

# The Power of Pomegranate

Pomegranates (*Punica granatum*) have been revered by cultures both ancient and modern, from the Mediterranean to India and China. They're even mentioned in the Old Testament as a featured decorative motif in the temple of King Solomon. Pomegranate trees were one of the first to be cultivated, dating back as far as 3,000 BC. Their popularity ensured their success, and soon they spread throughout the Middle East from their beginnings further north, probably near the Caucasus region along northern Turkey, Iraq, and Iran.

Although officially considered a berry, the large dark-red fruits of pomegranate are complex. Slice one open and you'll see a host of smaller fleshy seeds called "arils" that are rich in pomegranate juice. They can be messy, but the fruits are worth it. They are delicious and provide high levels of vitamin C in addition to their already impressive levels of anthocyanins and catechins.

The fruit has become popular in recent years, especially as a juice ingredient, and with good reason. Clinical and scientific research shows this amazingly strong antioxidant supports the cardiovascular system, reduces inflammation, protects joint cartilage, and for individuals with diabetes, raises levels of glutathione (the body's own natural antioxidant) by as much as 141%.

While pomegranate juice has become a huge hit, there is an easier, more convenient and more effective way to get the amazing power of pomegranate. It is a special combination extract of pomegranate fruit and seed oil, and it is the subject of this *Terry Talks Nutrition*<sup>®</sup>.

## Omega-5—Power from Seed and Fruit

Pomegranate juice has shown incredible health benefits. However, pomegranate juice is very high in calories and sugar and it is difficult to consume enough juice every day to have a truly therapeutic value. Along those lines, remember that it is only a juice of the pomegranate—not the entire fruit. If you're only drinking the juice, you're missing out on some of the most important compounds in the plant.

In fact, research shows that the best results come from the pomegranate fruit *and* seed oil—the only known botanical source of omega-5 fatty acid, also known as punicic acid.

## Pomegranate and Breast Cancer

For women's health—specifically breast cancer—omega-5 from pomegranate seed oil has emerged as a very strong natural therapeutic agent. It is a powerful tumor inhibitor. If you have a history of breast cancer in your family or have concerns about it yourself, the strong omega-5 power of pomegranate seed oil is a must.

Omega-5 from pomegranate seed oil has the ability to inhibit both estrogen-sensitive and estrogen insensitive breast cancer cells. In fact, in a cellular study, **it inhibited proliferation of two types of cancer cells by 92% and 96%, respectively.** In that same study, **omega-5 fatty acid (punicic acid) also supported apoptosis (cancer cell death) in two types of breast cancer cells, by 86% and 91%.**

Omega-5 fatty acid from pomegranate has some of the same actions as tamoxifen—an anticancer drug—without the dangers and side effects. Tamoxifen, like many drugs, is risky. It can cause blood clots, endometrial cancer, early menopause, and causes a higher risk of cataracts.

One of the reasons for pomegranate seed oil's anticancer activity, especially for breast tissue, is that it is an aromatase inhibitor. Aromatase is an enzyme that affects the body's steroid metabolism. Imbalances have been linked to both breast and prostate cancer. In other research, pomegranate extracts—including seed oil extract—were found to inhibit aromatase activity by 60-80%. This study also found that pomegranate seed oil showed a **90% inhibition of MCF-7 breast cancer cells.**

The researchers stated that pomegranate has excellent chemopreventive potential—either on its own, or as an addition to conventional therapy—meaning less dependence on dangerous drugs.

# Terry Talks



# Nutrition

## Terry's Bottom Line

If you're looking for a "super food", pomegranate is it. However, to get the most benefits from pomegranate, choose the more powerful option—a fruit and seed oil extract, rich in omega-5 fatty acids.

A combination of pomegranate seed oil with pomegranate fruit extract provides complete benefits. Cutting edge research shows that pomegranate—especially with its powerful omega-5 fatty acid (punicic acid) intact—can protect you in many ways:

- **Stops tumors in breast, colon, and prostate cells**
- **Causes breast cancer cells to self-destruct**
- **Fights inflammation and oxidation**
- **Promotes healthy aging**
- **Stops damage to joints and cartilage**
- **Boosts the immune system**
- **Preserves and strengthens heart function**

## HERE IS THE FORMULA I SUGGEST:

Proprietary Blend	600 mg
Containing Organic Pomegranate ( <i>Punica granatum</i> ) Seed Oil by Supercritical extraction standardized to contain $\geq 60\%$ punicic acid, Pomegranate ( <i>Punica granatum</i> ) Fruit Extract standardized for $\geq 60\%$ polyphenols	

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## Prostate Cancer

In a clinical study, men with increased levels of prostate-specific antigen (PSA) consumed 8 ounces of pomegranate juice daily. PSA levels are used as a way of determining whether or not previous prostate cancer treatment had been effective. The faster the rise of PSA levels, the faster the progression of the cancer. Researchers look at how long it takes for the PSA levels to double as a way of checking the progress—or lack of progress—of the cancer. By the completion of the main phase of the study (2 years), PSA levels declined in 35% of the patients and 2 percent of the patients showed a **50% decline in PSA levels**. The men who continued to drink pomegranate juice daily after the study continued to see lower PSA levels.

