



Beetroot

Red table beets (*Beta vulgaris var. rubra L.*) are the deep red root vegetable loaded with complex carbohydrates, unique phytoactive compounds, essential vitamins, and essential minerals.

Phytoactives

Flavonols

Promote antioxidant activity and vascular health

Quercetin (1.3 mcg/g)*

Nitrate

Supports exercise performance and cardiovascular health

Betalains

Natural pigments with antioxidant, anti-cancer, anti-lipidemic, and antimicrobial properties

Betain

Isobetain

Lignans

Cross-linked phenolic compounds that make up plant cell walls and are insoluble fibers that aid in fecal bulking and feed some gut bacteria

Secoisolariciresinol (0.07 mcg/g)*

Fiber

Supports cardiovascular health, healthy bowel function, and healthy cholesterol levels

Flavones

Compounds with anti-inflammatory, antimicrobial, and anti-cancer activity

Luteolin (3.7 mcg/g)*

What is the Whole Food Matrix?

Supports balanced immune modulation for healthy inflammation response

Supports gut microbes and a healthy metabolic fingerprint of the gut

Enhances nutrient bioavailability up to 60%

Includes organic and adaptive regenerative farming techniques that deliver a nutrient-dense source of key phytonutrients and help balance healthy lifestyles

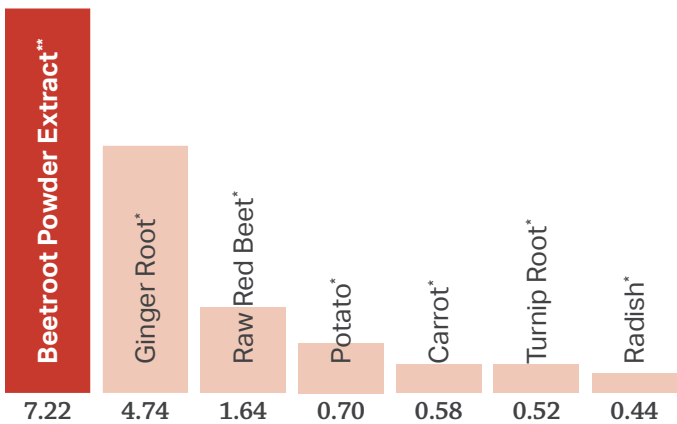
Increases intake of vegetables and fruits in whole food nutrition to influence individual epigenetic expression

Gallic Acid Equivalence

GAE, or “gallic acid equivalence,” indicates levels of important phytoactives available in the plant and extracts. GAE is derived by comparing to the gallic acid reference standard, a simple phenolic substance. Studies have shown that phytoactives in plants contribute to their beneficial effect on development of chronic diseases.

Total Phenolic Concentration

Measured: Total Phenolics as Gallic Acid Equivalence (mg/g)

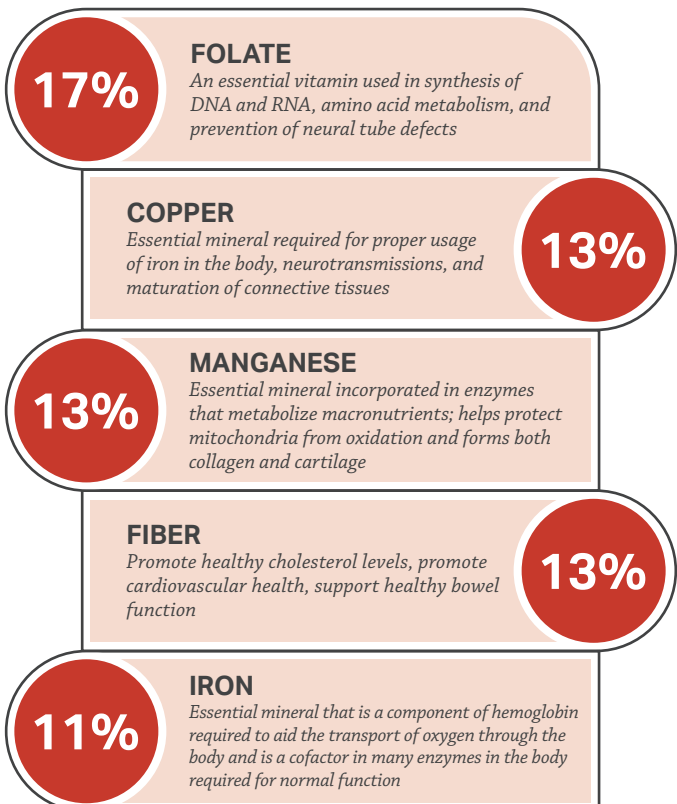


* Data is mean values from Phenol-Explorer Database¹

** Data on file with WholisticMatters
Values subject to change based on strain and experimental methods

Key Nutrients

Percentages shown as %DV per dry serving of 17g dry serving of beets



Other Nutrients

In order of %DV per 17g beetroot powder

- Magnesium
- Potassium
- Pantothenic acid
- Riboflavin
- Calcium
- Zinc
- Phosphorus
- Selenium
- Thiamin
- Niacin
- Vitamin B₆
- Choline



We are dedicated to advancing the latest insights and information available in nutrition therapy and clinical nutrition. We only present the most balanced, credible, and reliable clinical nutrition and science.

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REFERENCES

- Clifford, T., et al., The potential benefits of red beetroot supplementation in health and disease. *Nutrients*, 2015. 7(4): p. 2801-2822.
- Rothwell, J.A., et al., Phenol-Explorer 3.0: a major update of the Phenol-Explorer database to incorporate data on the effects of food processing on polyphenol content. *Database*, 2013. 2013: p. bat070-bat070.