

# PaleoReds™ Powder



*A true whole food powder with all the goodness of nutritionally dense fruits and vegetables with additional antioxidant rich extracts*

By David M. Brady, ND, DC, CCN, DACBN & Suzanne Copp, MS

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**PaleoReds™** is a delicious whole-food extract of cherries, strawberries, blueberries, and other highly nutritious organic fruits and vegetables, as well as additional enzymes. One serving has the equivalent antioxidant capacity of four servings of fruit, based on ORAC (Oxygen Radical Absorbance Capacity; see explanation on back). However, if someone were to eat four servings of fruits they would also ingest an average of 60g of carbohydrates from a mix of the simple sugars glucose and fructose. PaleoReds™ was created to be low in calories and sugar (contains only 7g of effective carbohydrates) while providing all the phytonutrients from ten powerful fruits and vegetables with extracts from grape seed/skin and elderberry.

## The synergistic power of fruits and vegetables for better health

PaleoReds™ offers the highest quality red/purple group of fruit and vegetable powders and extracts that studies show are beneficial for common chronic diseases and premature aging. PaleoReds™ powder contains over 82% certified organic ingredients, including phytonutrients and polyphenols from blueberries and apples, while also providing 200% of the daily value of vitamin C from the Amazonian acerola cherry. Top-quality ingredients such as these guarantee maximum potency and antioxidant protection.

## Free radicals damage cells and may provoke degenerative diseases

Free radicals are unstable, sometimes harmful, molecules or atoms in search of stability. We cannot avoid generating free radicals; everything from breathing, exposure to sunlight, to the body's natural metabolic processes and chemical exposures creates them. Some scientists believe free radicals' cascading effect can easily create over 100 pounds of free radicals each year in the body. Free radicals wreak wide-ranging havoc. They damage DNA, lipid membranes, and cholesterol-carrying proteins like LDL, impairing and limiting the body's ability to optimally function.<sup>1</sup> This cumulative oxidative stress plays a role in virtually every degenerative disease.<sup>2</sup> Research suggests that free-radical damage may in fact contribute to conditions ranging from skin aging to cancer.<sup>3</sup>

## Antioxidants help defend against excessive free-radical damage

Antioxidants step in to help mitigate this damage. They prowl LDL particles and the cell's lipid bilayer, among other places, to neutralize free radicals before they take a toll on the body's health.<sup>4</sup> An array of colorful fruits and vegetables provides a powerful source of phytonutrients that serve as antioxidants to quench free radicals and much more. Carotenes in orange-colored vegetables like carrots also enhance immune function. PaleoReds™ allows you to get these numerous beneficial phytonutrients in an easy-to-use, great-tasting powder.

## Supplement Facts

Serving Size 9 grams (approx. one tablespoon)

Servings Per Container 30

Amount Per Serving	% Daily Value	Amount Per Serving	% Daily Value
Calories	30	Organic Blueberry	
Total Carbohydrate	7 g 2%*	Acai Juice	
Dietary Fiber	1 g 4%*	Vegetable Proprietary Blend	2.6 g †
Sugars	4 g †	Organic Carrot	
Protein	1 g 2%*	Organic Beet	
Vitamin A	1750 IU 35%	ORAC Proprietary Blend	35 mg †
Vitamin C	132 mg 220%	OxyPhyte® Grape Skin Extract	
Calcium	40 mg 4%	OxyPhyte® Grape Seed Extract	
Sodium	15 mg 1%	Elderberry Fruit Extract	
		OxyPhyte® Apple Extract	
Fruit Proprietary Blend	5.9 g †	Enzyme Blend	10 mg †
Organic Apple Powder		Cellulase	
Organic Acerola Cherry Extract		Protease	
Organic Strawberry		Amylase	
Organic Raspberry		Lipase	
Organic Cranberry			
Pomegranate Fruit Extract			

\*Percent Daily Values are based on a 2,000 calorie diet.  
†Daily Value not established.

**Other Ingredients:** Natural strawberry flavors with other natural flavors, manioc dextrin (starch), stevia leaf powder extract.

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## **ORAC values: the power of antioxidant teamwork**

Antioxidants work synergistically. The many different phytonutrients, polyphenols and antioxidants found in PaleoReds™ work together much more efficiently and effectively in helping to achieve optimal health. Scientists use the USDA-derived Oxygen Radical Absorbance Capacity (ORAC) system to determine how effectively a food can quench free radicals. Blueberries, strawberries, red grapes, and cherries are among the highest-ranking ORAC foods.

Studies show consuming foods with a high ORAC value raises the body's antioxidant power and may play a role in helping to prevent diseases such as cancer, cardiovascular disease, Alzheimer's disease and macular degeneration. High ORAC value foods may also help to prevent loss of long-term memory and learning ability, and protect capillaries (the blood vessels most prone to damage) from free radical attacks.<sup>5</sup> Each serving of PaleoReds™ offers 35 mg of our high-ORAC proprietary blend.

## **The added power of resveratrol and ellagic acid**

Health news often touts the benefits of resveratrol in red wine and ellagic acid in pomegranate juice. PaleoReds™ offers the active beneficial compounds in these drinks without the alcohol or sugar. PaleoReds™ contains grape skin extract standardized to its resveratrol content. Among its many benefits, this polyphenol powerfully, and favorably, impacts free radicals, LDL damage, toxins, and inflammation.<sup>6</sup> Pomegranate has been standardized to ellagic acid in PaleoReds™. Research shows this phytonutrient favorably effects free radicals, carcinogens, viruses, bacteria, and more.<sup>7</sup>

## **Enzyme blend ensures optimal digestion**

Digestive enzymes help the body break down food for easier and more efficient digestion and absorption. Incomplete digestion can create numerous problems such as flatulence, bloating, belching, food allergies, nausea, bad breath, bowel problems, and stomach disorders.<sup>8</sup> PaleoReds™ provides 10 mg of our proprietary enzyme blend to assist in the digestion of carbohydrates, protein, and fat.

### **Who should use PaleoReds™?**

PaleoReds™ is perfect for people who avoid or limit fruit consumption on low-carb diets because of its effect on blood sugar and insulin. This delicious powder is also great for those children who have trouble chewing fruits and vegetables. PaleoReds™ helps meet the daily requirement for fruits and vegetables, and if you already get that amount, it provides additional antioxidant protection to deal with our current environmental challenges and increased antioxidant needs. PaleoReds™ also provides a powerful and great-tasting boost to shakes and smoothies.

### **Recommened Use**

- As a dietary supplement, mix 9 grams (approx. one tablespoon) in water per day, or as directed by a health care practitioner.

## *References*

1. Eades, Michael and Mary Dan. The Protein Power LifePlan. Warner: 2000. 110 - 135.
  2. Bowden, Jonny. The 150 Healthiest Foods on Earth. Fair Winds: 2007. 12.
  3. <http://www.ncbi.nlm.nih.gov/pubmed/3198229?dopt=Abstract>
  4. Eades, Michael and Mary Dan. The Protein Power LifePlan. Warner: 2000. 110 - 135.
  5. Eades, Michael and Mary Dan. The Protein Power LifePlan. Warner: 2000. 110 - 135.
  6. <http://pi.oregonstate.edu/infocenter/phytochemicals/resveratrol/>
  7. <http://www.phytochemicals.info/phytochemicals/ellagic-acid.php>
  8. <http://au.health.yahoo.com/041101/25/1ukp.html>
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