And, as I mentioned earlier, aromatase inhibition isn't just important to preventing breast cancer—it may help prevent prostate cancer as well. While the studies with pomegranate juice have been positive, a seed oil extract and fruit extract combination would very likely be even more effective.

Prostate cancer is the second-leading cause of cancer death for men in the United States after lung cancer, and having a natural fighter like this in your corner is too good of an opportunity to miss.

## Colon Cancer

Pomegranate seed oil has shown great hope for dealing with colon cancer as well. In laboratory studies, the nutrient-rich oil, including omega-5, reduced colon cancer activity by enhancing PPAR-gamma (peroxisome proliferator-activated receptor gamma), a protein that regulates cellular growth and COX-2. Interestingly, the oil was very effective even at low doses.

Pomegranate has also been shown to reduce the TNF-alpha induced COX-2 activation, so it is active through more than one pathway. By eliminating inflammatory activity in colon cells, the potential for DNA damage and possibility of tumor growth is reduced, too.

## Strong Antioxidant Power

ORAC (Oxygen Radical Absorbance Capacity) values are typically presented as a way of determining how much free-radical fighting power a given fruit or vegetable has. While there's no way of duplicating the complex structure and synergy of a food, there are improved ways of taking some of the best components of fruits and vegetables and concentrating them to the point where you see extremely high ORAC values. The pomegranate extract I recommend has a very high ORAC value—13,000 per dose—higher than any others I've seen!

Pomegranate's free-radical fighting power is a must for keeping skin looking younger and more vibrant. Laboratory studies of pomegranate have been very positive, and show that it can protect against UV radiation and promote wound healing. It inhibits the carcinogens created by UV damage, so it's very possible that pomegranate could help prevent skin cancer.

Free-radical damage stresses the immune system as well. The more stressed or inflamed our systems are, the less they can respond to threats. Since pomegranate is such a powerful antioxidant, it can help you avoid colds and flus as well.

## Heart

Oxidative stress can also cause heart and artery damaging inflammation and lead to heart disease. Pomegranate has been shown to decrease LDL cholesterol aggregation, lower blood pressure, and boost the activity of enzymes that protect LDL from oxidation.

## Saving Joints and Cartilage

Pomegranate prevents damage to cartilage and joint structure and acts as an anti-inflammatory. In a laboratory study, pomegranate delayed the onset and reduced the incidence of collagen-induced arthritis, which is used as a model of rheumatoid arthritis.

In other research, pomegranate extract protected joints in two ways: it prevented the inflammation to chondrocytes—the cells that make up cartilage—by inhibiting interleukin

(IL-1 $\beta$ ), a pro-inflammatory protein; and it inhibited the group of enzymes called matrix metalloproteinases (MMPs) that can destroy cartilage between the joints in cases of osteoarthritis, usually induced by IL-1 $\beta$ .

By reducing inflammation, pomegranate preserves synovial fluid and cushioning cartilage, and may help stop the pain of rheumatoid arthritis by keeping these structures sound. These combined abilities of pomegranate make it much easier for someone to maintain an exercise regimen that reduces stress, retains flexibility and balance, and builds bone.

