



## **Cell protection: keeping our miraculous bodies healthy**

**September 2018: How can we stay healthy and protect our bodies against external factors like oxidative stress? In times of increasing air pollution and elevated stress levels, this question is more topical than ever, especially as our bodies are home to over 70 trillion cells. Aroniabeere e.V. is working alongside the medically accredited health and nutrition consultant, Claudia Höft, to investigate this issue and explain how the Aronia berry's ingredients can protect and support our vast amount of body cells and naturally prevent illness.**

“Many people don't know that our body cells hold the key to a long and healthy life”, explains the health and nutrition expert, Claudia Höft. Some people are bound to be familiar with the term “cell protection”, but many believe this requires expensive dietary supplements and lotions. “However, we can actually protect our cells by following a balanced diet, and especially by getting enough natural antioxidants”, adds Claudia Höft. She explains that Aronia berries offer particularly effective cell protection. They're also really easy to add to our daily diet, as drinking just 100 ml of Aronia juice is enough to supply our cells with the nutrients they need.

Aronia berries offer such effective cell protection thanks to their natural pigments. These are bioactive plant substances known as “anthocyanins” that give the berries their dark purple appearance. Aronia has the highest anthocyanin content of all berry varieties. “Anthocyanins protect the cells with their strong antioxidant effect, as they neutralise free radicals in the body”, explains the expert.

### **Free radicals: invisible pathogens**

Free radicals are an intermediate produced during metabolic processes. They're developed naturally and usually broken down and neutralised by the body. Nowadays, however, the body often has to deal with more free radicals than it can handle. Some of the reasons for this are air pollution and particulate matter, radiation from mobile phones and radio masts, sprays and fertilisers in conventional foodstuffs, and long-term stress brought on by the strains of modern life. Excess free radicals can cause an imbalance in the body's self-healing mechanisms. This can damage our health and even lead to the development of cancer”, continues Claudia Höft.

### **Edible protection against free radicals**

“Everyone can do their bit to look after their cells as well as possible”, explains the health consultant. But how can you actually support the cells in your skin, liver and blood vessels? There are three simple rules of thumb:



- 1) Follow a diet that is **rich in essential nutrients** with a high amount of bioactive plant substances and antioxidants – so plenty of fresh fruit and vegetables.
- 2) Drink lots of high-quality **water** – the recommended intake for healthy adults is around 30 ml per kilogram of body weight.
- 3) Use high-quality extra virgin **oils**, such as linseed oil.

According to experts, you can make a significant contribution to the protection of your cells by following these three simple nutritional rules. This leaves cells free to regulate your metabolism, neutralise free radicals and prevent illness. In short, keeping our miraculous bodies healthy is all about supplying around 70 trillion cells with the best possible nutrients.

**In average 100g fresh Aronia berries contain e.g.**

<b>Nutritional values</b>		<b>Vitamins</b>		<b>Minerals</b>	
Energy	96 kcal	Vitamin K	up to 1000 µg	Potassium	218 mg
Protein	1,9 g	Vitamin E	up to 3,1 mg	Zinc	0,147 mg
Carbohydrate	18,0 g	Folic acid	210 µg	Iron	0,93 mg
Fat	1,5 g	Vitamin C	up to 50 mg		

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