

Your Grandmother was right

Many people take daily vitamin C pills for its antioxidant benefit, in the hope of maintaining health or preventing disease. Instead they could follow Grandma's advice and eat an apple a day because just 100 g of apple has the equivalent antioxidant power of a 1740 mega-dose of vitamin C.¹

What Are Antioxidants?

Antioxidants are molecules which act as the body's first line of defence against free radicals that are produced naturally in the body and also left behind for example by smog, cigarette smoke and ultra violet light.

These unstable free radicals can damage cell tissues and membranes through the process of oxidation which is why substances that prevent this damage are called "anti-oxidants"

Although oxidation reactions are crucial for life, they can also be damaging and left unchecked can result in chronic disease.

Where do antioxidants come from – beware the hype!

The media touts super foods that are expensive and chemists promote pills for their antioxidant content and other health benefits.

Choice*² magazine conducted their own analysis to compare the antioxidant content of these so called super foods and compared it to eating a red apple. The results reinforce that eating apples is a much better and affordable way to optimise antioxidant intake and maintain health.

The Science is promising

Recent studies have shown that eating an apple a day is associated with reduced risk of cancer, heart disease, and asthma and type II diabetes.³

And for weight loss

In a study from Brazil it was shown that adding apples to the diet increased weight loss in a group of middle aged overweight women.⁵

And there's more...

In addition to being rich in potent antioxidants apples also contain other health benefits.



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Apples are a good source of *Dietary Fibre*: linked to reduced risk for a variety of diseases plus optimum digestive health.

Apples have long lasting *Energy*: with a low GI of 38, apples provide a sustained source of energy

Apples are good sources of *Potassium*: linked to lower blood pressure plus *Calcium, Iron and Zinc*

Apples have *Vitamin C*: for healthy skin and bones

In summary

An apple a day – was wise advice, it's now proven!

Let's revert to some old fashioned common sense and look to food to improve our health.

Who knows, by increasing apple intake we may help ease the burden of Australia's national health problem.

She's apples



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