DAILY GREEN POWER DRINK

Remember that you mother told you ..."Eat your greens!"

According to the USDA's most recent food pyramid, to maintain our health we need at least, three to five servings a day of deep green leafy vegetables. Unfortunately, only 5% of North Americans, and Europeans ever come close to achieving this. Recently, I had the privilege of visiting Okinawa and meeting with an Okinawan Professor, who has been researching plants and the relationship of their consumption to the outstanding longevity and health of the Okinawan people. Showing the highest number of longevity in the world, they also have the highest number of centenarians in the world, and most remarkably, many of them are mentally strong and lead active, disease-free lives.

Okinawa is an island chain off the coast of Japan. In Okinawa, there is reported 80% less heart disease and 80% less estrogen receptive cancers (breast, ovarian, prostate) than the U.S.! The Okinawan diet is very rich in vegetables; in fact, an astounding 36% of their diet is made up of vegetables. Researchers have found that the Okinawans have the highest amounts of protective antioxidants flowing through their blood, much more than any other race on earth. Most of these antioxidants are believed to be from their vegetable rich diet.

Researchers are now focusing on these antioxidant levels as being responsible for their remarkable disease-free health and longevity. It is recognized by some medical researchers, that, if we as a nation, were to actually consume five or more portions of fruits and vegetables per day, thereby consuming cancer protective compounds and antioxidant rich compounds within, we could reduce the number of people suffering in our cancer hospital wards, by an amazing 33%. This is a staggering statistic when you realize the amount of lives saved, and the amount of suffering avoided, all thanks to fruits and vegetables! The Okinawans consume 7-12 portions of fruits and veggies a day for their astounding good health, and, if we want good health, so should we.

Many scientists believe that by eating a balanced diet rich in protective nutrients from 5 to 8 servings of fruits and vegetables, humans would prevent nearly 40% of the different types of cancer.

Green Power Drink to the Rescue

Each serving of the Green Power Drink (2.5 grams) is the equivalent of one of your needed daily portions of vegetables. This would account for a daily two portions through supplementation, making it much more likely to achieve the minimum of 5 a day.

Evidence

- Forty-six well-designed studies (case control and cohort studies) showed that increased consumption of vegetables and fruit conferred the strongest protection of all foods against the non-hormone-dependent cancers, i.e. cancer of the oral cavity, stomach, pancreas and lung.
- In another even bigger review of 206 human epidemiological studies and 22 animal studies consistent evidence was found that greater fruit and vegetable consumption protects against cancers, particularly stomach, esophageal and lung cancers.

Greens provide a wide range of antioxidants, vitamins A, C and E, carotenoids and flavonoids. Plant foods supply pro-vitamin-A compounds that are converted to vitamin A by the human body. Antioxidants help to reduce the risk of cancer, heart attack and stroke. The development of cancer is usually a relatively slow process. Somatic mutations may occur because of exposure to environmental chemicals that damage the body's blueprint for life, DNA. The body itself can generate molecules, e.g., free radicals that can damage DNA. Antioxidants mop up free radicals and thus guard against excessive DNA damage. There is a role for antioxidants in helping to protect us from heart disease and stroke. Blocked arteries cause restriction of blood flow to the heart and pain on exertion (angina). In severe, acute blockage a region of heart muscle is suddenly deprived of blood and is damaged, this is what is known as a heart attack. Similar blocking of arteries in the brain leads to stroke or death. The most common cause of blockage is complex atheromatous plaques composed of inflamed tissues and fatty deposits. The build-up of cholesterol within these plaques may be accelerated by oxidative damage. Such damage might be prevented by high intake of antioxidants from fruits and vegetables.

Smoking and high levels of blood cholesterol, associated with a high intake of saturated fat, are both major risk factors for cardio-vascular disease and stroke. The accumulation of cholesterol as deposits within plaques may be accelerated by oxidative damage to the low-density lipoproteins (LDL). Such damage can be prevented by a high intake of antioxidant rich foods including apples, grapefruit, green grapes, kiwi fruit, oranges, peaches, prunes, raisins, raspberries, red plums, strawberries, beetroot, broccoli, Brussels sprouts, cauliflower, green cabbage, kale, leeks, lettuce, onion, spinach and tomatoes.

