

The Aronia berry

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Origin of the Aronia Berry

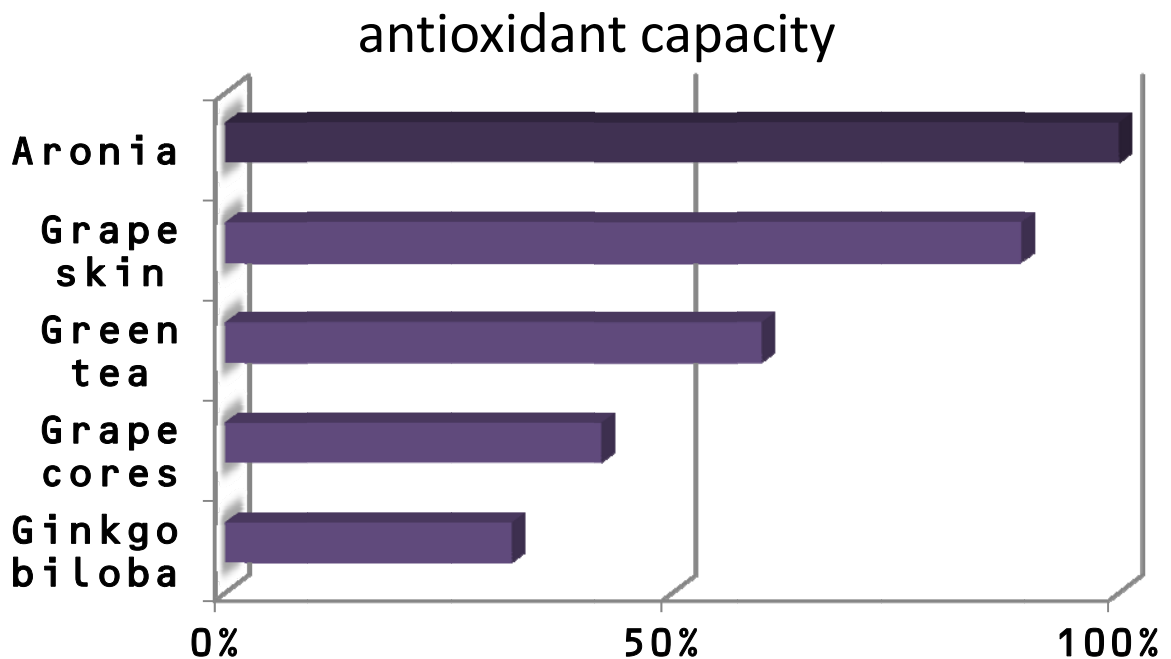
Aronia berries (chokeberry, *aronia melanocarpa*) originally grew wild in the US and have been cultivated in Europe for quite a while because of their tremendous health potential. Of late a few Swiss farmers have started cultivating the berry too. The aronia plant is a small bush that grows up to 1-2 meters tall (4-7 feet), is extremely hardy, easy to grow and does not require any pesticides.



The berries have drawn the attention of complementary medicine because of their high content of polyphenols: flavonoids, proanthocyanins, carotenoids, vitamin C and many others. These secondary metabolites (also called micronutrients or phytochemicals) have a variety of preventive and curative effects on the human body.

The most important substances

The total of polyphenols is 10-20 g/kg (0.01-0.02 lb/2.20 lb) which is far higher than raspberry, strawberry or blueberry (Assay University of Illinois). These polyphenols eliminate extremely damaging free radicals from our bodies, which are jointly responsible for numerous serious diseases and encouraging the aging process. Please note, the effects of polyphenols on the body are not restricted to one organ, as in the case of a drug, but these medicinal substances have several positive effects on various organs simultaneously.





