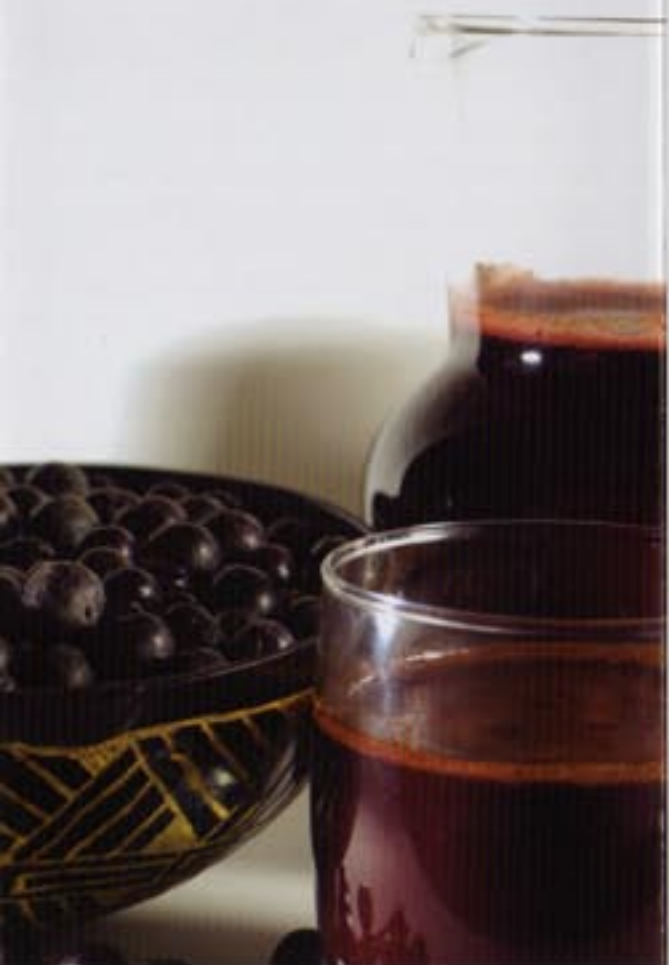


Açaí and Stress



Hugo Rodier, M.D.

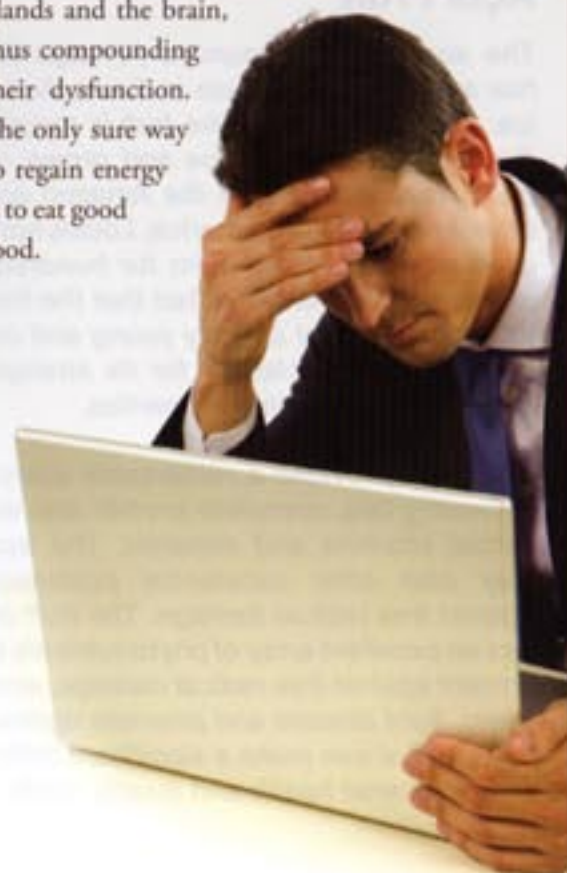
Stress is involved in practically all diseases.

Even stress at an early age may predispose us to develop multiple medical problems later in life, because our adrenal glands and brain are set in an inflammatory/oxidating mode. Learning to manage stress, nurturing good relationships and staying out of debt are very important ways to cope with stress. Eating a good diet also helps, because our brain needs good energy and information from micronutrients in food to withstand the ravages of stress. As we age, hormonal problems of all kinds become more common as a result of the wear and tear of pollutants and poor diets. All hormones "dance" together—it is impossible to separate their interconnected functions.

Relentless stress takes a significant toll on our adrenal glands, which secrete 32 hormones that are associated with practically all body functions, particularly the immune system and our metabolism. The most damaging are cortisol, adrenaline and glucocorticoids. These hormones increase insulin resistance, which characterizes the "Metabolic syndrome," which is a dysfunction of energy processing in our cells and is also a factor in adrenal and brain issues. Cell membranes in the adrenals and brain become more brittle and less responsive to insulin, because cell membranes suffer from "TOIL:" they become Toxic, Oxidized, Inflamed, and Lacking in energy. Our "terrain" is then fertile ground for adrenal and brain dysfunction. Poor diets lack micronutrients necessary to maintain healthy cell membranes, like antioxidants and anti-inflammatory nutrients. These diets also compromise detoxi-

fication, which worsens "terrain TOILING." The more our terrain TOILs, the more adrenal and brain problems we have.