Green leafy vegetables typically contain 20 times more essential nutrients that other foods ounce for ounce. Furthermore, the nutrients in deep green leafy vegetables are so important, they actually make the nutrients found in other foods work far more effectively. As a result, if we fail to eat quality green vegetables on daily basis, dozens of valuable cleansing, building and eliminative functions fail to work properly. This contributes to diseases and discomforts including but not limited to: cancer, diabetes, ulcers, arthritis, gastrointestinal disorders, low energy, impotence, overweight, periodontal disease, hair loss, body odor, psoriasis, acne, constipation, asthma and extreme acidity.

Why do we require five or more servings of vegetables and fruit a day?
There is a theory that the human body adapted to high intakes of plant foods over millennia and that cancer may be a disease that results from maladaptation to the reduced intake of most people living in western societies. This theory is borne out by the finding that populations with the lowest intake of fruit and vegetables have the highest incidence and mortality of cancers of the esophagus (Iran and China), stomach (Poland and Hungary) and intestine (Britain and North America).

Each ingredient in Green Power has been selected for its unsurpassed purity, potency and ability to deliver five specific phyto-nutrients, uniquely designed by nature to activate metabolic function. In fact, 100% of the ingredients are organic. Chlorophyll is the life blood of all plants, converting sunshine into life-supporting

nutrients. Chlorophyll-rich plants are known to be immune-enhancing, stop bacterial growth, remove toxins, counteract inflammations, build the blood, renew tissues, improve the liver function and activate enzymes. This formula combines chlorophyll-rich plants from the sea and land. The aquatic micro-algae, spirulina and chlorella, contain twice the chlorophyll of any land plant. They were among the first organisms on the planet, with over three and a half billion years of supporting life. In addition to chlorophyll, micro-algae contain the highest sources of protein, beta-carotene and nucleic acid of any animal or plant food. Kelp, a sea vegetable, binds heavy metals, pesticides, and such carcinogens as PCBs, and carries them safely out through the intestines. Kelp also nourishes and protects the thyroid.

GREEN POWER AS A DRINK

GREEN POWER AS A CAPSULE

Why powder and not a liquid or juice form? Fresh juice is the best way to get antioxidants from plants. Using the Green Power drink powder is the next best thing as the busy pace of our lives typically prevents us for buying, stocking and juicing on a daily basis. We can make it easy for ourselves to get all the benefits of these rich nutrients on a daily basis by adding the Green Power drink to water, juice or in a smoothie. If juicing is not fresh daily, damaging chemical preservatives have to be included, and to me this is unacceptable. In tincture form, where alcohol is used to extract certain compounds and leaves may others behind, it alters the natural ratios of compounds as they appear in nature, while providing a very strong heating energetic from the alcohol. Reconstituted in its natural form by adding water or juice is a fast delicious way to make sure we get all our nutrients for our health.

What does 100% Organic mean? Certified organic means that all of the farms that we support comply with the USDA's National Organic Standards (Oct. 2002) and are also certified organic by an independent organization. When a farmer applies for organic certification, they have 3 years to transition their farm to be in compliance with the new rules. If all the criteria are met at the end of this time period, organic certification is issued. The certifier requires the farmer to adhere to strict guidelines and special and safe farming practices that are outlined by the USDA's new rules. Each farm and plant is inspected frequently to check compliance. Organic seeds and planting stock are required.

Why 100% certified organic? Because you are guaranteed the purest product possible and the purest assimilation, grown without herbicides, pesticides, or nutritionally depleted soil is about as good as it gets! Organic produce is grown without relying on synthetic chemical pesticides, using no herbicides, fumigants, or synthetic fertilizers. Organic produce is never GMO genetically engineered or modified, and is never irradiated. Organic farming helps protect our air, soil, water and food supply from potentially toxic chemicals and other pollutants. Organic farming conserves natural resources by recycling natural materials. Organic farming encourages an abundance of species living in balanced, harmonious ecosystems. It is good for us and good for the planet!

