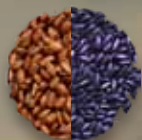




BLACK AND RED RICE NEW SUPERFOODS!

The USDA has determined that pigmented rice merits increased use as table rice and in nutraceutical and functional food applications. They have started more consumer testing and are urging clinical studies. ¹



Packed with more antioxidants than...

Brown Rice



Research shows that black- (also referred to as purple) and red-colored bran rice have an **abundance of antioxidant capacities** related to health-promoting potentials such as obesity prevention, anti-cardiovascular disease, anti-inflammation, and anti-cancer effects. ²

Blueberries and Broccoli



Seems So! In studies comparing antioxidant capacities from brans of white, light brown, brown, black/purple, and red colors, with broccoli and blueberry, red and black/purple brans came out on top. *“Red and purple rice brans had three to 25 times higher total phenolic and flavonoid concentrations and total antioxidant capacity than did blueberry, broccoli, or light-colored rice bran.”* ^{3,4}

Other Grains (Including Quinoa)



Seems So! In another evaluation, the antioxidant capacity of black/purple and red bran rice was higher than quinoa, barley, corn, oats and wheat. Lotus Foods black Forbidden Rice® and Bhutan Red Rice register **higher levels of total phenols and antioxidant activity** than black or red quinoa.



“Darker color bran whole-grain rices have potential to positively impact human health.” ⁷

- M. Chen, 2011, ARS, USDA



Dr. Oz calls black rice a “#1 Fatigue Fighter” and his “Health Secret”⁸

A SAMPLING OF FURTHER RESEARCH RELATED TO PIGMENTED RICE

“Recent studies demonstrated that pigmented rice had a wide range of biological activities, including amelioration of iron deficiency anemia of the body, antioxidant, anticarcinogenic, antiatherosclerosis, antiallergic activities...”

Phenolic Compounds and Bioactivities of Pigmented Rice Critical Reviews in Food Science and Nutrition, 2013;53:3, 296-306
dx.doi.org/10.1080/10408398.2010.529624

“...purple bran exhibited a minor effect on leukemia and cervical cancer cells, and the red bran exhibited strong inhibitory effects on leukemia, cervical, and stomach cancer cells. Chemical analyses suggested that proanthocyanidins might be the major compounds in red bran extract attributed to the anti-cancer bioactivity. ...Red bran has the potential to serve as a functional food supplement for human consumption.”

Growth-Inhibitory Effects of Pigmented Rice Bran Extracts and Three Red Bran Fractions against Human Cancer Cells: Relationships with Composition and Antioxidative Activities J. Agric. Food Chem., 2012, 60 (36): 9151–9161. pubs.acs.org/doi/abs/10.1021/jf3025453

“This study shows that black and red rice can lower serum triglyceride levels and prevent hepatomegaly and thereby, possibly reducing the risk of CVD [cardiovascular disease].”

NOTE: Lotus Foods donated Forbidden Rice® and Bhutan Red Rice for these experiments. Poster Session Tuesday, Jul 20, 2010, 1:30 PM - 4:00 PM. 284-12. Black and red rice lower the serum and liver lipids and improve cardiovascular health in ovariectomized rats, Vidya P. Gadang, William Gilbert, Jordan Teeple, Priyanka Sharma, Latha Devareddy, Univ of Arkansas, Fayetteville, AR bit.ly/1dtxBMV

“The results from this study may promote potential use of red rice for improving human health.”

Phytochemical compositions, and antioxidant and anti-inflammatory properties of twenty-two red rice samples grown in Zhejiang, Food Science and Technology, Volume 54, Issue 2, December 2013, Pages 521-527
www.sciencedirect.com/science/article/pii/S0023643813002351

“... the antioxidant activity of all rice bran extracts indicated high antioxidant efficiency in the following order: red>black>white color rice brans.”

Pakistan Journal of Biological Sciences, 2010, 13: 170-174. Study on Total Phenolic Contents and their Antioxidant Activities of Thai White, Red and Black Rice Bran Extracts scialert.net/fulltext/?doi=pjbs.2010.170.174&org=11

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