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**bioxil** beauty revolution



# Cherries

The New Antioxidant "Super Fruit" –  
 Anything Else is Just a Fruit

Cherries are rich in antioxidants and plant compounds which impede free radicals. Amongst cherry varieties, red tart cherries (scientifically known as *Prunus cerasus*) contain the most antioxidants and lowest sugar content. Tart cherries are excellent sources of beta carotene (Vitamin A) too. In fact, they contain 19 times the beta carotene of blueberries and strawberries. Cherries are rich in Vitamins C and E, and provide potassium, magnesium, iron, folate and fiber.

## Antioxidant Powerhouse

Antioxidant strength is measured in Oxygen Radical Absorbance Capacity i.e. ORAC units. The more radicals a food absorbs, the higher its ORAC score. Cherries stand tall at the top of the charts, with the highest level of ORAC than any other fruit. This beats other popular high antioxidant fruits such as blueberries, raspberries, prunes and red grapes. (Source: ORAC tests by Brunswick Laboratories in Wareham, USA.) Its antioxidant content per serving size surpasses renown leaders such as red wine, dark chocolate and orange juice (Halvorsen 2006).

You can consume cherries in a number of forms. Cherry juice concentrate is the best. The concentrated form gives you the highest level of ORAC, as compared to dried, frozen and canned cherries.

## Brain Vitality

Though your brain comprises a mere 2% of your total body weight, it uses up as much as 20% of your total oxygen intake. This leaves our brains especially vulnerable to oxidative damage. Studies show phytonutrients present in tart cherries help protect against oxidative damage linked with nerve cell loss.

## Promotes Healthy Joints

Cherries have anthocyanins (the red pigment in berries) which lessen pain and inflammation. Of the 150 different antioxidants found in fruits, anthocyanins appear to have the greatest antioxidant capacity. This would soothe arthritis sufferers' symptoms, thus enabling more physical activity.

## Beauty Enhancer

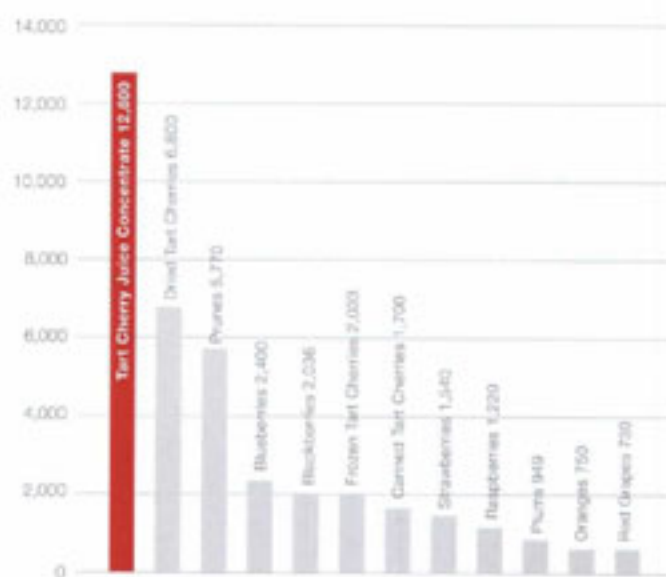
The unassuming cherry is bursting with nutrients that rejuvenate cells and nourish your skin. This would enhance your skin's youthful glow and decelerate premature aging.

## Other Benefits

Emerging studies suggest cherries may aid in heart health and overall immune system. Consuming cherries would also help regulate body's circadian rhythms and sleep patterns.

## ORAC Values for Top 12 Fruits in Graphical Form

Oxygen Radical Absorbance Capacity (ORAC)  
 Units per 100 grams – About 3.5 ounces