Why Organic Greens for the Green Power Drink? The Green Power drink contains many concentrated extracts, some as concentrated as 20:1, meaning that 20 pounds of greens ingredients are concentrated down to 1 pound of powder. If non-organic greens are used even trace elements of herbicides or pesticides are super concentrated. That’s why we will not use anything but 100% organic.

Chlorophyll, is the “blood” of plants, it has a structure almost identical to human hemoglobin in the blood. Chlorophyll is an efficient deliverer of magnesium and helps the blood carry oxygen to the cells and tissue. Chlorophyll assists in the chelation of heavy metals. Perhaps, most importantly, chlorophyll performs

photosynthesis, a complex series of chemical reactions that covert sunlight, carbon dioxide and water into oxygen and plant sugars (calories). Without it all life would cease to exist. The stress of photosynthesis causes the plant to create a powerful antioxidant shield enzymes which are designer proteins that contribute to digestive function and immune response. The similarity between chlorophyll and hemoglobin create corresponding similarities in the type of antioxidant enzymes green pigmented plants and human blood contain. In addition to enzymes, green plants contains dozens of trace minerals often missing from western diets due to poor farming, top soil erosion, or a lack of proper eating habits. Green Power comes from pristine organic farmland and pure Icelandic waters and resides within the natural plant matrix of organic vegetables, algae's, grasses and kelp, that make up Green Power. Green foods are highly alkalizing and contribute the necessary balance to the body's pH that is so sorely missing today in the modern diet. They also contain polypeptides (free form amino acids) that act to create lean muscle, enhance potency and most importantly boost immunity!

The following foods selected from land and sea together because they are the Green Power plants of our planet!

Organic Alfalfa Greens: The father of all foods, alfalfa has roots that reach up to 60 feet into the soil to absorb trace minerals. Its lightweight proteins stimulate the rebuilding of tissues and strengthen hair skin and nails. The Western herb alfalfa is renowned for gentle tonification of indigestion, regulating hyperacidity of the stomach. As a special bonus, alfalfa contains eight digestive enzymes to boost digestive energy and metabolism. Alfalfa is one of the best natural sources of vitamin K. This nutrient helps blood to clot by moving calcium into proteins that form a microscopic net to capture red blood cells. Vitamin K likewise helps bones to knit by working with vitamin D and glutamic acid to activate osteocalcin. The combination of these three nutrients is essential to building good bones. It is rich in minerals and vitamins and contain organic acids, free amino acids, non-protein amino acids (such as canavinine), strachydrine, coumarins, isoflavonoids, saponins and steroids such as b-sitosterol, campesterol, stigamsterol and others. It contains vitamins A, D, E and K as well as chlorophyll and carotene and minerals such as potassium, calcium, magnesium.

Organic Barley Grasses: Over a dozen studies in several universities show the extract of young barley leaves to be a useful and powerful therapeutic agent. Rich in SOD, calcium, iron and trace minerals, barley has been reported to relieve arthritis, gastrointestinal disorders, chronic fatigue, constipation, poor circulation, psoriasis, acne, and body odor. Barley is considered to be the first cereal grain cultivated by humans. It's medicinal and food use dates back to 7000 BC. Crop reports on barley date back to 2440 BC, and the Chinese were cultivating barley circa 2000 BC. Historically, the plant species was used in the treatment of skin, liver, blood, and GI disorders. Ancient Greeks used the mucilage derived from the cereal to treat GI inflammations. Gladiators ate barley for strength and stamina. The Roman physician Pliny used barley as part of a ritualized cure for boils.

The juice of barley grass contains beta carotene, vitamins B1, B2, B6, B12, pantothenic acid, and folic acid. Minerals present include potassium, calcium, iron, phosphorus, and magnesium. Other constituents are chlorophyll, amino acids, protein, fiber, and enzymes. Cobalamin or vitamin B12 deficiency may be avoided in vegetarian diets by supplementation with dehydrated barley grass juice.

