



AÇAÍ - THE SUPERFOOD FOR THE 21ST CENTURY

By Dr. Bo M. Nielsen

Açaí (pronounced ah-sigh-ee) is a dark purple berry, about the size of a grape, which is native to the Amazon rainforest, most of which grows in Brazil. These berries grow on the açai palm tree, which can grow as tall as 24 metres. Açai berries have been consumed for centuries in South America but have only recently caught the attention of the Western world. And caught our attention they have; everybody is raving about açai, from athletes and housewives to doctors and celebrities.

The exciting legend of Açai

The açai berry gets its name from an indigenous tribe in the Amazon rainforest; they call the berry içá-çai, which translates to "the fruit that cries." According to Brazilian folklore, there was once an indigenous tribal chief who declared that all newborn babies be killed because there was not enough food to feed the rapidly growing village. When the chief's daughter, laca gave birth, he could not show favouritism and ordered the baby be killed as well. laca was overcome with grief and retreated alone to her hut for days. træet opkaldt efter sin datter, og dermed fik det navnet Açai (laca stavet bagfra).

One day she heard the distant sound of a baby crying. Following the sound into the rainforest, laca came across a tall palm tree loaded

with purple fruit. The thought that the fruit could have saved her baby was too much for her to bear and people say she died right there by the tree. When the villagers found laca's body and the palm tree full of berries, they also realised that their village could be saved from starvation and their babies from death. The chief pronounced that

the tree be called after his daughter and so it was named açai (laca spelled backwards).

Since that day the açai berry has gained popularity in Brazil and internationally for its hunger quenching and energy boosting properties.



Why all the rave?

Because they contain a high and varied nutrient content; in fact they are so packed with nutrients that many people call the açai berry a superfood. They contain many of the nutrients our body needs every day for optimal health. Before we look at what açai berries can do for you we would like to tell you what these berries contain:

Antioxidants:

These protect cells from the damaging effects of free radicals, highly reactive chemicals that play a significant role in the development of many diseases including atherosclerosis and cancer. ORAC (Oxygen Radical Absorbance Capacity) is a method of measuring how effectively antioxidants neutralise free radicals in our body. Açai berries have one of the highest ORAC values, which make them extremely effective at counteracting free radicals. One group of antioxidants found in açai are anthocyanins, which are also found in grapes and grape seed extract, and which give açai berries their characteristic deep purple colour. Other antioxidants include: polyphenols (procyanidin oligomers, resveratrol, vanillic acid, syringic acid, P-hydroxybenzoic acid, protocatechuic acid and ferulic acid); and flavonoids like homoorientin, orientin, taxifolien and deoxyhexose.



Essential fatty acids:

Essential fatty acids, as the name implies, are vital not just for our health but for our survival. Açai is rich in essential fatty acids, in particular omegas 3, 6 (linolenic acid) and 9 (oleic acid), which are beneficial for brain function and cardiovascular health among other things. Palmitic acid is another essential fatty acid found in açai.

Dietary fibre:

Açai is rich in dietary fibre, which is necessary for a healthy digestive and cardiovascular system.

Protein:

Protein and essential amino acids are vital for energy, muscle strength and endurance and açai berries are packed with quality proteins. Aspartic acid and glutamic acid are examples of essential amino acids contained in the açai berry.

Phytosterols:

Açai berries contain phytosterols or plant sterols, natural plant compounds that help regulate cholesterol levels. One such phytosterol found in açai is beta-sitosterol.

Vitamins and minerals:

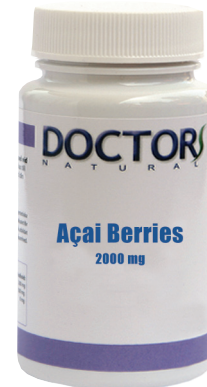
Açai is also loaded with vitamins and minerals such as: vitamins A, B1, B2, B3, C, E; calcium, magnesium, copper, iron, zinc, phosphorous and potassium.

EXCLUSIVELY FOR MEMBERS

Doctor's Natural Açai Berries

The açai berry is a very perishable fruit and cannot be shipped long distances without compromising its nutrient content and its effects. For this reason Doctor's Natural açai supplement is grown and harvested in its native Brazilian forests and immediately freeze dried to secure maximum preservation of its ingredients. Our product is unfiltered, free of preservatives

and suitable for vegetarians and vegans. Doctor's Natural açai is a very high quality, 2,000 mg 4:1 extract product, which means we use 4 pounds of açai to create 1 pound of product, making it very concentrated. For a list of ingredients and nutrients contained in our açai supplement, please see article above The Superfood of the 21st Century.



WHAT AÇAÍ CAN DO FOR YOU?

So what exactly do users claim açai berries can do for you?

- Increase your energy level
- Improve your muscle development, strength and rejuvenation
- Keep your immune system healthy
- Improve your libido and sexual performance
- Improve your cardiovascular health
- Boost your antioxidant levels so that your body can fight cell-damaging free radicals more effectively
- Maintain healthy cell division
- Improve your digestion
- Support your body's own detoxification system
- Improve your skin's appearance
- Improve your sleep
- Reduce your cholesterol level.

EXCLUSIVELY FOR MEMBERS

Everyone is raving about açai

Brazilian amateur and professional athletes (surfers, skateboarders and jujitsu fighters) have been taking açai for years because they say it increases their performance, muscle strength, energy levels and endurance.

Dr. Nicholas Perricone, a well-known dermatologist and guest on the Oprah Winfrey show, called the açai berry the number 1 superfood in his book *The Perricone Promise*.

Açai may even have detox effects

Açai is very rich in antioxidants and it is possible that when you take it for the first time, you may experience some detox symptoms during the first weeks. These symptoms are due to the fact that the antioxidants and other nutrients are cleansing your body from accumulated toxins and in most cases this is not a sign of intolerance or allergy to the ingredients. These symptoms may include skin impurities, nausea, fatigue and upset stomach, but rest assured these are harmless and just temporary and will disappear as soon as your body has cleansed itself of the toxins.

A note on the açai scams out there

Unfortunately many consumers are being financially tricked out of a lot of money by false promises of receiving free açai berry supplements all the while being charged for it on a repetitive monthly basis. We can tell you that açai, like many other things in life is NOT free, but well worth its money!

Does açai have any side effects?

Açai is a fruit, just like any other. Well, not like any other because it is a lot healthier and more nutritious than many other fruits! What we mean is that it can have the side effects that any other fruit can have: the obvious one being allergy or hypersensitivity to any of its substances. At dosages far beyond the dosages recommended by Doctor's Natural it may cause diarrhoea and upset stomach, but otherwise no side effects have been reported.



Who shouldn't take açai?

Being a fruit, açai is generally safe for anyone to take; but because scientific studies have not been conducted yet on pregnant and lactating women and children, it is best if they don't take the supplements. Likewise, people undergoing treatment for a medical condition, for example diabetes, should consult a medical professional before taking açai supplements.

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