Specialist Supplements Ltd.

www.sstrade.co.uk

Last updated: 20.01.23

CherryBeet

BEETROOT AND MONTMORENCY CHERRY PLUS NUTRITIVE ALLIES

CONCENTRATED FORMULA - 4500MG PER CAPSULE

Energy and immunity formula

CherryBeet combines **beetroot** with **Montmorency (sour) cherry**, to provide a concentrated formula - 4500mg per capsule.

These superfoods are then complimented by the addition of 3 nutritive allies - **vitamin B6**, **black pepper** and **turmeric** (with curcumin) - to provide additional support for the reduction of tiredness and fatigue, energy-yielding metabolism, immunity, red blood cell formation, the nervous system, hormonal activity, protein and glycogen metabolism and more (EFSA approved health claims).

This food supplement is high in bioavailable **antioxidants** (including anthocyanins) and contains non-irritating iron. Combination cherry and beetroot capsules are particularly popular with **athletes**, because of the high levels of dietary nitrate present in beetroot, the anti-inflammatory agents present in Montmorency cherry and the high levels of antioxidants present in both.

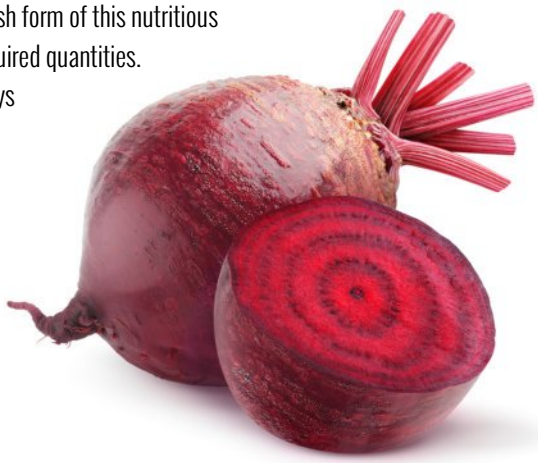
This supplement complex offers those who place high demands on their body a winning combination for high energy levels, stamina, immunity and general well-being.

BENEFICIAL FOR...

- Antioxidant and nutrient intake
- Athletes (stamina and energy levels)
- Joints and flexibility
- Inflammation
- Reduction of tiredness and fatigue
- Immune system
- Red blood cell formation
- Hormonal activity
- Blood sugar levels
- Detoxification
- Alkalising
- Iron levels (anaemia)

Key benefits of beetroot

In an ideal world, people would be able to enjoy all the benefits of beetroot by eating (or drinking) the fresh form of this nutritious root vegetable. However, for the vast majority of people this is simply not possible, particularly in the required quantities. Even juices available from the supermarket are not ideal, due to the pasteurisation process, which destroys many of the essential enzymes.



CherryBeet takes the hassle out of health by providing easy access to this superfood in a potent, convenient and easy-to-take capsule form. Everyone can benefit from taking this remarkable food-based supplement, particularly endurance athletes and those with cardiovascular, respiratory or metabolic disorders.

Antioxidants and nutrients

Beetroot is a rich source of potent antioxidants (such as **betanin**, the pigment that gives beetroot its deep colour) and other essential nutrients, including magnesium, manganese, sodium, potassium, phosphorus, soluble fibre, calcium, iron, vitamins A, B and C, folic acid and **betaine**.

Heart health, blood pressure and cholesterol levels

Beetroot's carotenoids and flavonoids can help to reduce the oxidation of LDL cholesterol, which could lead to damaged artery walls and ultimately heart attacks and strokes. In particular beet fibre has been shown to have cholesterol-lowering capabilities. Similarly, betaine, a nutrient found in beetroot, lowers plasma homocysteine, a possible risk factor for cardiovascular disease. Beetroot has also been shown to lower blood pressure and thereby help to prevent cardiovascular problems. This is likely to be because the high content of **dietary nitrate** in beetroot produces a gas called nitric oxide in the blood, which widens blood vessels and lowers blood pressure.