Barley leaf extract has the ability to scavenge free radicals. Reactive oxygen species have been shown to play an important part in mediating the production of pro-inflammatory cytokines and can be instrumental in the pathogenesis of diseases such as rheumatoid synovitis, arthritis, and gout. For cancer prevention barley grass extracts protect human tissue cells against carcinogens. The mechanism of action is unknown but may be associated with the plant's antioxidant activity or its chlorophyll content. It has been suggested that complexes may be formed between the carcinogen and the chlorophyll that may inactivate the carcinogen. In addition,

antioxidants, including superoxide dismutase, found in high concentrations in green barley juice protect against radiation and free radicals. Research reveals no clinical data regarding the use of barley grass for cancer-preventive properties. For hyperlipidemia cholesterol-lowering effects have been attributed to the beta-sitosterol components, in part. Beta-sitosterol is thought to act by inhibiting the intestinal absorption of cholesterol and accelerating its catabolism to bile acid.

Organic Oat Grass: One of the little known super stars among cereal grasses. Recent and ongoing studies indicate that unique proteins, lipids and other factors in oat greens may have tremendous usefulness as an antidote for male impotence and may possibly revive reproductive function. Avena sativa is a source of antioxidants. Researchers have examined the concentrations of total phenolics, tocols, and phenolic acids and in vitro antioxidant activity of Avena sativa milling fractions. They found a correlation between the total phenolic content and antioxidant activity and the pearling fractions have the highest amount of total phenolics and tocols.[3] Avena sativa suppressed oxidation of LDL in a vitro study. Researchers found that Avena sativa fractions inhibited LDL oxidation in a dose-dependent manner. They believe that most of Avena sativa's antioxidant capacity is likely derived from its polar phenolic compounds in the aleurone. It may have health benefits on HDL profiles of premenopausal overweight women. In a study of 34 premenopausal women (age: 22-53 years), researchers studied the plasma lipoprotein/lipid response to dietary fibers. They found the beneficial effects of Avena sativa (oat bran) on the plasma HDL-C levels.[6]

Organic Spirulina: Is an amazing of complete, highly digestible vegetarian protein that is rich in the B vitamins, particularly B-1, B-2, B-3, and B-6. More importantly, spirulina is the richest source of vitamin B-12 found in nature! Spirulina has also shown promise in the treatment of impaired immunity, protein deficiencies and eating disorders. Spirulina is the richest beta carotene food, with a full spectrum of ten mixed carotenoids. About half are orange carotenes: alpha, beta and gamma and half are yellow xanthophylls. They work synergistically at different sites in our body and our animals to enhance antioxidant protection. Twenty years of research proves eating beta carotene rich fruits and vegetables give us real anti-cancer protection. Synthetic beta carotene has not always shown these benefits. Research in Israel showed natural beta carotene from algae was far more effective. Natural is better assimilated and contains the key 9-cis isomer, lacking in synthetic. As suspected, natural carotenoids in algae and vegetables have the most antioxidant and anti-cancer power.

This tiny aquatic plant offers 60% all-vegetable protein, essential vitamins and phytonutrients such as the antioxidant beta carotene, the rare essential fatty acid GLA, sulfolipids, glycolipids and polysaccharides. Spirulina is an ideal anti-aging food; concentrated nutrient value, easily digested and loaded with antioxidants. Beta carotene is good for healthy eyes and vision. This all vegetable, low fat protein means we can lighten up on a meat centered diet that can aggravate arthritis and raise cholesterol. When we choose to eat less meat, vegetables like spirulina are good sources of more iron and essential minerals.

Nutritional Uses: Spirulina provides superior nutritional support to help with a wide array of health conditions, including AIDS/HIV, arthritis, athletic nutrition, enhancing natural cleansing and detoxification, supporting cardiovascular function and healthy cholesterol, strengthening the immune system, improving gastrointestinal and digestive health, reducing cancer risks with antioxidant protection, general and long term health. Beta carotene is for body defense is ten times more concentrated than carrots. So even if you don't eat the recommended 5 to 9 servings of fruits and vegetables every day, get your natural beta carotene insurance from spirulina to support your body's antioxidant defenses. Zeaxanthin/Lutein. This nutrient is especially good for the eyes. Spirulina is a very good source of zeaxanthin. GLA rare essential fatty acid can be a key to health Gamma-linolenic acid (GLA) in mother's milk helps develop healthy babies. Studies show nutritional deficiencies can block GLA production in your body, so a good dietary source of GLA can be important. Spirulina is the only other whole food with GLA.

