



## Acai Berries

The natives of the Brazilian rainforest tell the story of the acai berry, the fruit of the acai palm tree that has sustained the Amazon tribes through hardships with its nourishing and medicinal attributes.

The berry's remarkable health benefits began to gain the attention of the world's scientific and research community in the 1990s and the fruit has since gained worldwide popularity for its antioxidant benefits and its nutritional value.

The acai berry's legend is one of survival through a food shortage that had ravaged an Indian tribe of the Amazon. The myth is weaved around the life-sustaining properties of the berry through the fascinating tale of an Amazon king that sacrificed newborns to plea the God's mercy in lifting the famine. His own daughter Iaca mourning her child's sacrificial death died herself leaning against the trunk of a tall palm tree full of purple acai berries. The tree was the God's answer to the sacrifices, its name acai the anagram of the king's daughter Iaca. The tree's harvest fed the tribe and sustained it through generations with its nutritional value and its therapeutic properties.



Current scientific research confirms the life-sustaining value of the acai berries which is an incredibly rich source of antioxidants.

Acai berries contain an incredibly high concentration of antioxidants, nature's pharmaceutical against aging. Its antioxidants' concentration ranks 10 times higher than those in red grapes and up to 30 times more than the anthocyanins in red wine. It is an important source of amino acids, omega fats, electrolytes and vitamins including A, B1 and vitamin E.