



Açaí (*Euterpe oleracea*)

**Potent antioxidant**  
mix including anthocyanins  
(as found in Red Wine)

**Natural cholesterol  
controller** (Omega 6 & 9  
essential fatty acids working  
in combination with sterols)

**Nutritious** meal for endurance

High levels of **dietary fibre**

**Sustainably sourced**  
from the Amazon Rainforest  
(naturally organic)

**Enjoyable taste** that appeals  
to all ages

Looking to revitalise your body, whilst still on the go? This small, deep-purple coloured berry from an Amazonian palm tree (*Euterpe oleracea*) is packed full of cell-rejuvenating antioxidants to catch those free radicals before they do their damage, whilst also keeping that cholesterol under control with the essential fatty acids Omega-6 and Omega-9.

# NU Açaí

*pronounced as: ah-sigh-ee*

The high content of anthocyanins present in Açaí gives rise to the berry's vibrant colour, and is the prime reason for its antioxidant behaviour. Açaí has been shown to possess up to 6 times the antioxidant capacity of blueberries and approximately 30 times the level of anthocyanins found in red wine (where the associated antioxidant behaviour is often referred to as "the French paradox"). Açaí also contains phytosterols, which act to reduce blood plasma cholesterol. Incredibly, Açaí also has high levels of calcium, vitamin E, phosphorous, iron and fibre. No wonder it's considered one of the most naturally nutritious foods on earth.

Sports Illustrated (September, 2003 US women's edition) rated Açaí as one of the "41 best things on earth," and called it the "best fruit you've never heard of." The Health Sciences Institute has described Açaí as "Nature's perfect food". Tributes to the berry's health-boosting properties are now appearing from all corners of the globe, but in Brazil, Indian tribes from the Amazon basin have been consuming Açaí for centuries as a staple

component of their diet. The introduction of processing technologies to this region, as well as the advent of cold logistics, have made the distribution of Açaí products to other parts of Brazil and the globe possible, and now you too have the opportunity to add this amazing fruit to your daily regimen.

The heightened awareness of Açaí and its properties throughout the world has rapidly increased demand for the product, and given rise to an industry that is largely, though not entirely, committed to the sustainable development and harvest of the Açaí resource. The participation by NU Fruits of the Amazon in the development of this industry has been carefully planned with a view to ensuring that our actions do not in any way compromise ecological and social conditions in the Amazon region. NU Fruits of the Amazon is presently undertaking research into an appropriate way to filter a share of profits from our business back into the local community. Please keep watching for developments on this initiative.