Stamina

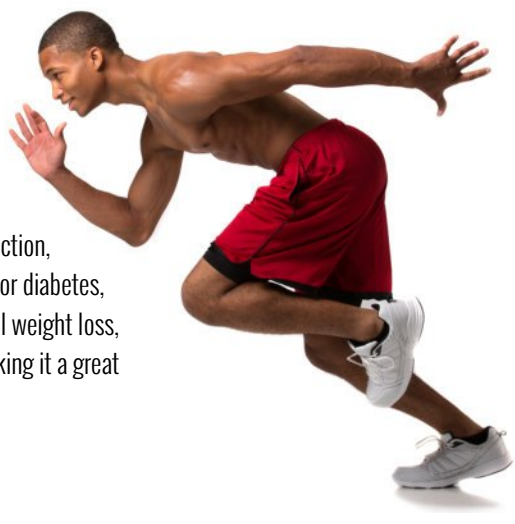
While beetroot is certainly notable for its high nutrient content, it is its capacity to absorb and store exceptionally high levels of dietary nitrate that earns it the "super-root" title. Studies have demonstrated the positive effects that beetroot can have on **exercise performance and muscle growth**, as a result of this nutrient.

For example, in a studies conducted over a 12 year period by Exeter University*, scientists generated a substantial evidence base for the beneficial effects of nitrate-rich dietary supplements on sport and exercise performance, as well as cardiovascular and metabolic function. Nitrate is particularly prevalent in beetroot juice. The team's first study in 2009 found that beetroot juice had a positive effect on exercise performance with 0.5 litres of beetroot juice per day for three days resulting in a 16% increase in time-to-exhaustion during high-intensity exercise.

*https://www.exeter.ac.uk/research/ref2021/casestudies/lifesciences/beetroot/

In 2013, the researchers also found that two concentrated 70ml 'shots' of juice was the optimum amount to enhance performance, with the peak coming at 2-3 hours. Since 2014, the research team have furthered the evidence that nitrate-rich diets can also aid sprinting performance and decision-making during prolonged intermittent high-intensity exercise such as football or rugby.

As a result, beetroot is now actively used by many athletes as a dietary supplement, during times of extreme training when demands for energy and fast recovery are high.



Liver function (detoxification)

Several studies have shown that betaine (a nutrient found in high levels in beetroot) supports healthy liver function, particularly where there is a build-up of fatty deposits in the liver caused by alcohol abuse, protein deficiency or diabetes, among other causes. When the liver is functioning properly, fats are broken down efficiently, promoting natural weight loss, preventing fatigue and supporting body detoxification. Beetroot is also naturally rich in alkaline elements, making it a great addition to any cleanse and detox programme.

Other benefits of beetroot

- Beetroot contains **folic acid**, which is essential for normal tissue growth. It is also therefore regarded as an important dietary inclusion for **women** planning a **pregnancy**.

- Beetroot contains the mineral **silica**. This helps the body to utilise calcium, which is important for **musculo-skeletal health** and is also required for healthy **skin, hair, nails and bones**.

- Beetroot is virtually fat-free and low in calories. Although it has a medium GI (Glycaemic Index) of 64, it has an extremely low GL (Glycaemic Load) of 2.9, which means it is converted into sugars very slowly and therefore helps to keep **blood sugar levels stable**.

- Beetroot helps to **boost stamina** and, due to its high iron content, helps with **anaemia** and **fatigue syndrome** - this is an organic form of **iron (non-irritating)**. Young beetroot leaves are a better source of iron than spinach!

- Recent research has declared beetroot a "**mood food**". It has been shown to stimulate the brain and contain the compound betaine, which enhances the production of the body's natural mood-enhancer, **serotonin**.

- Beetroot can help to support the **immune system**, through its extraordinary range of vitamins, minerals and other nutrients (particularly **antioxidants**), which mean our bodies are better able to fight off infection. These nutrients help to stimulate the **re-oxygenation of cells** and the production of new blood cells.

- The cellulose content of the beet acts as a **bulk** residue, increasing **peristalsis**. Its regular use therefore prevents habitual **constipation**.

- **Betaine** in beetroot also helps individuals with **hypochlorhydria**, a condition causing abnormally low levels of stomach acid, by increasing stomach acidity.

- Beetroot supports many organs, including the key **detoxification** organs like the liver, gallbladder, spleen and kidneys.

Key benefits of Montomorency cherry

Montmorency cherry (sometimes referred to as “sour” or “tart” cherry) is a nutrient-rich fruit, which contains a wide range of beneficial natural compounds, in levels not often found in other fruits. As such, it has a number of health-promoting properties and is widely considered to be a **superfruit**.

Antioxidants and nutrients

Montmorency cherries are extraordinarily rich in **antioxidants**, which fight free radicals in the body and can therefore help to prevent disease and slow the ageing process. Research shows that Montmorency cherries have very **high ORAC** (oxygen radical absorption capacity) values - you would have to eat more than 20 average portions of other fruit and vegetables to get the same amount of antioxidants as you get in one portion of Montmorency cherries.

