









CHYY-ICOUS BENEFITS (FOR BETTER HEALTH

KEEP PAIN AT BAY WITH ANTI-INFLAMMATORY PROPERTIES

Sweet cherries contain anthocyanins, which appear to shut down enzymes that cause tissue inflammation in a similar manner to ibuprofen and naproxen. Increased inflammation is the underlying cause for numerous chronic human diseases, such as:

• Arthritis • Diabetes • Cancer • Hypertension • Cardiovascular disease

Biomarkers of these diseases and C-reactive protein, a common marker of inflammation, have been reduced in human studies of cherry consumption.

A TASTIER WAY TO FIGHT CANCER

More research is suggesting that sweet cherries may possess cancer-fighting properties. Among other compounds, cherries contain ellagic acid and anthocyanins, which appear to be potent inhibitors to the growth of cancer cells. Along with other phytonutrients, their individual and synergistic benefits are the focus of several new studies.

TAKE THE BITE OUT OF GOUT ATTACKS A painful form of arthritis caused by elevated levels of uric acid in the blood, gout affects more

than 8.3 million Americans. Eating sweet cherries can lower the levels of uric acid in the blood, according to research conducted at the USDA Western Human Nutrition Research Center. A study done at the Boston University School of Medicine reports patients who eat cherries and take their medicine have a 35% to 75% lowerchance of experiencing an attack.

SWEET CHERRIES, SWEETER DREAMS One of the few plant sources of melatonin, sweet cherries are a natural and flavorful aid in improving the

quality of sleep. Eating cherries about an hour before bedtime may help stabilize and regulate sleep patterns.

A cup of sweet cherries delivers about three grams of fiber, or about 12% of the daily value from USDA Dietary Guidelines. Just two cups of fruit daily can contribute to healthy weight maintenance, diabetes prevention and improved cardiovascular health.

SNACK ON A SWEET SOURCE OF FIBER

A SWEET FIX WITHOUT BUSTING GI LEVELS Satisfy a sweet tooth without worry. Cherries boast a lower glycemic index than almost any other fruit. They release glucose slowly and evenly, so blood sugar

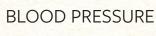


Studies Show...



- Polyphenolics: anthocyanins, flavonoids, hydroxycinnamic acids
- Indolamines:tryptophan, melatonin, serotonin

These compounds, gained through consuming dark sweet cherries, contribute to a host of beneficial effects on certain diseases and conditions.



levels stay steady longer.

• Hypertension is a risk factor in cardiovascular disease, and studies suggest phenolic acids found in cherries and produced by anthocyanin metabolism exert vasorelaxing and antihypertensive effects.2

CANCER

- In lab studies, the phenolic compounds of sweet cherries appear to inhibit breast cancer cell growth without toxicity to
- Sweet cherry extracts have been shown to inhibit proliferation
- of colon and breast cancer cells in several published studies.4 • Sweet cherries contain perillyl alcohol - shown to be capable of inhibiting pancreatic, breast, liver, colon, skin and lung cancers - which raises the fruit's anti-carcinogenic activity.5

CARDIOVASCULAR DISEASE (CVD)

- Anthocyanins found in foods like sweet cherries inhibit lipid peroxidation, which has a hand in reducing CVD risk factors. 6
- Anthocyanin interference with inflammation pathways can help in prevention of CVD.7

COGNITIVE FUNCTION

- Improved brain and visual function may result from anthocyanin's interference in inflammation pathways.8
- Anthocyanins appear to exert neuroprotection, resulting in a beneficial effect on cognitive decline and neurodegeneration associated with aging.9
- Consumption of anthocyanins from cherries appears to improve memory and cognition in older adults with mild-to-moderate dementia. 10

DIABETES The polyphenols in cherries appear to help diminish

- hyperglycaemia, oxidative stress and inflammatory markers that are predictors of diabetes mellitus. 11 • Cherry extracts reduce glucose blood levels and protect
- pancreatic beta-cells from oxidative damage, enabling them to continue balanced production of insulin. 12

- **GOUT** • Consumption of cherries can significantly decrease plasma urate,
- which provides anti-gout efficacy. 13 • Phenolics appear to interfere with the oxidative process as free radical terminators, ultimately decreasing formation of volatile
- decomposition products that contribute to gout. 14 • Sweet cherries compared favorably to NSAID controls using

ibuprofen and naproxen to alleviate gout symptoms. 15

INFLAMMATION

- Eating cherries significantly decreased C-reactive protein and nitrous
- oxide concentrations, both known pro-inflammatory factors. 16 • Consuming cherries was found to decrease plasma concentrations of eight biomarkers associated with inflammatory diseases (CRP,
- ferritin, IL-18, TNF , IL-1Ra, ET-1, EN-RAGE and PAI-1). 17 • Polyphenols in cherries may minimize or prevent inflammation and oxidative stress, which may be risk factors for diseases like arthritis, diabetes, cancer and hypertension. 18

SLEEP

• The presence of tryptophan, serotonin and melatonin in sweet cherries interact with cherry phenolics to help regulate sleep cycles. 19

STRESS

• Cherry phenolics appear to protect neuronal cells from cell-

neurotransmitter that reduces stress and improves mood. 21

- damaging oxidative stress. 20 • Various studies have shown serotonin is an important

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"RESULTS AFTER CONSUMPTION OF BING CHERRIES ARE CONSISTENT WITH THOSE REPORTED WITH **TART CHERRY JUICE IN MARATHON RUNNERS."**