Organic Dandelion Greens: An excellent digestive aid and diuretic. Dandelion leaves for medical purposes was in use as early as the 10th century, in India, dandelions are grown for use as a liver purifier; USA health food stores sells it in capsules; the Canadians have registered it as diuretic drug; and the Japanese are testing for anti-cancer properties. Many Sources agree that dandelions are high in calcium, iron, potassium, and phosphorus, as well as vitamins A, B, C, and D. It has even been said that dandelion leaves are a better source of vitamin A than carrots, and have more iron than spinach. Dandelion root is also said to be 40% inulin, a healthful plant fiber. Young dandelion leaves are delicious in salad.

Organic Broccoli: Provides a powerhouse of anti-cancer compounds including Endoles, like endole carbinaol 3 and sulfur compounds like sulforaphane. Broccoli is also rich in vitamin C and beta carotene. Sulforaphane (especially high in 7-10 day old broccoli sprouts), triggers the liver to produce enzymes that detoxify cancer-causing chemicals, inhibits chemically-induced breast cancers in animal studies, induces colon cancer cells to commit suicide. Sulforaphane may also offer special protection to those with colon cancer-susceptible genes, suggests a study conducted at Rutgers University and published online in the Journal, Carcinogenesis.

Organic Spinach: An excellent source of minerals like calcium, phosphorus, iron, potassium and zinc as well as antioxidants like carotenoids, vitamin C and vitamin E. We all know that Popeye made himself super strong by eating spinach, but you may be surprised to learn that he may also have been protecting himself against osteoporosis, heart disease, colon cancer, arthritis, and other diseases at the same time.

Phytonutrient Flavonoids: Researchers have identified at least 13 different flavonoid compounds in spinach that function as antioxidants and as anti-cancer agents. The anti-cancer properties of these spinach flavonoids have been sufficiently impressive to prompt researchers to create specialized spinach extracts that could be used in controlled studies. These spinach extracts have been shown to slow down cell division in stomach cancer cells (gastric adenocarcinomas), and in studies on laboratory animals, to reduce skin cancers (skin papillomas). A study on adult women living in New England in the late 1980s also showed intake of spinach to be inversely related to incidence of breast cancer. Spinach carotenoid also combats prostate cancer A carotenoid found in spinach and other green leafy vegetables fights human prostate cancer two different ways, according to research published in the Journal of Nutrition. The carotenoid, called neoxanthin, not only induces prostate cancer cells to self-destruct, but is converted in the intestines into additional compounds, called neochromes, which put prostate cancer cells into a state of stasis, thus preventing their replication.

1. Spinach Flavonoid Combats Ovarian Cancer: Research calculating flavonoid intake in 66,940 women enrolled in the Nurses Health Study between 1984 and 2002 revealed that women whose diets provided the most kaempferol had a 40% reduction in risk of ovarian cancer, compared to women eating the least kaempferol-rich foods. In addition to spinach, foods richest in kaempferol include tea (non-herbal), onions, curly kale, leeks, broccoli, and blueberries. A significant 34% reduction in ovarian cancer risk was also seen in women with the highest intake of the flavone luteolin (found in citrus). Int J Cancer. 2007 Apr 30; Am J Clin Nutr. 2004 May:79 (5):727-47.

2. Bone Health: The vitamin K provided by spinach-almost 200% of the Daily Value in one cup of fresh spinach leaves and over 1000% of the Daily Value in one cup of boiled spinach (which contains about 6 times as much spinach)-is important for maintaining bone health. Vitamin K1 helps prevent excessive activation of osteoclasts, the cells that break down bone. Additionally, friendly bacteria in our intestines convert vitamin K1 into vitamin K2, which activates osteocalcin, the major non-collagen protein in bone.
3. Cardiovascular Protection: for atherosclerosis and diabetic heart disease, few foods compare to spinach in their number of helpful nutrients. Spinach is an excellent source of vitamin C and vitamin A, the latter notably through its concentration of beta-carotene. Spinach is also an excellent source of folate. Folate is needed by the body to help convert a potentially dangerous chemical called homocysteine that can

lead to heart attack or stroke if levels get too high.

