

The Celebrity Berry

Confusing headlines can't stop superfruit açai's rise to fame.

Açai is a headline-grabbing nutritional superstar. This dark-purple rainforest native is skyrocketing to fame as a remarkable health-promoting berry with off-the-charts antioxidant activity. While the news media has admirably tracked açai's rise, some recent reports seem to be giving açai the true celebrity treatment—waiting to pounce at the first indication the berry might fall. These nutritional paparazzi may be waiting a long time.

Don't Blame the Berry

Unfortunately, instead of focusing on açai's antioxidant power, a few media reports have covered açai in the context of suspect companies. For example, some açai stories feature ominous "Watchdog Warning" headlines, but the warnings have nothing to do with açai itself. Instead, the reports warn about companies that, seeking to ride the red-hot açai trend, offer deceptive "free trials" that trick consumers into unwittingly spending more money than they intended to.

Online promotions such as these clearly use dishonest marketing tactics. However, açai itself is one innocent berry; reports that associate açai with bad companies may falsely taint its image. Less sensational stories instead reveal a positive, compelling truth that motivates many natural health consumers to give açai a try.

Small But Mighty

The small fruit of a palm tree found primarily in Brazil and other regions of South America, açai has long been a local dietary staple and traditional

healing food. What's ignited the açai craze in the US, however, is scientists' discovery of the powerful antioxidant qualities that this humble little berry possesses.

A study published in the September 10, 2008 edition of the *Journal of Agriculture and Food Chemistry* found that açai juice and pulp significantly increased the antioxidant capacity in the blood. Another study published in the same journal deemed powdered açai to have the highest ORAC (Oxygen Radical Absorbance Capacity, a measure of antioxidant activity) value of any food.

Published reports about these studies represent the real story: Açai is a remarkable superfruit with antioxidant activity that may promote healthy aging at the cellular level, thereby offering across-the-board benefits to well-being. The media seems to love a train wreck, however, so its early reports lauding açai have now been followed by a few stories with a negative spin.

Intelligent Choices

When it comes to researching health decisions, skimming a headline never yields enough information. Instead, choose to read the story behind the headline, speak to your local health food store clerks and perform your own investigation.

The next choice: If your findings motivate you, where to buy açai? Not all sources will deliver the berry's health-promoting potential. Before buying into that irresistible "free" açai offer, stop and ask yourself: Is this a hastily thrown together company seeking to cash in on the açai craze?



Do you trust açai that's on a convenience store shelf? Does this açai supplement deliver proven quality?

Açai is highly perishable; only quality manufacturing preserves its benefits and captures those advantages in supplements. For the best dietary supplements, shop at your local natural health food store, not your local convenience store. Purchase açai from an established, reputable brand known for quality. When settling for anything less, you may be getting a mere celebrity impersonator and not the real star—açai.

Educate yourself about antioxidants, superfruits, herbs and other supplements that the enemies of health freedom are perpetually striving to discredit. Patronize the natural health food stores that are committed to providing you with quality products and reliable knowledge. Fight to keep your health under your own control, always. For more information on health freedom, visit www.nha2009.com. ■

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