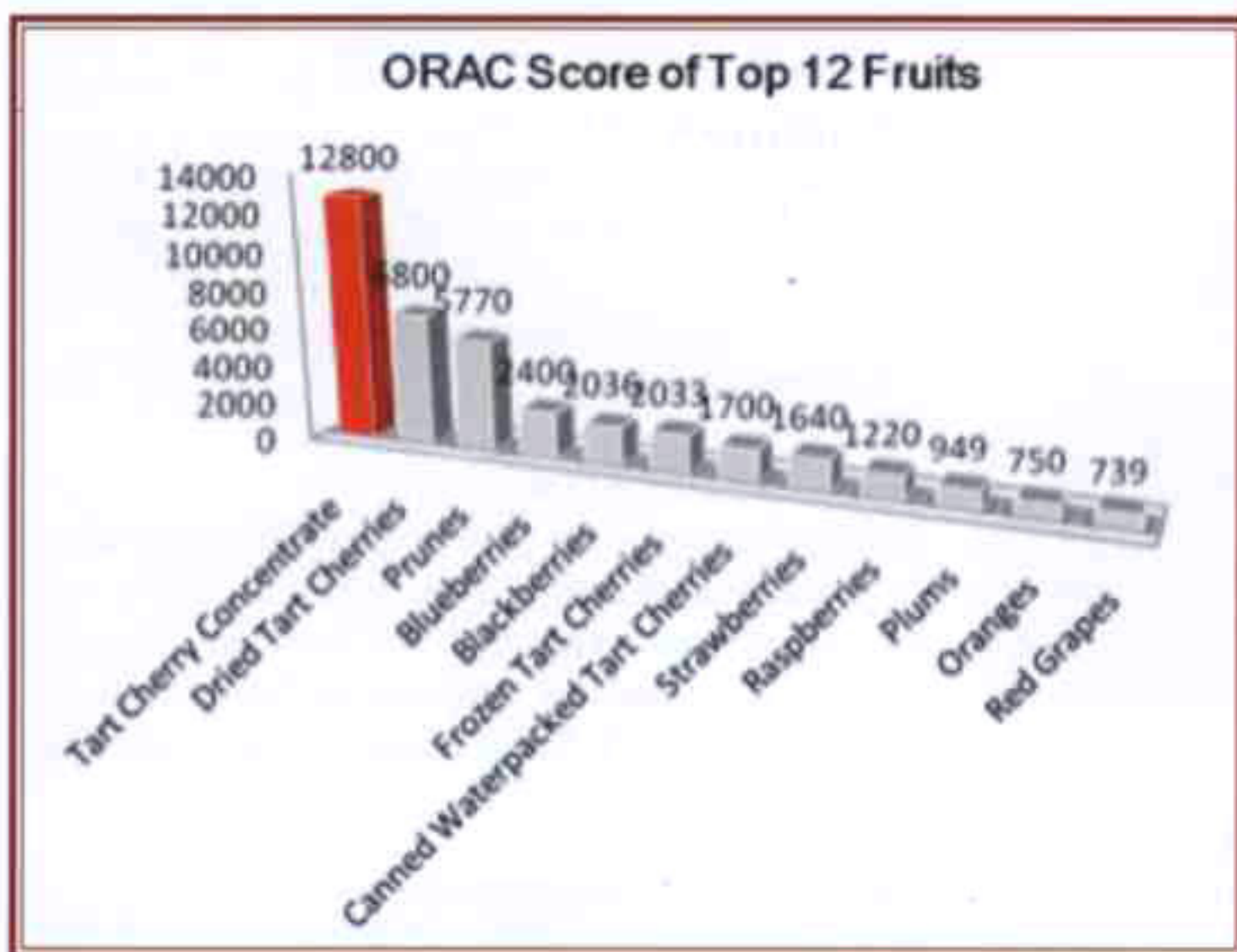


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CHERRY: NOT JUST ANOTHER BERRY

The latest emerging antioxidant 'Super Fruit'



ORAC (Oxygen Radical Absorbance Capacity) is a standard measurement that quantifies the strength of antioxidants in food

Cherries are one of today's hottest 'Super Fruit'. There is a tremendous body of evidence suggesting that cherries are one of the most nutritious fruits. Popular varieties of cherries include tart and sweet cherries. Red tart Montmorency cherries contain the highest amount of antioxidants and least sugar content compared to the other cherry varieties.

Red tart cherries not only contain significant levels of antioxidants, but they provide a unique combination of antioxidant compounds that are not found in other fruits. The antioxidant compounds in tart cherries appear to have potent anti-inflammatory benefits, which may be particularly valuable for aging baby boomers suffering from joint pain.

ANTIOXIDANT POWERHOUSE

An ORAC test on the antioxidant capacity of different fruits conducted by Brunswick Laboratories in Wareham, USA, revealed that red tart cherries ranked top for highest antioxidant content, surpassing many well-known high antioxidant foods such as blueberries, raspberries, prunes and red grapes.

THE POWER OF EATING RED

Red tart cherries contain powerful antioxidants called anthocyanins, which provide the distinctive red colour of tart cherries and may hold the key to the benefits locked inside. Of the 150 different antioxidants found in fruits, anthocyanins appear

to have the greatest antioxidant capacity. Studies suggest that these powerful red pigments possess anti-inflammatory and anti-aging properties, which may explain why cherries have been linked to a variety of health benefits – from easing the pain of arthritis and gout to offering vital protection against heart diseases and certain cancers.

