

Healthy Living

Elderberries: The Key To “Berry” Good Health

(NAPSA)—Here’s an idea that’s starting to bear fruit: Consuming sufficient quantities of flavonoids—powerful antioxidants—has been shown to be beneficial to overall health, including reduced risks for cancer and heart disease. Flavonoids are substances found in dark-colored fruits and certain other food.

A recent United States Department of Agriculture (USDA) study found that “diets rich in fruits, nuts and vegetables have long been considered to be an excellent source of antioxidants.” In addition, USDA and numerous international research studies agree that the consumption of flavonoids can help maintain and support good health. Indeed, some flavonoids have antioxidative, anti-microbial, and possibly anti-carcinogenic and cardioprotective effects. But what fruit packs the biggest flavonoid punch? Interestingly, the answer is a rare fruit whose name comes from the fact that people once believed it could help individuals live to a ripe old age.

Berry, berry good

According to the USDA’s Database for the Flavonoid Content of Selected Foods, the elderberry has:

- almost three times the total flavonoids of wild blueberries;



“Get Tough on Winter” with Sambucol with its beneficial elderberry extract!

- more than three times the total flavonoids of blackberries;
- more than six times the total flavonoids of cranberries; and
- almost 1,000 times the total flavonoids of the pomegranate.

Elderberries are also the number-two fruit in terms of antioxidant absorption capacity, far outdistancing the blueberry, cranberry and blackberry. And while the elderberry is not generally found in grocery stores or produce markets, there are alternatives, such as elderberry teas, honeys and wines—available at health food stores and online.

Elderberry extract

Another convenient option is an increasingly popular elderberry extract called Sambucol, which is available in syrup or

chewable tablet form over the counter in the “Cold & Flu” aisles of most major drugstores. Sambucol dietary supplement is 100 percent drug free. It contains black elderberry (*sambucus nigra*) extract, which contains high levels of certain flavonoids known as anthocyanins. The antioxidant action of anthocyanins may help stimulate the body’s immune system and protect cells from the damage of free radicals. The supplement contains the antioxidant power of up to 1,000 elderberries in every 120-ml bottle.

Natural remedy

Sambucol is a natural product trusted by millions of people with positive results being reported worldwide. The supplement is also gluten free, vegan/vegetarian friendly, safe for children over the age of 2 and can be taken daily. Sambucol was developed by a world-renowned virologist, who created an innovative proprietary method of black elderberry extraction, which has been used in published clinical studies.

Distributed by Healthcare Brands International, Sambucol Original and Chewable Lozenges help support the immune system when the temperature starts to drop. For more information, visit www.sambucol.com.