

New Research Shows Camu Camu Superfruit Improves Obesity Biomarkers



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health... not merely the absence of disease

Released on: April 04, 2013, 6:57 am

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Industry: [Healthcare](#), [Retail](#)

**New research published March 2013 by researchers
Nascimento OV, Boleti AP, Yuyama LK, Lima ES**

April 04, 2013, 6:57 am -- /[EPR NETWORK](#)/ -- An. Acad. Bras.Cienc. confirmed that Camu-camu was able to improve the biochemical markers of obesity in rats.

Amazonian Camu-camu fruit (*Myrciaria dubia*) has attracted interest from food and cosmetics industries because of its rich content of vitamin C, flavonoids and anthocyanins. The goal of the study was to investigate the anti-obesity action of the ingestion of Camu-camu pulp in a rat model of diet-induced obesity - using Wistar rats with obesity induced by receiving diet ad libitum.

The rats were divided in two groups: an experimental group that ingested 25 mL/day of Camu-camu pulp (CCG) and a non-treated group (CG). After 12 weeks, the animals were tested. Blood, liver, heart, white adipose tissues were collected and weighed; biochemical and inflammatory profiles were examined as well.

Animals that received the pulp of Camu-camu had reduced fat in white adipose tissues and improved biochemical profiles of obesity including glucose, total cholesterol, triglycerides, LDL-c and insulin blood levels. There was also an increase in beneficial HDL-c levels. The research suggests there may be potential use for Camu-camu in the control of obesity and as a functional food.

According to Matakana SuperFoods founder Dr Kevin Glucina the link to obesity came as a surprise to him. "We originally introduced Camu Camu to our product range because it is nature's number one source of vitamin C complex. We had no idea it had potential to influence other biomarkers associated with obesity. This new research is based on a rodent model so now we need to see a follow-up human trial. Clinical research revealing the benefits of SuperFoods is accelerating as public interest grows about which foods provide the best naturally integrated nutrients for health.

There is a large movement away from formulated vitamin supplements and toward Superfoods and wholefoods in general. If people realise they can get their family's daily vitamin C requirements by adding a natural superfruit powder like Camu Camu to their daily smoothie, why would they choose to buy a synthetic vitamin C tablet that has been produced in China from corn starch? Sure, they both have vitamin C but the wholefood Camu Camu also contains a complex of co-factors, vitamins, minerals and health-supporting phytonutrients that are put together by nature to give you much more bang for your buck. Not only has our digestive system evolved with wholefoods, there are also many complex mechanisms in play in wholefoods. Camu Camu has approximately 120 different phytochemicals; just how all those phytochemicals interact for our benefit is a hot topic in scientific research. It is the synergistic interaction of the different compounds in Superfoods which may be responsible for throwing up surprising benefits like those seen in this study into Camu Camu and obesity. These complex natural substances and interactions from wholefoods and Superfoods just can't be duplicated by chemists at this time. Personally, the only vitamin supplement I take is vitamin D3 in winter. For the rest, in most cases, I think we can get far better quality from good quality wholefood and Superfoods.

The results of the Camu Camu study are very exciting and certainly support the high amount of interest in this new superfruit. The key thing I am taking away from this research is the influence that Camu Camu had on all the obesity biomarkers like blood-sugar levels and cholesterol. Sure, the rats lost weight, but more importantly, all the biomarkers became more healthy and that's what's important. I am always skeptical about claims made for one food as a cure-all for weight loss. In my opinion, even though the research looks promising, you can't just rely on one magic food like Camu Camu to save you from the obesity epidemic. Lifestyle changes, the timing of diet and exercise are the most important factors when it comes to obesity;

combine that with key super-nutrients and you are heading in the right direction.

We have done a lot of work on obesity and Superfoods at Matakana - we already have a new low calorie, high-nutrient Super Shake formula with Camu Camu and other key Superfoods like chia seeds, sacha inchi protein powder, red raspberry, goji and maqui berry freeze-dried powders incorporated into it. The Super Shake is naturally sweetened with low G.I pure coconut sugar, and the delicious flavor is enhanced with pure freeze-dried blueberry, banana juice and mango powders. The Super Shake can be taken as a once-per-day meal replacement to aid weight management or as a post-workout recharge and is a great way for families to get a wide range of natural super-nutrients for improved general health. It is a viable safe alternative to synthetic vitamins for the whole family and all the ingredients are naturally gluten, dairy, preservative, coloring and GMO free."

Camu Camu can be purchased from Matakana SuperFoods in bulk powder or capsule form and is also incorporated into the Matakana SuperFoods "Top 10 SuperFoods Super Shake".

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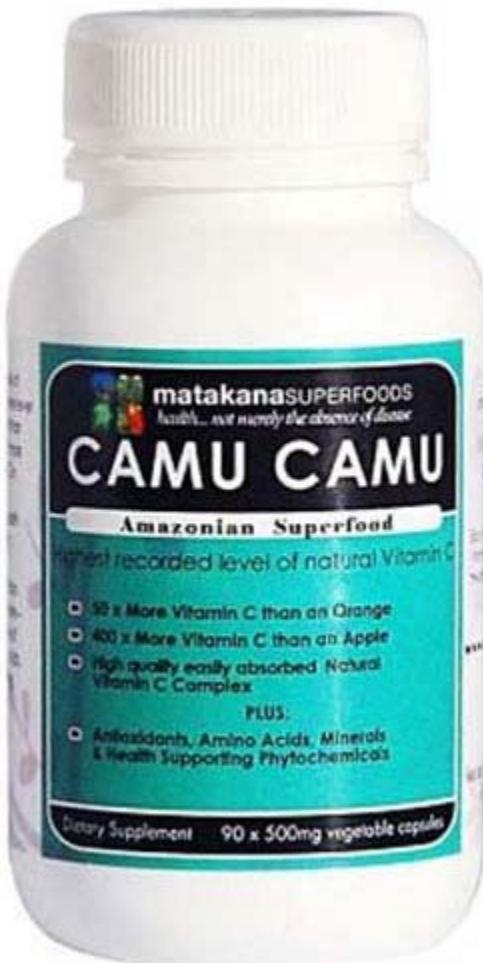
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