

# MAQUI BERRY BLEND SHOT MIX

## Powerful Antioxidant Superfruits



Your next cocktail might be sweet and refreshing, it might even be bursting with berry flavor, but will it be *healthy*? MAQUI BERRY BLEND SHOT MIX is a colorful cocktail of superfruits packed into one powerful shot to help you maintain overall wellness.

Evidence shows that different fruits have varying effects on different free radicals. This unique mix of fruits—including maqui berry, blueberry, elderberry, strawberry, blackberry, raspberry, cranberry, pomegranate, goji berry and açai juice concentrates—is combined to provide a broad range of potent antioxidant power. It is these antioxidant properties that can provide considerable support to healthy inflammation and immune responses, as well as healthy cardiovascular and cognitive functions. \*



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## The Role of Antioxidants in Human Health

There are over 20,000 recognized antioxidant compounds in the plant kingdom that serve to protect plants, but these can also be biologically active when consumed by humans. Many herbs and foods owe their potency to the flavonoids, phenols, anthocyanins, and carotenoids that exert powerful antioxidant effects. Berry fruits are an excellent source of antioxidant compounds in the human diet and can help reduce oxidative stress. Some of the positive effects of consuming high antioxidant berry fruits can be seen in the areas of heart health, brain health, and other age-related functions. Other fruits, such as elderberry, have been tested in human trials



Açaí Berry

and demonstrate supportive effects on healthy immune function. The fruits and berries in this blend have been found to have proven antioxidant power, and can provide beneficial ORAC values.

### What is an ORAC test?

ORAC, or oxygen radical absorbance capacity, is a way to measure the antioxidant capacity of foods and herbs. Antioxidants do their work by absorbing oxygen radicals before they can affect tissue. The ORAC test measures this supportive effect. According to USDA ORAC tests on common foods, the fruits and berries in MAQUI BERRY BLEND SHOT MIX, especially maqui and açai, scored higher in antioxidant capacity compared to other types of fruits.

### Antioxidant Support

Maqui (*Aristotelia chilensis*) is considered to be a valuable addition to a health-supportive diet due to its content of important antioxidant compounds, such as anthocyanins, as well as its high scores in antioxidant activity tests compared to other fruits. It grows in central and southern Chile and southwestern Argentina, and it has a long history of use in the indigenous traditional herbalism in these regions. In a preliminary study, maqui was found to reduce lipid oxidation. In an *in vitro* study on human endothelial cells, maqui demonstrated a protective effect on cells against\*

hydrogen peroxide-induced oxidative stress.

In a clinical trial with açai pulp and clarified açai juice, compared to applesauce and a non-antioxidant beverage, increases in plasma antioxidant capacity of 2–3 times baseline were observed. Goji berry has a long history of use in traditional Chinese medicine for the promotion of eye health. In a randomized, double-blind, placebo-controlled clinical study, healthy Chinese adults showed elevated levels of antioxidant markers, such as superoxide dismutase and glutathione peroxidase, when given goji juice for 30 days.

## Cardiovascular Health and Healthy Inflammation Response

Many of the fruits and berries in MAQUI BERRY BLEND SHOT MIX also support cardiovascular health. In preliminary studies, blackberry nectar was shown to decrease lipid peroxidation reactions. Ellagitannins isolated from red raspberries were found to be highly effective radical scavengers in an *in vitro* study. In a clinical trial, cranberry juice demonstrated similar properties. A review of studies suggests that pomegranate may also help to maintain cardiovascular health. In three different preliminary studies,\*





a pomegranate, a raspberry and a strawberry extract were shown to support healthy inflammation response.

### Healthy Cognitive and Immune Response

Blueberries are one of the fruits most associated with cognitive health, while elderberries are associated with a healthy immune system. In a preliminary human study, paired associated learning and word list recall was improved in a group of older adults supplemented with blueberry juice, thus demonstrating support for healthy cognitive function. Another study found that supplementing athletes with blueberries for six weeks increased their natural killer cell count, which may help support a healthy immune system. Several human clinical trials have shown that elderberry extracts can help support a healthy immune response.

### A Toast to Your Health

The fruits contained in MAQUI BERRY BLEND SHOT MIX possess many powerful health-supportive properties that vary with each individual type of fruit. By combining these superfruits into a flavorful formulation, it is possible to support wellness on many fronts. MAQUI BERRY BLEND SHOT MIX has impressive antioxidant effects. Its ingredients can support cardiovascular, cognitive, and immune health, as well as a healthy inflammation response, and can help to maintain overall wellness. So raise a glass and toast to your health with this colorful cocktail of superfruits. Bottoms up!\*

### Educational References

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