

# WHAT Modern Medicine IS MISSING...



## Ancient Secrets of the Amazon

The açaí berry has been well known by ancient healers for hundreds of years for its health-promoting properties. This small, oval fruit comes from the lush rainforests of South America. It is particularly popular in Brazil along the Amazon River where the fleshy fruit is a mainstay of the local diet.

For centuries, traditional healers knew that açaí contained powerful elements. The berry was used to treat various ailments in the body, increase the energy of Amazon warriors, and enhance sexual desire. It was even used as a remedy for women after childbirth.



### Açaí and Modern Medicine

Today, modern medicine shows that açaí may be more than just a fruit used by ancient healers. Scientific studies have found that it contains several beneficial properties that have been shown to improve overall health. As a result, açaí is quickly grabbing the attention of medical experts. The açaí berry has undergone numerous scientific studies, producing outstanding results.

Many researchers attribute the effectiveness of the brightly colored fruit to its strong antioxidant quality. A study conducted by AIBMR Life Sciences found that the pulp of the açaí fruit may contain the highest antioxidant potency of any known common antioxidant-rich fruit or vegetable.

Another reason açaí has been so well received is because of its high oxygen radical absorbance capacity (ORAC) ratings. This test shows the potency of antioxidants found in various foods. According to

the test, açaí—particularly in its freeze-dried form—is unrivaled by all other fruits and vegetables. The latest tests showed açaí at the top of the list with a 1026 ORAC score compared to the next highest competitor, black raspberry, which scored 340.

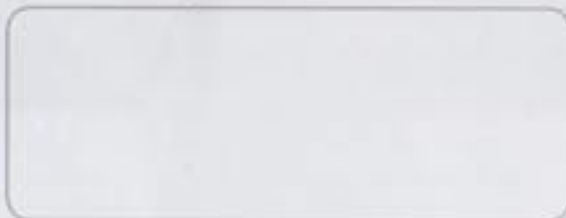
With such remarkable scores, açaí has grabbed the attention of the University of Florida's Department of Food Science and Human Nutrition as well as the University of Bonn Institute of Nutritional and Food Sciences. Simply put, açaí provides unparalleled protection against free-radical damage and researchers are starting to notice.

In addition to being a potent antioxidant, the berry has several other beneficial properties. For example, it is a good source of fiber, protein (with the amino acid profile similar to an egg), trace minerals (copper, iron, calcium, cobalt, chromium, and manganese), and omega fatty acids.

### It Takes More Than One...

Many researchers studying the ancient medicines of the Amazon jungles have discovered a variety of health-promoting plants and fruits from Mother Nature. These botanicals have long been used by native cultures to improve health, and some are so complete in their nutritional content to almost provide a completely balanced diet by themselves. Impressively, several studies have shown that combinations of fruits can help the body restore and maintain normal health without the potential side effects so common with pharmaceuticals.

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## Our healthcare system depends on you being sick, not well

Our traditional healthcare system is an extremely profitable business that relies on you getting sick. Despite evidence that shows the positive effects of diet, exercise, and supplementation in preventing illness, traditional healthcare is designed to treat existing conditions. They use expensive medications and painful operations with little thought for prevention.

## Doctors treat symptoms, not diseases

Our healthcare system focuses on treating symptoms instead of spending time to treat and cure disease; this process ensures that patients will be lifelong paying customers. While such treatment is certainly beneficial for the provider's wallet, it isn't an effective way to treat patients. Instead, it's a temporary fix to a long-term problem.

## Açaí In the Spotlight

*Even though traditional healthcare providers seem to be ignoring the prized fruit of the Amazon and its compelling scientific research, the media has caught the message loud and clear. Açaí has received national press with appearances on Oprah and the Today Show. In fact, Oprah's website touts açaí as one of the "Top Ten Super Foods for Age-Defying Beauty." The remarkable fruit has also made its way into smoothies, juice bars, and restaurants.*

## Açaí: Changing America's Perception

While many medical professionals disregard the power of natural healing, the healthcare system continues to take its toll on Americans. You may be shocked to learn that 784,000 deaths occur each and every year as a result of traditional healthcare! Compare that statistic with the number of deaths due to heart disease (700,000) or cancer (550,000). This whopping figure accounts for adverse drug reactions, infections, complications, unnecessary procedures, and medical errors.

Due to the increased risk of treatment, the rising cost of healthcare, and the exhilarating scientific discoveries in natural health and nutrition, America is experiencing a shift in perception. We are changing the way we view modern medicine. We are searching for a safer, more effective way to achieve good health and we are looking to the past and to the gifts of nature for answers. Today, the answer to that age-old question of good health may lay with a tiny, purple fruit found at the banks of the Amazon River—the açaí berry.

## The Untapped Power of Antioxidants

Everyday our cells are exposed to oxidation. Unfortunately, oxidation damages healthy cells and produces a natural byproduct called free radicals. Free radicals are unstable; they interfere with proper cell function and often cause cells to die.



Over time, these mutations cause aging and may lead to chronic diseases. In fact, an estimated 85 percent of debilitating diseases are related to free-radical damage. Oxidative damage has been linked to over sixty diseases, including:

- Heart Disease
- High Cholesterol
- Arthritis
- Diabetes
- Cataracts
- Cancer

## Why Modern Medicine Ignores Nature's Remedies

Many credible scientific studies tout the power of açaí. Some of these studies were conducted in an effort to show why traditional remedies were so successful. Yet some members of modern medicine—including doctors, hospitals, and other healthcare providers—choose to ignore these results.

Interestingly, our knowledge of how to prevent disease through healthy lifestyles and nutritional supplements is greater than ever but modern medicine, our conventional healthcare system, stubbornly relies strictly on chemical, surgical, and other interventions.

NUMBERS:

**150,000**  
People killed by stroke each year

**1/3** Annual preventable cancer deaths in the U.S. that are related to diet and nutrition

**83%** Percentage of deaths caused by the top 4 killers: heart attack, cancer, stroke and diabetes

**25%** Percentage of Americans afflicted by cancer at any given time

**50%** Risk that can be avoided for heart disease, stroke, diabetes, high blood pressure and colon cancer by regular exercise