4. Lowers High Blood Pressure: In addition to its hefty supply of cardio-protective vitamins and minerals, a study published in the Journal of Agriculture and Food Chemistry has revealed that spinach Rubisco contains four peptides (protein components) that inhibit angiotensin I-converting enzyme-the same enzyme blocked by ACE inhibitor drugs, which are used to lower blood pressure. When given to laboratory animals bred to be hypertensive, spinach produced a blood pressure lowering effect within two to four hours. How much spinach did the animals have to eat to get this beneficial effect? Just 20 to 30 mg of these powerful spinach peptides for each kilogram (2.2 pounds) of their body weight. In human terms, what this suggests is that an entrée-sized spinach salad for lunch or a serving of steamed spinach as part of the evening meal may have a salutary effect on blood pressure two to four hours later.
5. Promotes Gastrointestinal Health: The vitamin C and beta-carotene in spinach help to protect the colon cells from the damaging effects of free radicals. And the folate in spinach helps to prevent DNA damage and mutations in colon cells, even when they are exposed to cancer-causing chemicals. Studies show that people who eat foods high in vitamin C, beta-carotene, and/or folate are at a much lower risk of getting colon cancer than those who don't.
6. Anti-Inflammatory Nutrients: The nutrients in spinach can also help with conditions in which inflammation plays a role. For example, asthma, osteoarthritis, osteoporosis and rheumatoid arthritis are all conditions that involve inflammation. Since beta-carotene, vitamin C and vitamin K all have anti-inflammatory properties, they can be helpful for reducing symptoms in some patients. In addition, the magnesium and riboflavin in spinach, two nutrients of which it is an excellent source, may help to reduce the frequency of migraine attacks in people who suffer from them.
7. A Smarter Brain with Spinach: In animal studies, researchers have found that spinach may help protect the brain from oxidative stress and may reduce the effects of age-related related declines in brain function. Researchers found that feeding aging laboratory animals spinach-rich diets significantly improved both their learning capacity and motor skills.
8. Slow Loss of Mental Function: Mental performance normally declines with age, but the results of Chicago Health and Aging Project (CHAP) suggest that eating just 3 servings of green leafy, yellow and cruciferous vegetables each day could slow this decline by 40%, suggests a study in the journal Neurology (.Morris MC, Evans DA, et al.) Compared to people who consumed less than one serving of vegetables a day, people who ate at least 2.8 servings of vegetables a day saw their rate of cognitive decline slow by roughly 40%. This decrease is equivalent to about five years of younger age, said lead author Martha Clare Morris, ScD, with Rush University Medical Center in Chicago.

Organic Kale: Rich in all trace minerals and is recommended to prevent brittle bones. Organo sulfur Phytonutrients that Help Prevent Cancer. Studies show the remarkable reduction in disease by getting the phytonutients in land and sea vegetables. See below 6 reasons to take green power every day. How many weekly servings of cruciferous vegetables do you need to lower your risk of cancer? Just 3 to 5 servings-less than one serving a day! (1 serving = 1 cup)

1. Those eating the most cruciferous vegetables were found to have a 29% lower risk of bladder cancer.
2. Those eating 28 servings of vegetables a week had a 35% lower risk of prostate cancer.
3. Those eating the most crucifers did almost twice as well with a 49% drop in their colorectal cancer risk.
4. 40% reduction in risk of ovarian cancer.
5. 69% smokers, regular cruciferous vegetable consumption reduced lung cancer risk an amazing.
6. 39% reduced risk of developing cataracts.

The organosulfur compounds in kale have been a main subject of phytonutrient research, and these include the glucosinolates and the methyl cysteine sulfoxides. Although there are over 100 different glucosinolates in plants, only 10-15 are present in kale and other brassicas. Yet these 10-15 glucosinolates appear able to

lessen the occurrence of a wide variety of cancers, including breast and ovarian cancers.
In another study at the University of Texas, researchers analyzed the diets of 697 newly diagnosed bladder cancer cases and 708 healthy controls. Average daily intake of cruciferous vegetables was significantly lower in those with bladder cancer than in healthy controls. Those eating the most cruciferous vegetables were found to have a 29% lower risk of bladder cancer compared to participants eating the least of this family of vegetables. Isothiocyanates offer the bladder, in particular, significant protection, most likely because the majority of compounds produced by isothiocyanate metabolism travel through the bladder en route to excretion in the urine, suggested the researchers.

