

## Start Feeling Good About The Blues!

Blueberries are low-fat, sodium free, and a good source of both fiber and vitamin C. A one-cup serving of fresh blueberries will give you 5 grams of fiber—more than most fruits and vegetables—and 15% of your daily value for vitamin C at a cost of only 80 calories! So as you can see, there are now more reasons than ever to love this great tasting fruit.



### Nutrition Facts

Serving Size 1 Serving (140g)  
Serving Per Container 1

#### Amount Per Serving

**Calories 80**      Calories from Fat 0

% Daily Value\*

**Total Fat** 0g      0%

Saturated Fat 0mg      0%

**Cholesterol** 0g      0%

**Sodium** 0mg      0%

**Total Carbohydrate** 19g      6%

Dietary Fiber 5g      20%

Sugars 9g

#### Protein 1g

Vitamin A 0% • Vitamin C 15%

Calcium 0% • Iron 0%

\*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

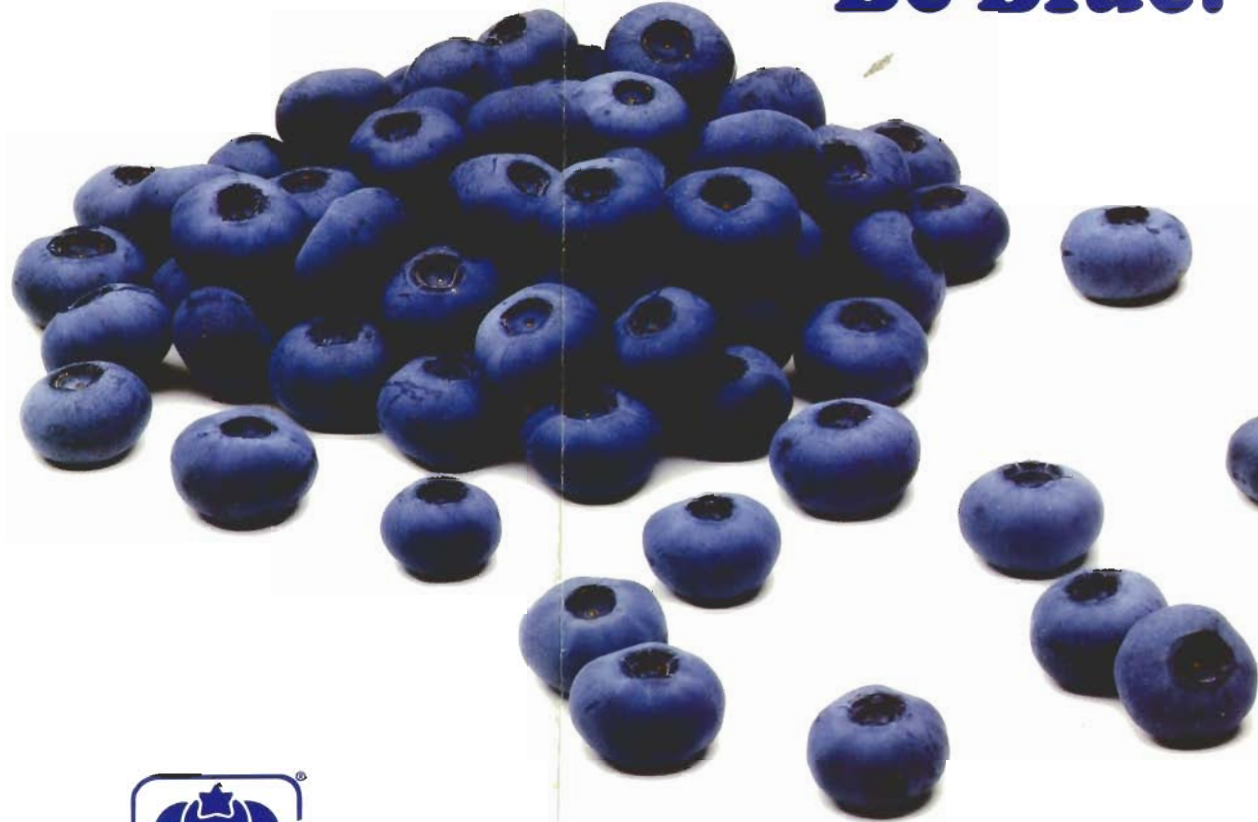
		Calories 2,000	2,500
Total Fat	Less Than	65g	80g
Sat Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:

Fat 9 • Carbohydrate 4 • Protein 4

Source: The National Food Laboratory  
Dublin, California.

