

EAT

WHAT'S IN THE FRIDGE THIS MONTH



CHEW ON THIS

Pomegranate offers countless health benefits, with anti-inflammatory and antioxidant properties that can help prevent a number of diseases.

Super-fit food

Adding pomegranate to your diet can pay off big time.

THE POMEGRANATE is more than just a tart, fibrous and delicious snack (or a refreshing drink in juice form). It turns out that pomegranates are healthy because they contain polyphenols, antioxidant compounds that may benefit lifters in numerous ways. The most important of these benefits occurs when you train. During exercise, your muscles need additional blood flow to facilitate the delivery of oxygen. Oxygen is critical during aerobic activity and anaerobic exercise (such as lifting). Nitric oxide (NO) is a natural compound in the body that dilates blood vessels so that they can carry oxygen to working muscles. One preliminary in vitro study on pomegranate juice suggests that its polyphenols protect NO against oxidative stress, thereby increasing its biological activity. Preliminary research into NO suggests that pomegranate polyphenols from pomegranate extract may even help support exercise efficiency. Although this research is promising, future clinical research is needed to establish causation and the potential impact of pomegranate polyphenols on NO and exercise.

PREBIOTIC POWER

Pomegranate may also be an ally in the pursuit of a balanced gut. Not only are pomegranate seeds a good way to add fibre to your diet, but early studies on pom extract have explored how pomegranate's polyphenols may also help to provide an environment for good gut bacteria to thrive. A study of 20 healthy individuals who took pomegranate extract suggests, but does not prove, that these polyphenols may work as prebiotics, which feed the microbes in our gut to promote the right balance of beneficial bacteria. Another study using extracts from pomegranate peel found that the fruit's polyphenols may selectively enhance the growth of potentially beneficial gut bacteria, suggesting prebiotic activity. Other research published in the *British Journal of Nutrition* has found that polyphenol-rich pomegranate extract was also associated with reductions in total and LDL cholesterol levels, as well as a reduction in the pro-inflammatory markers in the colon associated with co-consumption with a high fat diet.

6 REASONS TO DRINK

More reasons to get juiced about this superfood

1 STRONG NUTRIENT PROFILE
One cup of pomegranate arils (seed pods) contains 7 grams of fibre, 3 grams of protein, 30 percent of the vitamin C RDI, 36 percent of the vitamin K RDI and 16 percent of your daily folate needs.

2 OXYGEN INTAKE
By helping to support nitric oxide pathways within a healthy circulatory system, pomegranate juice may help your body get the oxygen and nutrients it requires to perform at optimum levels.

3 POTASSIUM
Pure pomegranate juice packs more than 500mg of potassium per cup, or as much as a medium banana. Potassium is an electrolyte that's key to muscle function and fluid balance, which is why consuming potassium-rich fruit juice is during (or after) a heavy workout.

4 FREE RADICAL-FIGHTING
Free radicals are compounds in the body that can cause oxidative stress. Polyphenol-rich foods like pomegranate may help protect the body against free radicals, unstable molecules that cause damage to our bodies over time.

5 CANCER-FIGHTING
There is preliminary evidence that pomegranates may potentially inhibit the growth of prostate and breast cancer cells.

6 BODY BENEFITS
Pomegranate seeds are a rich source of a healthy fat known as conjugated linolenic acid. This is different from CLA, or conjugated linoleic acid. The fat in pomegranate seeds may actually enhance fat loss and muscle gain, according to new research from the University of Houston, US. Researchers fed rats a high-fat diet supplemented either with pom seed oil or nothing. The rats getting the pomegranate seed oil gained less body fat and had increases in insulin sensitivity and in leptin levels. An increase in leptin can help to boost your metabolic rate, which helps to burn more body fat. Increased insulin sensitivity can enhance both fat loss and muscle gain, because it means that insulin is more active at your muscle cells; it better instigates muscle protein synthesis and blood sugar uptake, which prevents carbohydrates from being stored as fat and helps you burn more body fat.

LIVE A POMLIFE

PomLife provides a variety of pomegranate products that allow you to get more of this delicious and super-healthy fruit into your life. Enjoy fresh, frozen or freeze-dried pomegranate arils with yoghurt or in salads, or add them to your smoothie. Cold-pressed pomegranate juice is a refreshing drink that can be consumed before a workout, or any time for a health boost. Nature's antioxidant superfood - nourishing goodness at it's best!
Head to pomlife.com.au for more info.