BEAUTY FRUIT

In addition to its rich sources of antioxidants, cherry is also bursting with cell-rejuvenating and skin-nourishing nutrients, working in synergy to enhance skin glow and slow down premature skin aging.

REST ASSURED WITH CHERRY

Cherries are also one of the known food sources of melatonin, a potent antioxidant that helps improve the body's circadian rhythms and natural sleep patterns. The level of melatonin in our body depletes significantly under a stressful environment. Cherries offer nature's most vital and natural sources of melatonin that effectively promotes normal sleep cycle at stressful times. Unlike temperate countries with 4 seasons all year round, Malaysia is not a country blessed with the abundant availability of this wonder fruit. However, there has been an array of cherry concentrates available in the market with some offering potency as much as 100 cherries in just a serving, so you can enjoy the health benefits of red tart cherry all year long wherever you are. 🍒

This article is part of a 6-series community skin beauty and optimal health education programme by Bioxil Skin Lab.

Discover the power of red with Cherriwell



Health enhancing benefits of Tart Cherries captured in a bottle:

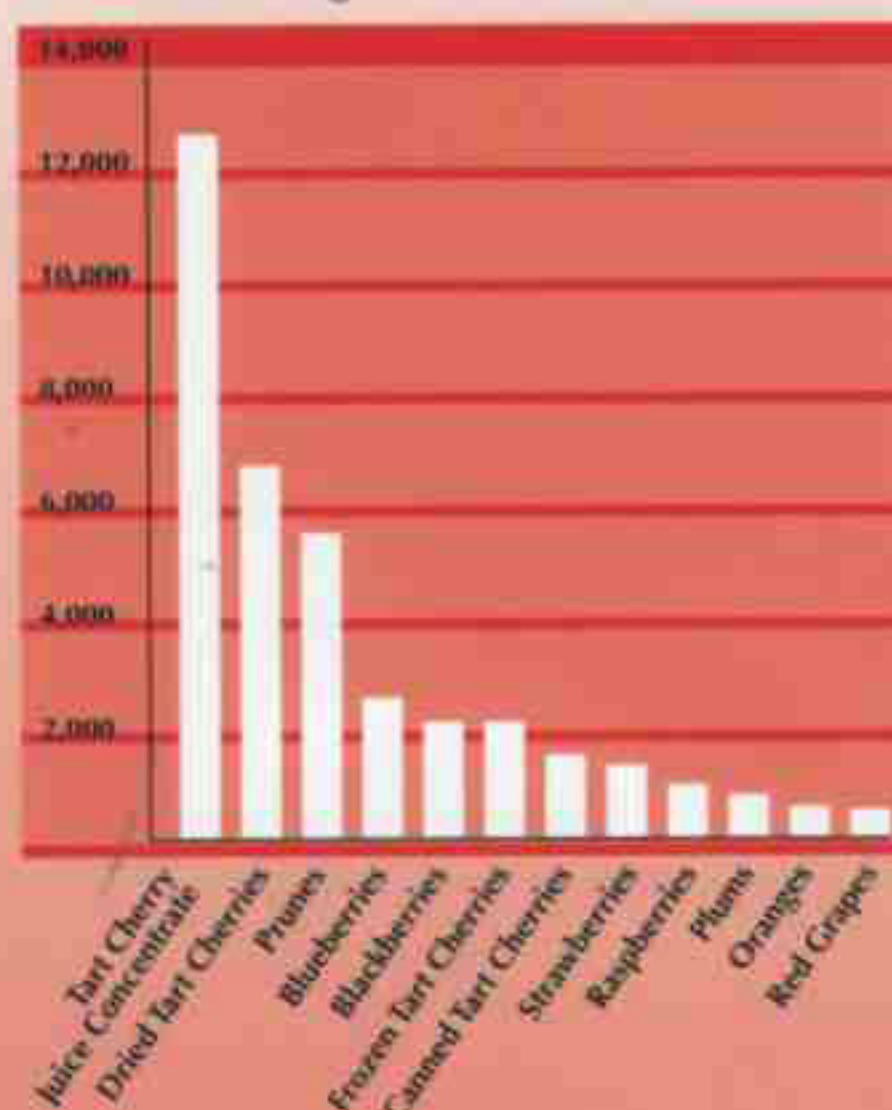
- Maintain mobility and flexibility
- Promote cardiovascular health
- Support healthy immune system
- Improve mental alertness and concentration
- Regulate normal sleep cycle
- Promote healthy and youthful skin

Made from 100% natural and premium quality red tart cherries with no additives, preservatives, colors, flavors or artificial sweeteners, Cherriwell is a rich source of potent antioxidants and phytonutrients that promote mental alertness, healthy joints and overall well-being.

Each 30ml serving of Cherriwell is equivalent to 7000 ORAC* units, which is equivalent to about 100 fresh cherries! The higher the ORAC units, the better its ability to inhibit free radical damage and help our body in anti-aging and prevent diseases such as cancer, arthritis and heart disease.

*as measured by the scientifically validated ORAC method.

ORAC Score of Top 12 Fruits
ORAC Units/100 grams



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For more information on CherriWell, please call our Client Service Careline at 1 800 88 0908 or drop an enquiry mail at enquiry@mybioxil.com CherriWell is available in 473ml and currently retailed at Bioxil Skin Lab Suria KLCC, AsterSpring Origin of Beauty, Leonard Drake Skin Care Helath Spa and other authorized Bioxil Innertreats centers.

www.mybioxil.com