# It Never Felt So Good To Be Blue!



**MBG MARKETING®**

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Blueberries have long been heralded for their great taste and ease of use. Now there's an even greater reason to love blueberries . . . they're so good for you! In research labs throughout the country, blueberries are coming out on top as the disease-fighting food of the new millennium!



**The word is finally out and spreading that blueberries have much more to offer than good looks and great taste! Luscious, sweet blueberries have a nutrition profile fit for today's health conscious consumer. Read on and discover for yourself the good news about the blues!**

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Blueberries are gaining recognition as nature's antioxidant powerhouse. Blueberries ranked number one out of some 40 fruits, vegetables

and juices tested in studies at the USDA Human Nutrition Research Center on Aging at Tufts University in Boston.

It's antioxidants, nutritionists advise, that are responsible, in part, for keeping us young, healthy and smart. It is believed that by eating a diet rich in antioxidants, it may be possible to lower the risk of cancer, heart disease and other ailments.

To put it simply, scientists believe antioxidants help protect against free radical damage to cells in the body. Free radicals are unstable and highly reactive substances that are produced through normal metabolic processes in our body, or they can be generated through exposure to environmental factors such as cigarette smoke, pollutants and UV light. Free radicals can damage DNA, proteins, lipids and membranes of cells in our body. By helping to protect the body against free radicals, antioxidants may also help

protect against the kind of cellular damage that can lead to cancer, heart disease, arthritis and aging.

Anthocyanin, the pigment that makes a blueberry blue, is thought to be the major contributor to the high antioxidant activity levels discovered in blueberries.

To illustrate their remarkable health potential, Dr. Ronald L. Prior, director of the USDA studies at Tufts, explains that just a 1/2 cup of blueberries can provide as much antioxidant power as 5 servings of other nutritious fruits and vegetables—say peas, carrots, apples, squash and broccoli. "Of course," he adds, "these foods supply other essential nutrients, so variety is still key to a healthful diet." While research is still just beginning, the results so far have been very promising. "In the meantime," says Prior, "I'm eating blueberries every day."

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## Reverse Short-Term Memory Loss & The Effects of Aging

In another study at Tufts University, Dr. James Joseph, chief of the neuroscience laboratory, discovered that putting laboratory rats on a blueberry-rich diet slowed age-related loss in their mental capacity, a finding that has important implications for humans.

Joseph and his colleagues found that older rats fed the equivalent of a cup of blueberries a day were not only more coordinated, but were smarter than other rats in the same age range. The team is now working to find out just what it is in blueberries that repairs the damage aging does to the brain.

**Health Magazine's Guide to 50 Super Foods identified blueberries as a Super Food based on their number-one ranking in antioxidant activity.**

In an upcoming issue of the Journal of Neuroscience, the team reports the rats that got the supplement not only learned faster than other rats, but their motor skills improved too. "... what struck me was the ability to change motor behavior. There is virtually nothing out there that can change motor behavior in aging," Joseph said. Until blueberries came along!



"The blueberry has emerged as a very powerful food in the aging battle," said Joseph. "Given the possibility that blueberries may reverse short-term memory loss and forestall other effects of aging, their potential may be very great."

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**The list goes on . . .**

### Reduce Eye Strain and Fatigue

Improved eyesight is another possible health benefit attributed to blueberries. Dr. Prior plans to study the blueberry's ability to prevent macular degeneration, a disease of the retina and the leading cause of blindness in people over age 65.

### Promote Urinary Tract Health

Researchers at Rutgers University in New Jersey have identified a compound in blueberries that promotes urinary tract health and reduces the risk of infection. It appears to work by preventing bacteria from adhering to the cells that line the walls of the urinary tract.

### Reduce Build-Up of "Bad" Cholesterol

Scientists at the University of California at Davis say blueberries may reduce the build-up of so called "bad" cholesterol that contributes to cardiovascular disease and stroke. Antioxidants are believed to be the active component.