

Berry Polyphenol



Nutrition science shows that non-nutrient components of plant foods improve health

WHAT?

- Polyphenols are the main type of bioactives (non-nutrients) in plant foods
- Protects plants from environmental stressors & pathogens
- Contributes to their colour, flavour & smell

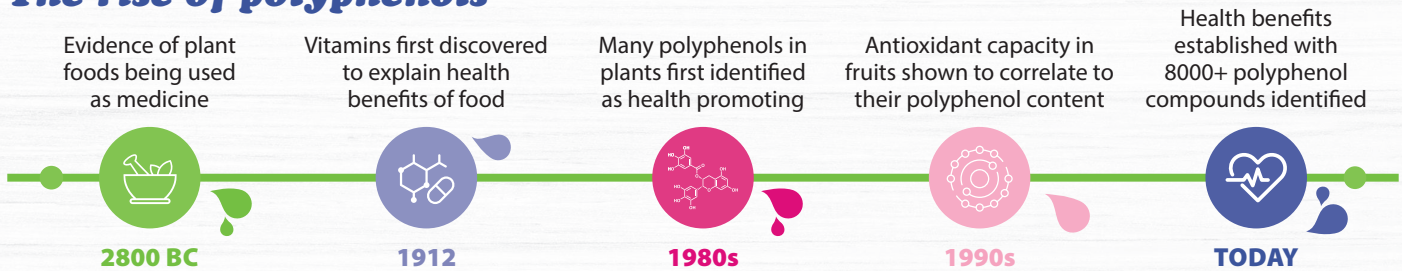
KEY CLASSES?

- Flavonoids
- Lignans
- Phenolic acids
- Stilbenes

KEY SOURCES?

- Fruits & vegetables
- Grains
- Legumes
- Nuts & seeds
- Oils
- Tea, coffee & wine

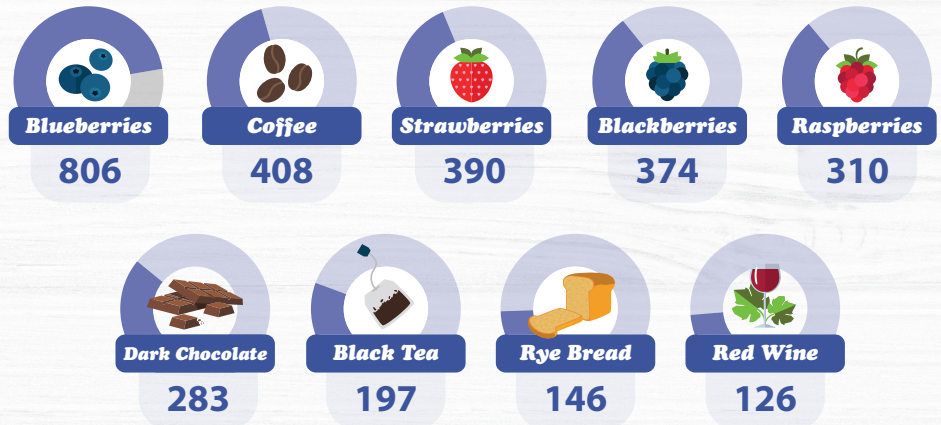
The rise of polyphenols



Common sources of polyphenols

Total polyphenol content per serve (mg)¹

- Berries are the highest food source of polyphenols per serve¹
- Anthocyanins represent up to 70% of their total polyphenol content²
- Some berries have been associated with lower Type 2 Diabetes risk³ and weight gain⁴ than for total fruits, possibly due to their high polyphenol content



Polyphenols are much more than antioxidants



CARDIOPROTECTIVE

- ✓ Anti-platelet effects
- ✓ Anti-inflammatory effects
- ✓ Inhibits LDL oxidation
- ✓ Lowers incident of CVD



ANTI-DIABETIC

- ✓ Can enhance insulin production
- ✓ Improves insulin sensitivity



PREBIOTIC

- ✓ Prebiotic-like effects
- ✓ Increases Bifidobacterium & Lactobacillus



ANTI-CANCER

- ✓ Protective effect in human cancer cell models



ANTI-AGEING

- ✓ Antioxidant & anti-inflammatory effects may result in anti-ageing benefits



NEUROPROTECTIVE

- ✓ Improves brain plasticity
- ✓ Supports memory
- ✓ May reduce cognitive decline

1. Perez-Jimenez et al. EJCN. 2010 2. Olas. Front. Pharmacol. 2018 3. Bertoia et al. PLoS Med. 2015 4. Muraki et al. BMJ. 2013