- In addition to its glucosinolates, the Nurses Health Study between 1984 and 2002 revealed that women whose diets provided the most kaempferol had a 40% reduction in risk of ovarian cancer, compared to women eating the least kaempferol-rich foods. I(Gates MA, Tworoger SS, Int J Cancer).
- Recent studies show that those eating the most cruciferous vegetables have a much lower risk of prostate, colorectal and lung cancer-even when compared to those who regularly eat other vegetables.
- In a study of over 1,200 men conducted at the Fred Hutchinson Cancer Research Center in Seattle, WA, those eating 28 servings of vegetables a week had a 35% lower risk of prostate cancer, but those consuming just 3 or more servings of cruciferous vegetables each week had a 44% lower prostate cancer risk.
- In the Netherlands Cohort Study on Diet and Cancer, in which data was collected on over 100,000 people for more than 6 years, those eating the most vegetables benefited with a 25% lower risk of colorectal cancers, but those eating the most crucifers did almost twice as well with a 49% drop in their colorectal cancer risk.
- A study of Chinese women in Singapore, a city in which air pollution levels are often high putting stress on the detoxification capacity of residents' lungs, found that in non-smokers, eating cruciferous vegetables lowered risk of lung cancer by 30%. In smokers, regular cruciferous vegetable consumption reduced lung cancer risk an amazing 69%! To get the most benefit from your cruciferous vegetables like kale, be sure to choose organically grown varieties (their phytonutrient levels are higher than conventionally grown), and steam lightly (this method of cooking has been shown to not only retain the most phytonutrients but to maximize their availability).
- Carotenoids that Lower Cataract Risk: In addition to its unique organosulfur compounds, kale is well known for its carotenoids, especially lutein and zeaxanthin. These carotenoids act like sunglass filters and prevent damage to the eyes from excessive exposure to ultraviolet light. Studies have shown the protective effect of these nutrients against the risk of cataracts, where increased eye cloudiness leads to blurred vision. In one study, people who had a diet history of eating lutein-rich foods like kale had a 50% lower risk for new cataracts.
- Kale also emerged from our food ranking system as an excellent source of traditional nutrients, including vitamin A, vitamin C, vitamin B6 and manganese. It is also a very good source of dietary fiber, calcium, copper, vitamin B6, and potassium. This combination of vitamins, minerals, and phytonutrients makes kale a health superstar.
- Kale Gets an A+ for its Pro-vitamin A. Both vitamin A and beta-carotene are important vision nutrients. In a study of over 50,000 female nurses aged 45 to 67, those who consumed the highest dietary amount of vitamin A had a 39% reduced risk of developing cataracts.
- Promotes Lung Health: If you or someone you love is a smoker, or if you are frequently exposed to secondhand smoke, then making vitamin A-rich foods, such as kale, part of your healthy way of eating may save your life, suggests research conducted at Kansas State University.
- Beta-carotene has also been the subject of extensive research in relationship to cancer prevention and prevention of oxygen-based damage to cells. Beta-carotene may help to protect against certain forms of cancer since it belongs to the family of phytonutrients known as carotenoids. In population studies,

consuming foods high in carotenoids is consistently found to be associated with a lower risk for various epithelial cancers. (The epithelium includes the cells that cover the entire surface of the body and line most of the internal organs.) In one study of 176 Australian men, researchers examined the diets of a group treated for skin cancer and a group without cancer. The researchers found that men who ate more foods rich in beta-carotene, like kale, had a statistically lower risk of developing skin cancer.

Organic Parsley: An excellent deodorizer, antacid and anti-ulcer remedy.

Organic Sea Dulse: Known to contain over 96 different minerals and trace minerals. These foods are nature's most potent mineral rich whole foods. The little known red kelp called dulse has been reported to restore kidney function.

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