

# THE COLOR OF FOOD



## PHYTONUTRIENTS

### FLAVONES

Additive nutraceutical support via anti-inflammatory response and anti-microbial benefits; potential support of healthy metabolic function

### LIGNANS

Soluble and insoluble fiber help support the immune system; often an antioxidant role and help with balancing metabolic and hormonal systems

### CAROTENOIDS

Antioxidant process support; reduced risk of macular degeneration

### QUERCETIN

Reduction in inflammatory responses for a wide range of health issues

### CATECHINS

Maintain metabolic processes; improved wellness associated with longevity and cardiovascular health

### PHENOLIC ACIDS

Antioxidant activity promoting systems important to vascular health

### CHLOROPHYLL

Anti-inflammatory-like responses, antioxidant, and anti-bacterial activity

### ELLAGIC ACID

Can play a role in antioxidant and anti-mutagenic response considered health protective

- Phytonutrients are natural, plant-derived compounds that support life and offer protection – innately in plants but for plant-eating humans as well.
- Different plant colors are associated with the beneficial protection of phytonutrients, and encouraging diversity of plant-based colors in a given meal can be a great method for improving diet choices.



## GREEN

Contains lutein, an antioxidant that reinforces improved vision, as well as potassium, vitamin C, vitamin K, and folic acid.



## YELLOW

Rich in beta carotene and vitamin C, which promote excellent vision, healthy skin, and support a strong immune system.



## RED

Rich in phytochemicals like lycopene and anthocyanins that improve heart health and diminish risk of cancer.



## PURPLE

Rich in antioxidants and phytochemicals that are anti-aging, reduce the risk of cancer, and support mental clarity.



## BROWN

Fiber-rich energy sources that support the growth of beneficial bacteria and overall gastrointestinal health.



## BLACK

Source of diverse phytoactive compounds with a host of bioactive properties and essential nutrients.



## WHITE

Rich in phytochemicals and potassium to help reduce cholesterol levels, lower blood pressure, and prevent diabetes.

## HEALTH BENEFITS

- **Green** foods help improve diabetes and immunity, protect against cancer, and enhance gene expression.
- **Red** foods align with the cardiovascular system by protecting the heart and blood vessels. Red is also responsible for building muscle mass and skin protection.
- **White** foods, even though not as 'colorful', still yield a tremendous amount of immune system support by decreasing allergies, reducing inflammation, helping to maintain weight, and lowering cholesterol.
- **Purple** improves memory, protects against cancer, improves the gut, and keeps a healthy heart.
- **Yellow** or orange foods additionally protect the gut, protect our eyes and skin, fight cancer, and improve immunity.



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