## Antibacterial Power

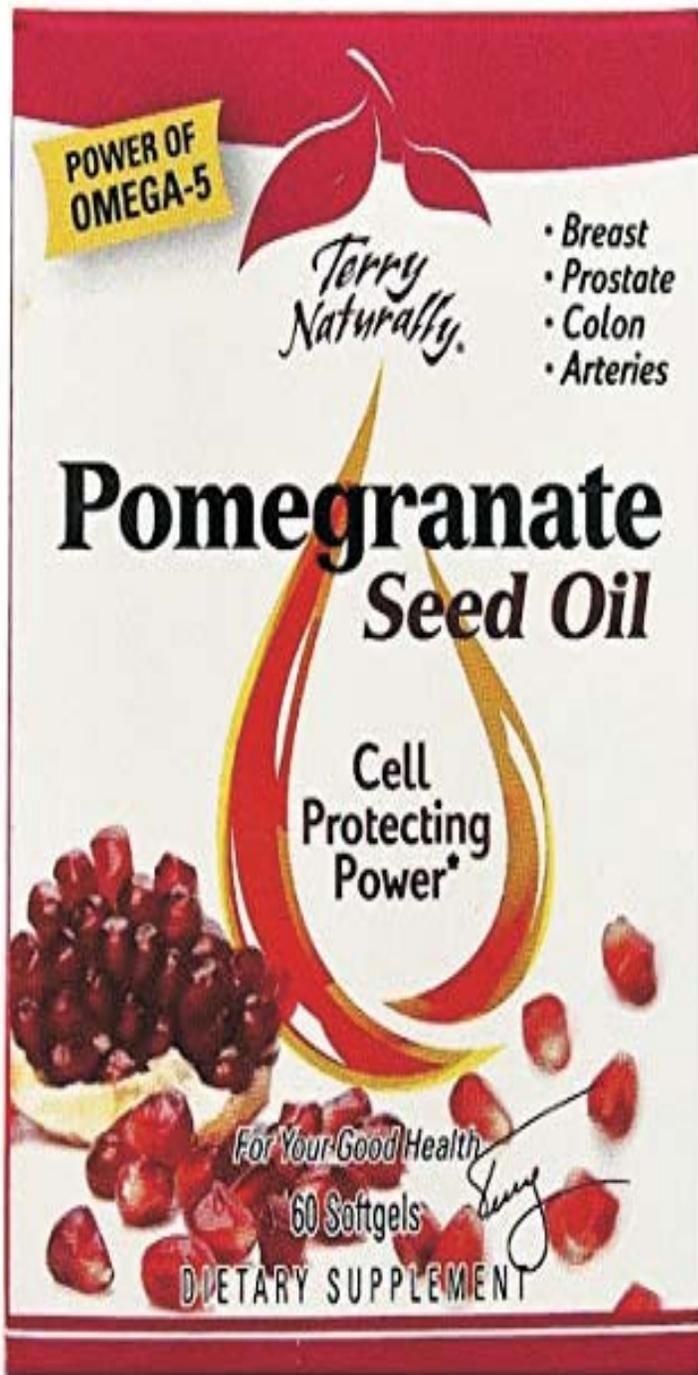
While avoiding illness is a priority in many households, the fact is, most conventional efforts aren't very effective. However, pomegranate provides an excellent defense against bacteria. In fact, pomegranate extract could help fight *E. coli* bacteria quite well. In a study testing seven botanical extracts against *E. coli*, pomegranate showed the strongest activity.

## Seed Oil and Fruit Extract for Complete Protection

The amazing thing about this pomegranate seed oil and fruit extract is that it is so effective for so many health concerns. It really provides you with the most concentrated power of the botanical, and I recommend it to anyone.

Whether you're concerned about reducing the potential of cancer, shoring up your antioxidant defenses, heart function, and immune system, reducing inflammation, or simply supporting the millions of tasks your body must perform each day, a strong pomegranate seed oil, rich in omega-5 fatty acid, combined with fruit extract is a powerful choice—and the right one for your health.

When in doubt, always consult your physician or healthcare practitioner. This article is intended to provide you with information to maintain your health.



#### SUPPLEMENT FACTS

Serving Size: 1 Softgel

Servings Per Container: 60	Amount/Serving	Daily Value
Proprietary Blend	600 mg	**

Containing Organic Pomegranate (*Punica granatum*) Seed Oil by Supercritical CO<sub>2</sub> extraction standardized to contain ≥ 60% punicic acid, Pomegranate (*Punica granatum*) Fruit Extract standardized for ≥ 60% polyphenols

\*\* Daily Value (DV) not established

**Other Ingredients:** gelatin, glycerin, yellow beeswax, purified water, sunflower lecithin, silica, annatto suspension in sunflower oil.

**No:** sugar, salt, yeast, wheat, gluten, soy, corn, dairy products, artificial coloring, artificial flavoring, or artificial preservatives.

#### NON-GMO

† Levels already within the normal range

**If pregnant or nursing, consult a health care practitioner before using.**

\*THESE STATEMENTS HAVE NOT BEEN EVALUATED BY THE FOOD AND DRUG ADMINISTRATION. THESE PRODUCTS ARE NOT INTENDED TO DIAGNOSE, TREAT, CURE OR PREVENT DISEASE.

**Reg Price \$33.95**

**Sale Price \$27.16**