



POWER COLORS

THE RICH HUES FOUND IN FRUITS FROM AROUND THE WORLD HELP EXPLAIN THEIR HEALTH-ENHANCING ABILITIES.

When you see deep color in the produce aisle, dive in—powerful nutrition is close at hand. That's because pigmented produce indicates the presence of *phytonutrients*, which help the body fight inflammation, destroy cancerous cells and keep blood flowing freely—among numerous other benefits.

Fruit phytonutrients have been

found to be, well, especially fruitful when it comes to promoting health. And when you consider the other nutrients fruits provide—vitamins, minerals, fatty acids—it's easy to see why many people are turning to the most richly hued fruits (and whole-food supplements based on them) in an effort to maintain vitality and well-being.





FRUIT	APPEARANCE	WHERE GROWN
Açaí	Small, purplish berry	Native to Central and South America, most notably Brazil
Bilberry	Tiny, nearly black berries; close relative of the blueberry	Found in temperate climates throughout the world
Black Currant	Glossy, black berries with an astringent taste	Native to northern Europe and Asia
Blueberry	Dark-blue berries second only to strawberries in popularity	Native to North America
Cherry	Colors include black, red and white; two main types, sour and sweet	Black cherry native to eastern North America
Cranberry	Bright-red berries	Found in cool, boggy areas throughout the Northern Hemisphere
Goji	Orange-red fruits also known as wolfberries	Native to Asia and eastern Europe
Grape	Dozens of varieties available in white, red or black	Native to Asia, Europe and North America
Mangosteen	Reddish-purple fruit with creamy white flesh	Native to islands in the South Pacific
Noni	Oval, yellow-white fruit	Native to Southeast Asia but now widely cultivated in tropical areas
Pomegranate	Large red fruit that contains many pulpy seeds	Grown from the Mediterranean to the Indian subcontinent and in the US
Raspberry	Red, black and yellow berries consist of small seed-bearing sacs	Native to North America



HEALTH BENEFITS

Contains antioxidants, which help neutralize harmful molecules called free radicals; provides vitamin A and healthy fats in addition to a high fiber content; may support heart and immune health

British pilots in World War II reported better night vision after eating bilberry jam; contains anthocyanosides, which appear to protect the retina in addition to strengthening blood vessels

High in vitamin C, also supplies gamma linoleic acid (GLA), iron, potassium and vitamin B5; contains anthocyanins, which have shown inflammation-fighting effects in studies

Studies suggest that blueberries can improve memory in older adults; other research has linked them with protection against heart disease and cancer, and with improved blood sugar control

Good source of antioxidant phytonutrients; traditional usage in arthritis and gout relief supported by studies; may boost muscle recovery after exercise

Helps keep bacteria from adhering to cells lining the urinary tract and gums; studies have found evidence of heart-protective and anti-inflammatory properties

Rich source of antioxidant phytonutrients and carotenoids such as beta-carotene; used in Traditional Chinese Medicine to improve circulation, fight insomnia and protect the eyes and liver

Contains resveratrol, believed to mimic the anti-aging effects of a calorie-restricted diet and noted for protecting the cardiovascular system; may help protect against cancer

Used by traditional healers to treat skin and digestive tract infections; contains xanthones, which are under investigation for possible anti-inflammatory, antimicrobial and cancer-protective effects

Contains phytonutrients that may help ease inflammation, protect the cardiovascular system and fight cancer development

Long used in India's Ayurvedic medicine as an astringent and heart tonic; has helped fight development of cancer and atherosclerosis in laboratory studies

High in vitamin C, manganese and fiber, along with B vitamins, magnesium and potassium; has shown an ability to fight cancer and high blood pressure in laboratory research