

NEWS OF NUTRITION

Unleash Your Diet's Color Potential

(NAPSA)—Your parents were on the right track if they encouraged you to eat those last few bites of broccoli and Brussels sprouts—they just didn't take it far enough. While those greens are important to include in your diet, a variety of color is necessary for you to get all the nutrients shown to benefit your health.

Foods such as fruits and vegetables provide a wide range of vitamins, minerals, antioxidants and fiber that your body needs to maintain good health. Next to providing health benefits, however, many of the antioxidants also provide these foods with their bright colors. By simply looking at the colors in your diet, we can therefore identify the nutrients that might be lacking.

The Colors and What They're Good For

RED—in tomatoes, watermelon and strawberries is associated with the nutrient lycopene. Lycopene is a carotenoid best known for its link with reduced risk of prostate cancer and heart disease. In fact, the U.S. Food and Drug Administration is now considering a health claim for products that contain lycopene, stating its potential to reduce the risk of cancer.

ORANGE/YELLOW—in peaches, corn and carrots is associated with the nutrients lutein, zeaxanthin and alpha- and beta-carotene. These nutrients function as protective antioxidants and, among other things, have been repeatedly linked through research with eye health.



Is your diet colorful enough?
Visit www.coloryourdiet.com.

GREEN—in spinach, collards and broccoli also provides lutein, zeaxanthin and beta-carotene. These natural colors have been shown to reduce signs of aging such as the development of cataracts.

BLUE/PURPLE—in blueberries, raisins and dried plums comes from the color compounds anthocyanins and beta-carotene, which also function as antioxidants.

The Color Code Quiz

Now it is easier than ever to assess the color—and therefore the nutrition—in your diet. With only five questions, The Color Code Quiz takes less than 60 seconds and can help you identify the colors and nutrients that your diet may be lacking and help you learn how to get more. The quiz is based on the book "The Color Code" by James A. Joseph, PhD and Daniel A. Nadeau, MD. This information has been provided by the Vitamin & Nutraceutical Information Service www.vnis.org and DSM Nutritional Products, Inc.