



POMEGRANATE

The Wonder Fruit

POMEGRANATE'S USAGE:

*Strong antioxidant
Arterial health
Heart support
Anti-Cancer activity
Menopause
Osteoporosis
Anti-viral*

Pomegranate contains:

*Polyphenols
Punicalagins
Ellagic acid
Tannins
Anthocyanins*

Cancer:

*Studies indicate
pomegranate has
significant potential in
preventing and fighting:*

*Breast cancer
Prostate cancer
Lung cancer
Skin tumors
Leukemia*

Heart Health:

*Slows cholesterol
oxidation
Anti-atherosclerotic
properties
May help with
coronary heart disease*

This ancient fruit from the Middle East is causing quite a stir in the health world.

Pomegranate's surprising insides - hundreds of tiny red seeds - may be an appropriate metaphor for all of its uses for our health. Pomegranate's medicinal uses go back thousands of years to ancient Egypt. Traditional medicine and modern research indicate the usefulness of pomegranate to address many of today's health concerns.

ANTIOXIDANTS:

Many of pomegranate's effects stem from its rich amount of antioxidants, those wonderful little compounds that render damage causing, free radicals harmless. The antioxidants in pomegranate include polyphenols, tannins and anthocyanins. Pomegranate is one of the richest sources of antioxidants, even more than green tea or red wine. The polyphenols ellagic acid and punicosides are quite notable in pomegranate and are thought to be responsible for much of its healthful actions.

HEART HELPER:

According to research, compounds in pomegranate

have been shown to decrease signs of atherosclerosis (hardening of the arteries), as well as reducing its development. Studies have revealed that pomegranate's antioxidants may be

responsible for the reduction of plaque on artery walls and have an effect in reducing oxidative stress on the cells that line the blood vessels, called endothelial cells.

The helpful antioxidants in pomegranate may also diminish the oxidation of LDL (low-density lipoproteins) or "bad

cholesterol". This is good news as increased levels of LDL oxidation have been linked to a greater risk of heart attack and stroke.



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CANCER RESEARCH:

In the ongoing quest to find solutions for cancer issues, researchers have turned their attention to the impressive antioxidant activity of pomegranate. The results of research show very strong support for **pomegranate's ability to diminish and possibly prevent several types of common cancers including prostate cancer, breast cancer, leukemia and skin tumors.** Some studies have shown pomegranate can promote the ability of cancer cells to revert to their normal counterparts, also known as differentiation. Other actions include apoptosis, the self destruction of cancer cells.

MENOPAUSE:

Pomegranate has been gaining popularity for menopausal symptoms due to its rich phytoestrogen content (estradiol, estrone, and estriol). Because pomegranate also has been shown to help with breast cancer, heart disease and stroke; conditions associated with synthetic estrogens, **it makes for a very favorable alternative for helping with menopausal symptoms.** According to one study, pomegranate extract improved the menopausal symptoms of depression and bone loss.

Wonder Fruit!

Pomegranate offers so many benefits it stands to be a significant part of many health programs. As more studies come to light and people take advantage of its uses, pomegranate is quickly becoming a household word.

OSTEOPOROSIS:

Pomegranate can block enzymes that contribute to osteoporosis. Research has found pomegranate to inhibit Interleukin-1b (IL-1b), a pro-inflammatory protein molecule that plays a key role in cartilage degradation in osteoarthritis.

AND MORE:

Because pomegranate is packed with healthful compounds, is rich in antioxidants and has antimicrobial, anti viral and antibiotic properties, the list of potential uses goes on. Some other issues in which pomegranate research has shown promise include HIV, excessive lipid (fat) levels in diabetics, hypoxia ischemia (brain injury in premature babies) and more. ■

Studies indicate that pomegranate may promote the destruction of some cancer cells and cause others to revert to their normal, non-cancerous counterparts.



Pomegranate Complete Concentrates® is a full spectrum, standardized pomegranate supplement. It is made without harmful solvents, excipients fillers or flowing agents

so you get an all natural, all pomegranate product in a convenient vegetarian capsule.



The Heart of Herbal Health®

Be sure to visit the resource section of our web site at www.kroegerherb.com