

Super Fruits: Myth or Fact?



Brought to you by:



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Super fruits



**A FRUIT THAT IS
CONSIDERED TO BE
VERY GOOD FOR YOUR
HEALTH**



**FRUITS WITH HIGHER
NUTRITIONAL CONTENT
COMPARED TO OTHER
FRUITS**



**BLUEBERRIES = 1ST
SUPERFRUIT- HIGH IN
ANTIOXIDANTS,
VITAMIN C AND DIETARY
FIBER**



**MARKETING TERM- NO
SCIENTIFIC/ LEGAL
DEFINITION**



IMMUNE SUPPORT



BEAUTY



CANCER PREVENTION



HEART HEALTH



LONGEVITY



DETOXIFICATION



Immune system



Healthy colon



Prevents ulcers



Lowers cholesterol



Healthy heart



Healthy heart



Lowers cholesterol



Healthy joints/tissues



Supports eyesight



Healthy skin



Healthy heart



Immune system



Skin protection



Supports eyesight



Antioxidant



Healthy heart



Decr. blood pressure



Skin protection



Helps cell renewal



Prevents Cancer



Healthy heart



Healthy blood vessels



Helps memory



Anti-aging



Healthy urinary system



Improves digestion



Supports eyesight



Healthy bones



Immune system



Prevents Cancer



MYTH?



FACT?

What's the fuss?

- There has been a marketing buzz over super fruits as well as increasing consumer interest.
- These fruits have gone from purely functional in terms of taste and nutritional value to providing physiological wonders beyond the call of regular fruits.
- However, the myths of these fruits have spread more than the actual facts and little scientific evidence exists to support all these 'super' claims.





Acai berries



Myth

Reverses diabetes

Aids weight loss

Fact

Little evidence on claims

High antioxidants

Commercially available juices with unspecified amounts - less antioxidant capacity than pomegranate juice



Blue berries



Myth

Facts

High antioxidants

Blueberry food supplements-
prevent cancer

High antioxidant

But...

Below raisins,
raspberries,
grapes



Mangoesteen



Myth

Health companies marketing = cure for ailments

Reported to treat skin infections, UTI and even cancer

Facts

Compounds found in mangosteens MAY be anti-inflammatory, antibacterial, etc.

Extracted and purified compounds from the fruit rinds potentially useful for treating certain forms of cancer

Consuming large amounts of mangosteen juice –adverse effect- increases blood acidity



And
many
more....

Fresh super fruits versus their products?

Most food products

Fresh and frozen

No heat

Frozen or fresh

Retains heat-sensitive nutrients

Heat destroys nutrients

In concentrate- not sure if heat is applied





References

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Thank You

