

Dawn Damico
Independent Copywriter, Consultant, Author
www.YourResearchDiva.com
252-862-3482
Client Sample: Alternative Health Article #1

The Client:

Clients in the Health and Wellness industry have numerous and varied content needs. Articles which inform their customers about the subject are used to establish the client as the “go-to” authority by establishing credibility through articles that are at once useful and interesting to the end user.

Scope of Project:

This article was written in response to a request for information for a newsletter.

Samples:

Attached is an example of an article.

The Value of This Project:

Articles can be used and repurposed in various ways including blog articles to grow your digital library, online and physical newsletters, digital books for lead generation, scripts for videos, physical books, and much more.

The Sample:

Is the way to a man’s (and woman’s) brain through the stomach?

Did you know the most powerful things you can do to improve your health, are often the easiest...and safest?

That’s a bold statement because doctors, scientists, and other medical professionals go to school for years and study for thousands of hours to understand how your body works. It all seems so...complicated. Yet, “unsophisticated” people all around the world enjoy better health than even our doctors!

Why is that?

The problem is many doctors only look at Big Pharma and their drug-based solutions. They are not aware of simple and safe alternatives. In fact, many have been swimming in the pharmaceutical side of medicine so long; they don’t even know they’re getting wet!

A prime example of this is medicines given for brain health.

Scientists dig into chemical formulas created in a lab and hope they can pass the blood/brain barrier to improve memory, sharpness, and cognitive health. But, would it surprise you to know that people with very little formal training are often keepers of the wisdom of beneficial superfoods. It sounds too simple to be true, right?

The Food and Health Connection Big Pharma Wants to Ignore

The earliest sailors suffered a mysterious, debilitating illness that almost stopped all exploration. The cure was a simple nutritional “secret.” Without this, America may not have been discovered. Citrus fruits eliminated scurvy, sailors became known as “limeys”, and new lands were opened.

The food and health connection is undeniable. Every day we learn more about how to use that connection for better health. It’s exciting work! It’s what has personally inspired me to travel around the globe to uncover secrets from people living in remote corners of the world. These amazing people enjoy “old age” with vitality, sharp minds, and youthfulness not normally found in the States.

I like to take complicated lab science one step further to explore simple food traditions that prevent chronic conditions and provide life-giving nutrition and healing.

Is there a “Best” Superfood for Brain Health?

Imagine losing your most treasured memories because your brain didn’t work right. Scary, right? But what if adding one type of food could avoid that loss?

Now, before you think “I’ve heard all this before...” let’s dig a little deeper and go beyond the A,C, E’s of brain health because it’s not always just “one” thing.

For example, it’s not just the vitamin C in a lime, or the potassium in a banana responsible for their health benefits. Rather, it’s the carefully choreographed dance that occurs between the macro and micro nutrients in that food and your various bodily systems.

What do I mean by that?

Let’s look at an apple. Common knowledge tells us that an apple a day keeps yours truly away, right? But is it the vitamins in the apple that account for its health promises? Or is it something else?

According to a study from the American Journal of Clinical Nutrition, only 0.4% of the antioxidant benefit from an apple comes from vitamin C. We have to look beyond the macronutrient (Vitamin C) to other properties for the full story. (1)

Those other properties include phenolics and flavonoids, also known as phytochemicals. All fruits and vegetables have them. It's what gives them their color. This color plays an exciting role in the prevention and improvement of chronic disease associated with aging.

But the question remains, can a happy stomach lead to a healthy mind? The results of at least one study from the Journal of Agricultural Food Science suggest a nutritional fast lane between your belly and your brain.

In that study, a type of flavonoid called anthocyanins was successfully absorbed into the blood and brain of mice after they received a dose of a pure anthocyanin mixture which originated from *Vitis vinifera* grapes. (2)

Yes...that's grapes! But, there's more...

The reason this is so exciting is because we're never sure how well the nutrients from food are being absorbed by the body. This is also referred to as "bioavailability." It's why some people get better results when they choose nutritional supplements.

What this study for anthocyanins showed was not only were the flavonoids absorbed in the blood, they were also able to pass through to the brain where they could provide vital nourishment to your most important organ.

So what can you do to improve the odds of healthy aging and a healthy brain?

The foods studied for their phytochemicals and anthocyanins were those with red and purple hues. By adding these colorful foods, you up the ante for a sharp mind.

Purple and Red Foods Include:

- Plums (had the highest level of antioxidants in one study)
- Blackberry
- Elderberry
- Blueberry
- Purple Grapes
- Black Carrot
- Red Cabbage
- Purple Sweet Potato
- Red Soybeans
- Purple corn

Also, remember what I said about that special synergistic dance of phytochemicals that occurs with food. It seems this is doubly true when you group them. Studies show that a combination of fruits and vegetables of all colors resulted in greater antioxidant activity.

Sources:

(1) <http://ajcn.nutrition.org/content/78/3/517S.long>

(2) <http://www.ncbi.nlm.nih.gov/pubmed/16131107>

Other:

<http://www.jneurosci.org/content/19/18/8114.long>

<http://www.ncbi.nlm.nih.gov/pmc/articles/PMC1082894/>

<http://www.ncbi.nlm.nih.gov/pubmed/12358498/>

<http://jn.nutrition.org/content/133/7/2125.long>

<http://www.ncbi.nlm.nih.gov/pubmed/14609130/>