Nourish Your GUT, Feed Your BRAIN

With Australian berries

Be berry well.

What you eat impacts gut health as well as mood, brain function and brain health.

A healthy brain and gut can help us to live our *berry* best lives.

Brain & Gut 101

A HEALTHY BRAIN regulates our emotions, moods, behaviours and senses[1], supporting mental performance, and memory - helping us to live well now and as we age[2].

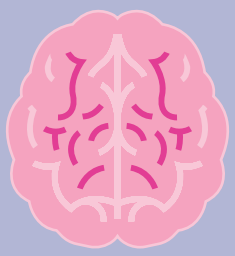
A HEALTHY GUT means regular bowel movements, gut symptoms that don't interrupt your quality of life, and the microbes that live in your gut are in balance[3].

THE GUT-BRAIN AXIS is the two-way communication between your brain and your gut[4] with each influencing the other's functions[4,5].

Berries feed the brain.

Studies show that eating more berries can:

- Improve memory, learning, attention[6-8], & executive function – the mental processes that help us to plan, focus, remember and juggle tasks[6,9].
- Improve the flow of oxygen & energy to the brain[6] and transport information between brain cells[6,9].
- Improve neuroplasticity - the forming of new connections in the brain to help us learn, grow, and form memories[6].
- Reduce cognitive fatigue[10] and slow cognitive decline[11].



What's in berries that packs a POWERFUL PUNCH?

Berries are jam-packed full of health promoting nutrients including fibre. The power of berries also comes from bioactive polyphenols.

MICRONUTRIENTS

Vitamin C, Vitamin E, Folate, Magnesium & Manganese – **in different levels across each berry type.**

POLYPHENOLS

- **Abundant in berries** – giving their vibrant colours, flavours, and aromas[3].
- **Bioactives** – health promoting compounds[12].
- **Act like prebiotics in the gut** – help the 'good' bacteria to flourish[13].

FIBRE

Contain insoluble and soluble fibres – these promote gut health and feed the 'good' gut bacteria that produce compounds to nourish the brain[3].

IMPROVE BRAIN HEALTH

IMPROVE GUT HEALTH

SUPPORT GUT-BRAIN AXIS

How berry polyphenols improve brain health

DIRECTLY

- Improve blood flow to the brain[6].
- Increase synthesis of brain & nerve cells[6].
- Regulate glucose levels - the main energy source for the brain[6].
- Protect the brain through antioxidant actions[14].

INDIRECTLY BY NOURISHING THE GUT

90-95% of berry polyphenols reach the large intestine where they interact with the gut microbiota[3,15]:

- inhibiting the growth of 'bad' bacteria[8,16]
- supporting the growth of 'good' bacteria that produce compounds that support brain health[8,16].

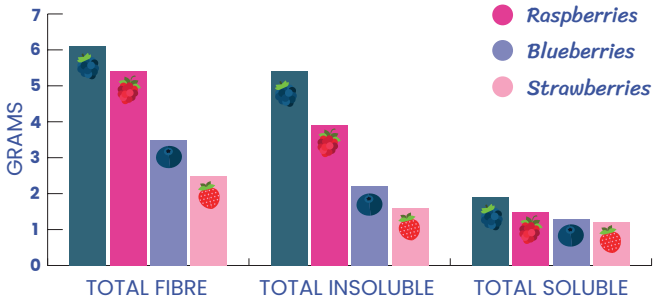
TOP TIP: Each berry has their own unique profile of **polyphenols** – so choosing a variety of berries ensures you get a range of polyphenols & benefits.

How berries improve gut health

BERRIES CONTAIN:

- **Insoluble fibres** - help transport nutrients and polyphenols to support the 'good' gut microbes[3].
- **Soluble fermentable fibres** - feed the 'good' gut bacteria[3].
- **Pectins** - particular soluble fibres that stimulate the growth of health promoting bacteria and their production of anti-inflammatory & anti-oxidant compounds[17].
- **Polyphenols** - help the 'good bacteria' to grow.

BERRY FIBRE FACTS (1 CUP)[18,19]



Berrylicious...

Berries are good for brain and gut health and they also make other gut and brain-healthy foods like wholegrains and fish tasty!

Try these culinary and practical tips to eat berry well...

MAKE ICE CUBES

MIXED BERRY & CHIA SEED PUREE

ADD TO WHOLEGRAIN PANCAKES OR TOAST

BERRIES AND LEMON JUICE IN COMPOTE

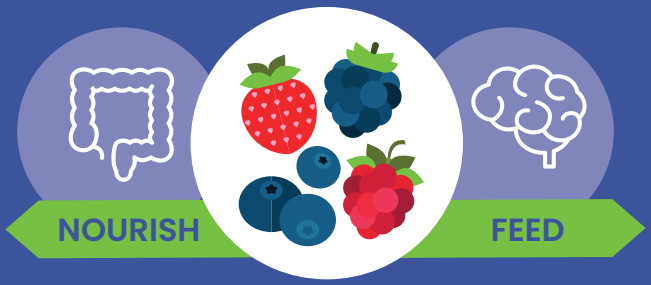
WITH MEAT, FISH & CHICKEN DISHES

IN DRESSINGS

Take home message:

Berries NOURISH THE GUT and FEED THE BRAIN in a sweet, delicious way!

To maximise the power of berry polyphenols, nutrients, and fibres, eat a mix of blackberries, blueberries, raspberries, and strawberries to nourish the gut and feed the brain.



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SCAN FOR MORE INFO

This brochure is intended for educational purposes only.

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