Technical Editorial Writing Sample

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December Issue Feature Report: Super Fruits
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What makes a fruit "Super?" The term superfruit gets thrown around a lot in this industry. What types of fruit do industry players consider to be part of this category.

First of all, superfruits are advertised as being better than the ordinary fruits, such as bananas, apples, and oranges because of their potent antioxidant make-up and their ability to impact a wide variety of health concerns. They are also considered to be relatively "new" and often have a surprising amount of scientific evidence behind them.

Berries such as strawberry, blueberry, raspberry, and cranberry are some of the more popular and recognized superfruits. Pomegranate, mangosteen, goji and acai are the latest in this growing trend.

There is no denying that the superfruit category is growing? What factors do you feel are encouraging this growth and consumer appeal? Please explain.

The popularity of super fruits is growing. They not only offer consumers convenience and variety with real fruit products, but as powerful, natural antioxidants they can also help counter some of the damage caused by free radicals. Overwhelming scientific research has linked excessive oxidative stress to the development of chronic health issues such as heart disease and cancer.

So, if the popularity of superfruits is growing it probably means more people are consuming more fruit; right? Wrong. In fact, a recent John Hopkins study found from 1999-2002, only 28% of American adults met the United States Department of Agriculture (USDA) guidelines for fruit intake (equal to or more than two servings). It seems for many people, eating two or more servings of fruit a day is not as it easy as it may sound.

This is where today's superfruits come in. Not only do they offer convenience but, technology is capable of isolating the beneficial, active compounds in these fruits without the sugar and calories associated with them. Indeed, some products on the market are standardized to contain specific amounts of highly bioavailable polyphenols, anthocyanins and other powerful phytochemicals. Furthermore, some of these natural extracts are unmatched in terms purity and may even provide an ORAC analysis. ORAC or Oxygen Radical Absorbance Capacity values provide a functional measurement of the antioxidant potencies of different foods.

Needless to say, the combination of health, convenience, newness, and worth is no doubt responsible for the increasing demand of these "new" superfruits.

Describe different superfruits based on taste, color, origin and new applications for health and beauty.

Many superfruits with their exotic colors and novel tastes are finding their way into functional food products, dietary supplements, energy drinks and now, cosmetics.

For instance, pomegranate has already proven itself a worthy "superfruit" when ingested. Therefore, it comes as no surprise that many companies are looking at it and other superfruits as topical nutrients to prevent and even reverse the processes of skin aging. As a matter of fact, a recent study published in the

Journal of Drugs in Dermatology found pomegranate, mangosteen, green and white tea out-performed a placebo cream and contributed to the improvement of age-related changes in the skin. By the way, the placebo cream used in this study contained ubiquinone, retinyl palmitate, ascorbyl palmitate, and tocopheryl acetate. No lightweights by any means. In fact, all of these ingredients possess antioxidant properties and have been shown to improve the appearance of aging skin.

In addition, a recent study published in the journal *Fitoterapia* indicates mangosteen's powerful antioxidant and anti-inflammatory properties may hold promise as a treatment for acne some day.

Many of the exotic fruits appearing in new products have been used in ancient medicinal practices worldwide. In an effort to highlight the history of certain fruits, please explain any ancient uses for fruits you may know of and where and when these practices took place.

Although the pomegranate is fairly new to the superfruit category, it has long been regarded as a symbol of medicine. In fact, the pomegranate has been held sacred by many of the world's major religions and through the ages; preparations of different parts of the plant have been used to treat a a number of medical conditions. For example, in ancient Greek medicine, pomegranate flowers were regarded as a treatment for diabetes. Even the roots and bark of the tree were used to treat infections caused by worms and related parasites. Babylonians believed that chewing pomegranate seeds before entering combat made them invincible. Ancient Egyptians were known to bury their kings with pomegranates and Christian art often features the pomegranate as a symbol of resurrection and eternal life.

Euterpe oleraceae Martius is a large palm tree indigenous to South America and the Amazon. It has been a food source for natives and the lower class people of Brazil and Columbia for thousands of years. The juice prepared from the fruit is called acai. The natives have used different parts of the fruit as an antidiarrheal agent.

Mangosteen, *Garcinia mangostana*, has been used in Southeast Asia for many years as traditional medicine for the treatment of skin infection, wounds, and diarrhea.

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