In particular, they are one of the few natural food sources of:

- the potent antioxidant **melatonin**, which helps to maintain the body’s circadian rhythms and improve sleep cycles; and
- the class of compounds, **Superoxide Dismutases**, which act as “super scavengers” of harmful free radicals, destroying them throughout the body.

Anti-inflammatory agents

Montmorency cherries also contain potent phytonutrients, including anthocyanins (natural pigments) and other phenolic and flavanoid compounds. Anthocyanins have powerful **anti-inflammatory** properties, which may help to maintain healthy **joint function**, mobility and flexibility, reduce inflammation and ease the pain of **arthritis**.

They are also thought to lower urate levels in the body and are therefore often used as a remedy for **gout**.

Other benefits of Montomorency cherry

- They are an excellent source of **beta carotene** (they contain 19x the beta carotene of blueberries).
- They are rich in **vitamins C and E** (two of the most powerful **antioxidants** found in nature).
- They are a good source of **potassium**, **magnesium**, **iron**, **folate** and **dietary fibre**.
- They reduce the risk of **diabetes** and insulin resistance syndrome.
- They are **low in sugar**, sodium and calories.
- They support healthy **cardiovascular** function.
- They offer protection against **heart disease**.
- They support memory and other **brain** functions.

The other ingredients

Vitamin B6 (as pyridoxine hydrochloride): Vitamin B6 contributes to the normal function of the **immune system**, the regulation of hormonal activity, normal cysteine synthesis, normal energy-yielding metabolism, normal homocysteine metabolism, normal protein and glycogen metabolism and the reduction of tiredness and fatigue.

Turmeric root: Turmeric is perhaps most commonly associated with its **anti-inflammatory** actions. Inflammation is the body's natural response to injury or infection, often causing localised redness, swelling, pain or heat. It may also cause loss of function of the involved tissues. Acute inflammation is typically a protective and localised response to infection or injury. It is designed to heal the body and restore normal tissue function. Inflammation of the joints, including stiffness and swelling are common symptoms of arthritis. If inflammation persists for a prolonged period of time, it becomes chronic inflammation. Chronic inflammation can be the result of an infection, autoimmune reaction or allergy. Studies have shown that **curcumin**, a compound in turmeric, may reduce inflammation in the body.

Curcumin is a polyphenol. As well as better regulation of inflammation, its other potential benefits include fighting the effects of oxidation (**antioxidant activity**), better cell signalling, more stable blood sugar and fat levels, and improved brain levels of the omega 3 fatty acid called DHA (docosahexaenoic acid).

The anti-inflammatory and antioxidant effects of curcumin have also been associated with improved regulation of blood pressure and decreased risk of several types of cardiovascular disease.

However, while once only focussed on the anti-inflammatory benefits, studies on turmeric intake now also include its potential for offering **detoxification** support and improving cognitive function, blood sugar balance and kidney function, as well as lessening the degree of severity associated with certain forms of arthritis and certain digestive disorders.

Turmeric includes three different **curcuminoids**: curcumin, bisdemethoxycurcumin and demethoxycurcumin. It also contains **volatile oils** like tumerone, atlantone and zingiberone. These different substances are all associated with their own unique health benefits.

As a result of its properties (particularly anti-inflammatory actions), turmeric is used for a wide variety of health conditions including:

arthritis, heartburn (dyspepsia), joint pain, stomach pain, Crohn's disease and ulcerative colitis, diarrhoea, intestinal gas, stomach bloating, loss of appetite, jaundice, liver problems, Helicobacter pylori (H. pylori) infection, stomach ulcers, irritable bowel syndrome (IBS), gallbladder disorders, high cholesterol, a skin condition called lichen planus and fatigue.

It is also used for headaches, bronchitis, colds, lung infections, fibromyalgia, leprosy, fever, menstrual problems, itchy skin and recovery after surgery. Other uses include depression, water retention, worms, urinary bladder inflammation and kidney problems.

Black pepper: Black pepper is the fruit of the black pepper plant from the Piperaceae family. **Piperine** is the alkaloid within black pepper that is responsible for its pungency.

It increases **thermogenic activity** in the body and is therefore often included in weight loss formulas - thermogenesis is the way of developing cellular energy and this results in an increase in the metabolic rate of the body.

Black pepper is also a very good **anti-inflammatory agent**, while piperine **boosts the bioavailability of curcumin**.

CherryBeet is available for re-sale under your own label (or our label) and can be dropshipped by us.

*See our **Trade Price List** for trade prices, RRPs, discounts, dropshipping rates etc.