

Purple Food Power!

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Eating purple colored vegetable and fruit offers a host of benefits, and taste delicious.



6 good reasons to eat purple colored produce

1. Anthocyanins

- Are antioxidants that prevent and repair cellular damage, and may help to prevent cancer, heart conditions, and neurological conditions. (1)

2. Think more clearly and calmly

- Purple colored produce are high in polyphenol are plant-based antioxidants that have a positive impact on cognitive functioning. (2, 3)

3. Reduce Inflammation

- High levels of anthocyanin found in purple colored produce, offer an anti-inflammatory effect. Eating them may help with chronic conditions such as inflammatory arthritis, as well as preventing the development of other immune dysfunctions and life limiting illnesses. (4)

4. Alleviate alcohol-related liver stress

- Antioxidants present in purple colored produce have been shown to possess properties that could reduce oxidative -stress damage; reduce inflammation; boost the production of the body's own antioxidant enzymes, anti-inflammatory defense pathways(Nrf2), supporting liver function and mitigate oxidative stress from alcohol. (5)

5. Healthy, glowing skin

- Purple colored produce are full of antioxidants which neutralize free radicals that damage skin cells and accelerate aging. Some offer UV protections. Certain compounds in purple grapes may increase the skin's natural sun resistance. (6)

6. Support gut health and digestion

- Anthocyanins present in purple colored foods are prebiotics, feeding good gut bacteria, reduce inflammation, and support digestion. Antioxidants also help to reduce intestinal inflammation, promoting healing of the gut. Most purple colored foods, such as purple potatoes, also offer fiber supporting healthy elimination. (7)

Purple fruits list (8)

- Purple grapes



- Blackberries
- Blackcurrants
- Blueberries
- Concord grape juice
- Figs
- Plums
- Acai berries

Purple veggies list

- Beetroot
- Red cabbage
- Purple corn
- Purple potato
- Purple sweet potato
- Purple carrot
- Eggplant

Resources:

- (1) <https://www.bhf.org.uk/information-support/heart-matters-magazine/nutrition/5-a-day/colourful-foods>
- (2) <https://pmc.ncbi.nlm.nih.gov/articles/PMC7770496/>
- (3) <https://www.medicalnewstoday.com/articles/319728>
- (4) <https://pmc.ncbi.nlm.nih.gov/articles/PMC9142943/#:~:text=Abstract,of%20glucose%20and%20lipid%20metabolism.>
- (5) https://pmc.ncbi.nlm.nih.gov/articles/PMC9142943/#:~:text=Anthocyanins%20can%20work%20by:%20*%20Improving%20gut,pomace%20*%20Freeze%2Ddried%20press%20residues%20from%20bilberries
- (6) <https://pmc.ncbi.nlm.nih.gov/articles/PMC12046069/>
- (7) <https://pubmed.ncbi.nlm.nih.gov/39874887/>
- (8) <https://www.webmd.com/food-recipes/ss/slideshow-purple-power-foods>

All information is for educational purposes only, and should not be considered medical advice. Prior to incorporating new diet or lifestyle changes, consult your medical doctor.

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