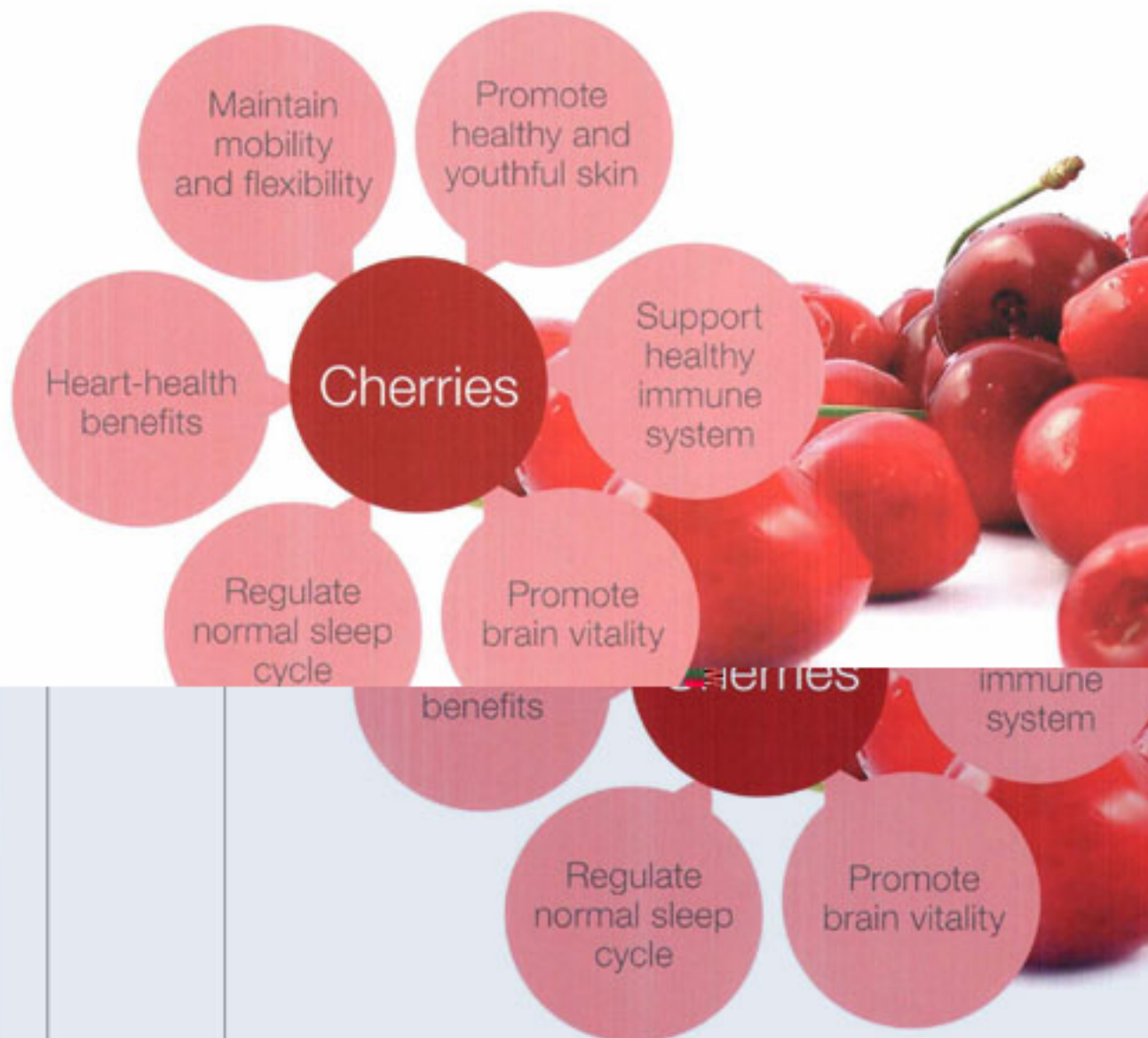


SOURCE: ORAC food value per 100 g. Research conducted at Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University in Boston and Brunswick Laboratory in Wareham, Massachusetts.

bioxil special

## Drink Cherriwell

Cherriwell is 100% natural Montmorency red tart cherry juice concentrate with NO additives, NO preservatives, NO food coloring, and NO added sugars or flavors. It is a natural juice supplement bursting with potent cell-rejuvenating antioxidants and phytonutrients to provide a wide-range of health boosting benefits.



### Cherry Nutrition

Nutritionists suggest a daily recommended amount of 5,000 ORAC units of antioxidants for an optional impact on health and aging skin. Therefore, a daily serving of Bioxil Cherriwell that is equivalent of 7,000 ORAC units is highly recommended for an overall well-being.

Pick up your own bottle of Bioxil Cherriwell. Your body will thank you for it. To know more, visit Bioxil Skin Lab at KLCC and One Utama or call our toll free number at 1800-88-0908 (Mon-Fri 9:00am to 6:00pm)

[www.bioxil.com](http://www.bioxil.com)

