

NEW RESEARCH PROVES SUPERFRUIT STATUS FOR HUMBLE PRUNE

From today, the prune can shake off any old fashioned associations and claim its rightful position as a modern day superfood following new research.

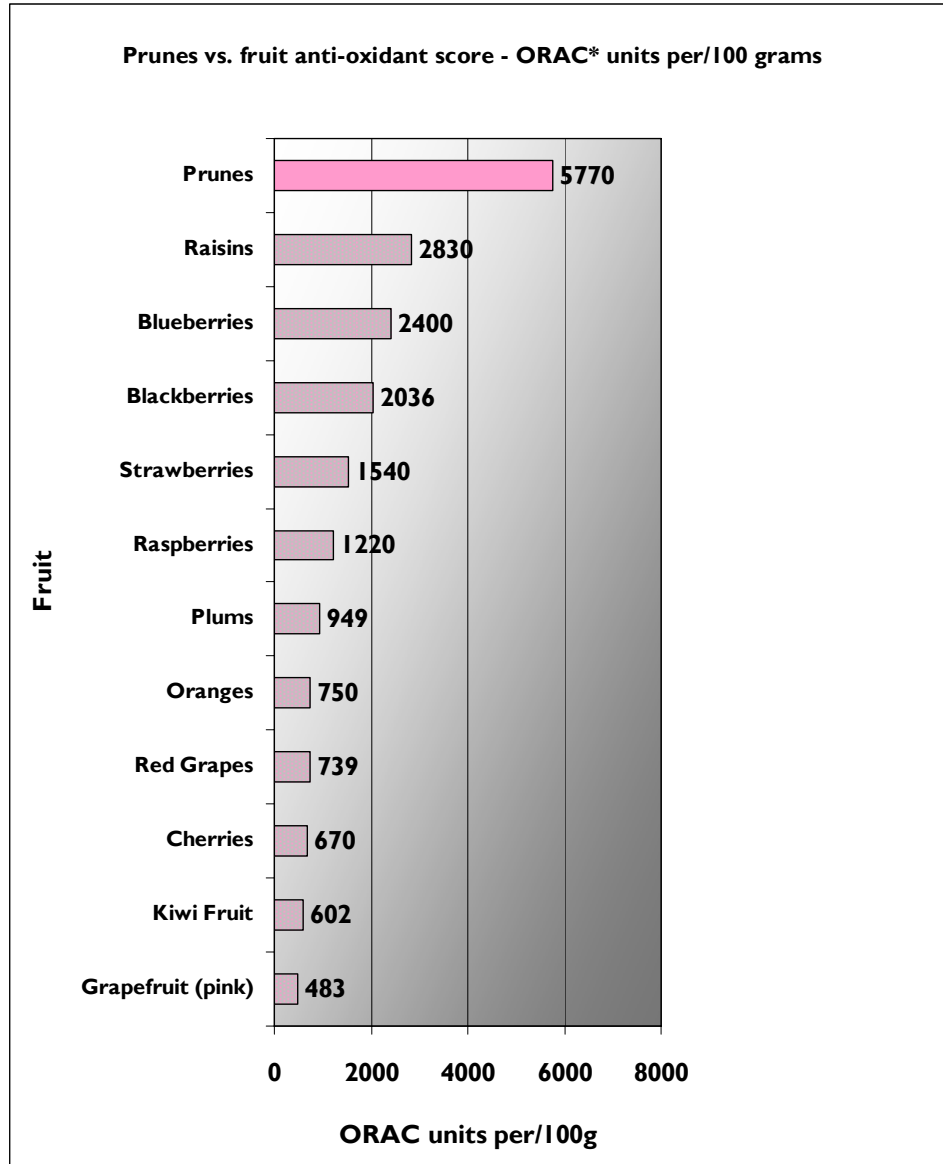
Compelling and conclusive scientific studies now prove that prunes are packed with a powerful combination of vitamins, minerals and antioxidants. In fact, learned researchers were stunned to discover that prunes contain significantly more nutrients than any fresh fruit. Quite simply, the nation need only eat five prunes a day to get an optimum delivery of essential health-enhancing nutrients.

