

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.



 **WholisticMatters**[®]

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