Stress also shapes our taste preferences, since stress calls for more sugar to "fight or flight." So, genetically, we love sugars because we are always stressed out. But the more sugar we eat, the more we stress our adrenals; thus we create a vicious cycle. The result is a lack of energy, which is further exacerbated by caffeine intake in a futile attempt to boost flagging adrenal function. Refined diets lack vital micronutrients to sustain our adrenal glands and the brain, thus compounding their dysfunction. The only sure way to regain energy is to eat good food.



Dr. Rodier brings a unique perspective to traditional medicine through extensive research (surveying 150 medical journals each month), teaching (University of Utah, School of Medicine, College of Health, and Department of Nutrition), and active clinical practice (working with a variety of chronic conditions).

- University of Utah— Salt Lake City, Utah – Adjunct professor Department of Foods and Nutrition, Adjunct professor College of Health
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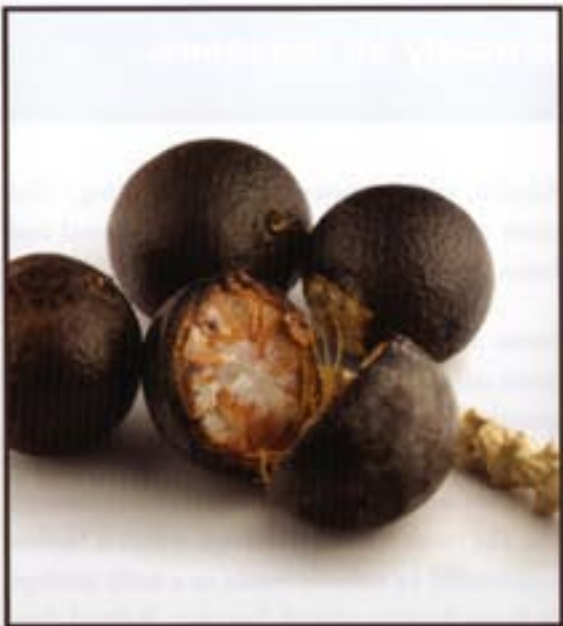
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Açai Fruit

The açai fruit (pronounced AH-sigh-EE) has a long history of use in South America. The purple, berry-like fruit is roughly the size of a small grape and grows on palm trees common to the Amazon and other areas of South America. Locals have used all parts of the palm for hundreds of years. Researchers noted that the fruit was much sought after by young and old of all economic classes for its strength and energy promoting properties.

The berry provides a remarkable source of healthy fats, complete protein and essential vitamins and minerals. The açai may also offer substantial protection against free radical damage. The fruit offers an excellent array of phytonutrients to protect against free radical damage, slow aging, fight disease and promote optimal health. Açai can make a significant difference in overall health and quality of life.



The answer is clear: eat well, get off refined foods and your ability to handle stress will improve and you will have more real energy. Since too many people will not heed this simple advice, supplementing with highly nutritional foods like an açai blend makes a lot of sense. An açai blend, may consist of açai berry, pomegranate, lycium berry, grape, cranberry, bilberry, and other berries and fruits. Historically, the açai berry, has been used for many ailments with significant positive results, probably because of its high antioxidant content. It is estimated that açai berries have 10 times more antioxidants than red grapes, and 10-30 times more anthocyanins than red wine. Açai blends generally contain an impressive number of other vitamins and minerals ranging from amino acids and essential monounsaturated oils to fiber, boron, and Vitamin C.

All the nutrients in an açai blend promote healthy metabolism in cells, thus increasing the energy

available for these cells to carry out their function. The minerals also in an açai blend are very important to maintain adrenal hormones balance. Its micronutrients also improve detoxification pathways, thus eliminating xenobiotics/toxins that have been associated with decreased adrenal and brain health.

By improving the health of our intestines, açai in combination with other fruits increases the levels of Short Chain Fatty Acids, SCFA, which are indispensable to the health of the cell membranes involved in adrenal and brain health. SCFA, are only produced by benign intestinal organisms, or thriving probiotics exposed to good diets. SCFA are also in charge of eliminating toxins in the intestines. Healthy intestinal organisms promote adrenal and brain health, and improve immune system function, thus lowering inflammatory markers. This leads to better blood flow to our adrenal glands and brain, and leads to more real energy.

The Bottom Line: *The micronutrients in açai in combination with other fruits reduce cell membrane TOILING, improve energy in cells, cell communication, detoxification and blood flow. All these actions lead to more real energy, better adrenal and brain health.*

Serving Recommendation✓:

Açai is a superfood. It is not to be taken in "doses," as you would a drug. Like any food, you may enjoy it as much as you like, in servings that you tolerate. Consume the açai juice on an empty stomach, or at least a few minutes before consuming solid foods.

As a general rule, the more nutrition one needs, the more one should consume a food such as the açai berry. The açai berry in particular, will avail you of higher micronutrients to promote healing and optimize arterial health. A good starting point is to drink between two and four ounces a day.

Açai in the News✓

Nicholas Perricone, M.D. said, "[The açai] berry is one of the most nutritious and powerful foods in the world...nature's perfect energy fruit!" This fruit has been discussed on Oprah, NBC's Today Show, and on Steve O'Brien's CBS-FM New York radio show. In addition to its inclusion in several nutritional supplements, the little fruit from the Amazon has even made its way into a fruit smoothie available from the popular national chain, Jamba Juice.