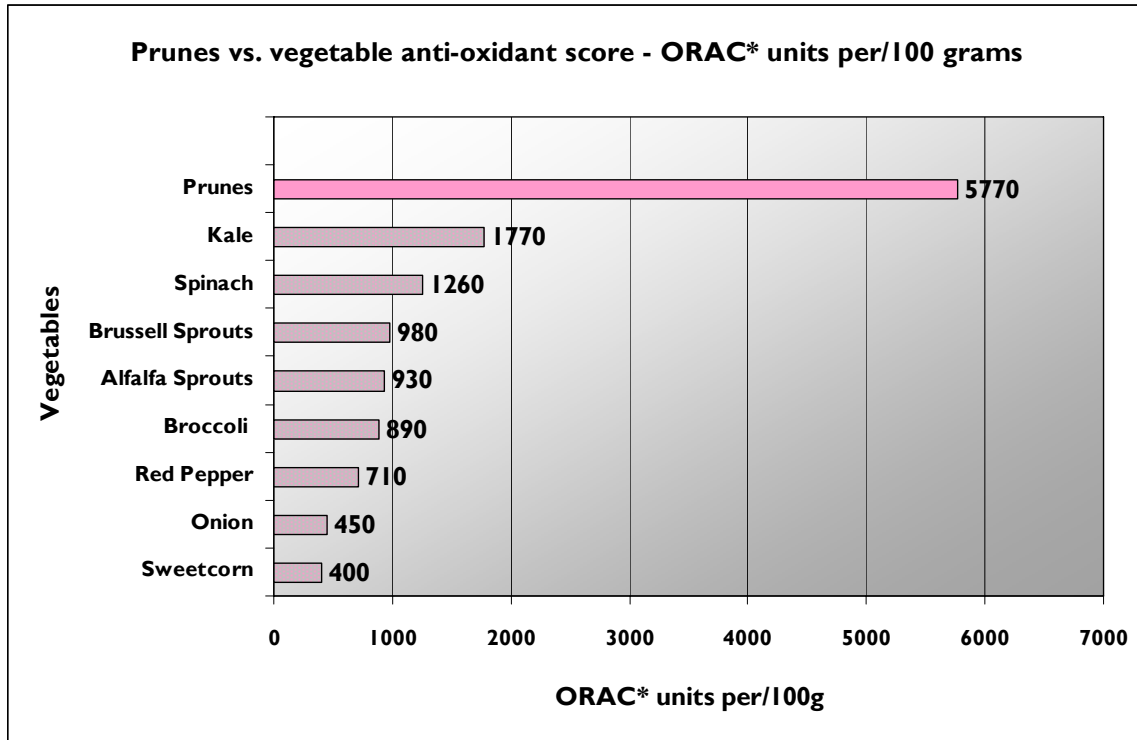
Not so SUNSWEEP® Prunes and the Californian Prune Board funded the investigations in a bid to understand the complete properties of the prune, with the following results:

- 1. Prunes rank number one in antioxidant power with a massive score of 5,770*, over all fresh fruit and vegetables.** Importantly, unlike the much lauded antioxidants found in caffeine-laden tea, prunes do not contain any traces of the stimulant, so pregnant women and insomniacs alike can safely tuck in. (Antioxidants help to fight the ageing of the body - on both the inside and outside.) The average UK diet contains only 1,300 ORAC units, less than half the recommended 3,700 units. For optimum antioxidant protection, you need 5,000 units so a handful or 4 or 5 prunes is all you need to keep your levels topped up.
- 2. Prunes boost skeletal health and help prevent osteoporosis in women.** Prunes contribute to the prevention of bone loss in post-menopausal women, in studies women eating just 12 prunes a day over three months showed a marked increase in the health of their bones.*
- 3. Prunes contain 19 body boosting vitamins and minerals:** Calcium, copper, folate, iron, magnesium, manganese, niacin, pantothenic acid, phosphorous, potassium, riboflavin, selenium, sodium, thiamine, zinc, vitamin A, vitamin B6, vitamin C, vitamin E.
- 4. Prunes help to lower blood cholesterol levels.** Prunes are rich in both soluble and insoluble fibre. 60% of prunes are made up of soluble fibre which helps to lower cholesterol levels. The other 40% of insoluble fibre helps the lower intestine and has the laxative effect prunes have historically been well known for.

Nutritional Consultant and Health Journalists of the Year **Michael van Straten** comments: “Finally we have proof that prunes really are a wonder food. Not only do they taste great but have enormous health benefits for people of all ages.”

Detailed tables follow.





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- *ORAC - Oxygen Radical Absorption Capacity is a test tube analysis that measures the total antioxidant power of foods and other chemical substances per 100g. Antioxidant Analysis from the Human Nutrition Centre at Tufts University in Boston, USA.
- *Oklahoma State University studies showed that women who ate 12 prunes for three months had significant increases in serum markers of bone formation, including levels of insulin-like growth factor-I (IGF-I) and serum BSAP (bone specific alkaline phosphates) activity.
- Find out all you need to know about ORAC in 'The Oracle Diet' by Michael van Straten, published by Kyle Cathie Ltd