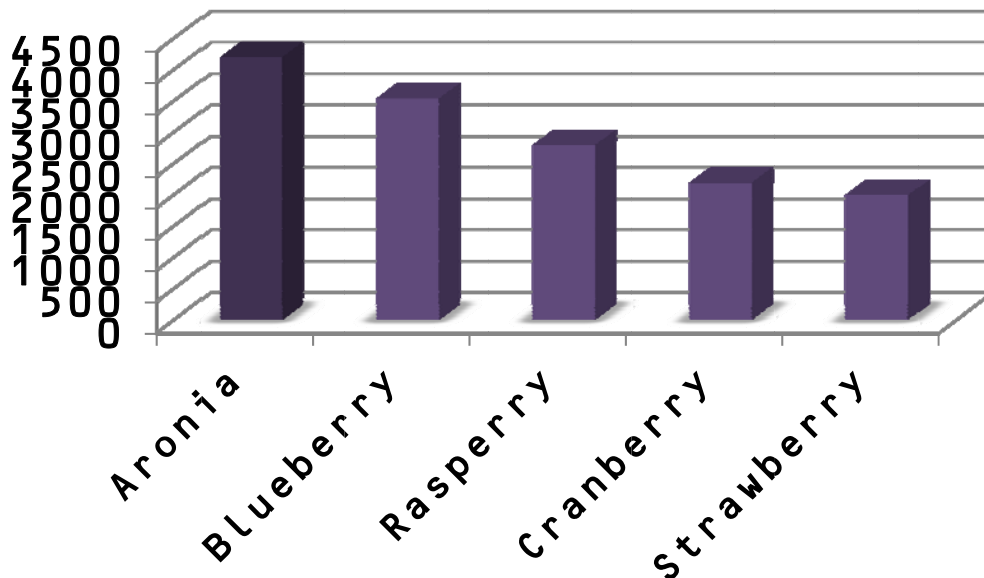
More than 200 studies confirm the relationship between the consumption of more fruit and vegetables and the decrease of cardiovascular diseases and cancer. Some of these Studies were published in reputable medical Magazines and yet are still ignored by most Physicians.

The effect of Aronia berries

The main effect of Aronia is based on the high level of antioxidants. Our food contains many antioxidant substances such as vitamin C and E, selenium and various polyphenols. The high levels of OPC (oligomeric proanthocyanidins, the most powerful known antioxidant) makes the aronia berries the health fruit of choice due to fact it has the highest ever recorded ORAC value (measure of antioxidant capacity).

Even at extremely high doses of up to 20g (0.04 lb) aronia extract per day on volunteers, no side effect at all were observed!

**Total content of polyphenol
(lb/100 berries)**



Note: The ingredients are only absorbed in the intestines if the People keep a healthy and balanced diet with plenty of fiber.

Substances of Aronia berries:

- 85% water
- 12% glucose und fructose
- All vitamins except B12 and D, most of all vitamin C and K
- folic acid
- 0,7% protein
- OPC (oligomeric proanthocyanidins)
- flavanoids
- carotenoids
- sodium, potassium, calcium
- magnesium, sulfur, iodine
- copper, manganese, zinc and iron



Aronia has a preventive or curative effect on the following conditions			
Cardiovascular	Atherosclerosis Heart attack High bloodpressure Angina pectoris varicoses swollen legs High cholestrine	Eyes	Cataract/Glaucoma Age amblyopia
		Skin	Collagen buildup (less wrinkles, more delicate skin) Rash (eczema, acne, allergies etc.)
Joints	Arthritis Goat Rheumatism	Men	prostata issues
Allergies	Asthma Hay fever	Women	menstrual irregularity Menstrual molimen
Brain	brainstroke Alzheimer's Parkinson's Depression Burnout	Nervous system	Lack of concentration tiredness forgetfulness

We would like to point out that Aronia is to be used under expert supervision and targetted to a specific condition as needed. For diseases, we encourage you to always consult your doctor.

Selected studies on Aronia

- [The clinical effectiveness of chokeberry: a systematic review](#)

- [Current knowledge of Aronia melanocarpa as a medicinal plant](#)
- [Bioavailability and Antioxidant Activity of Black Chokeberry \(Aronia melanocarpa\) Polyphenols: in vitro and in vivo Evidences and Possible Mechanisms of Action: A Review](#)
- [The multifunctionality of berries toward blood platelets and the role of berry phenolics in cardiovascular disorders](#)
- [Effects of polyphenol-rich extract from berries of Aronia melanocarpa on the markers of oxidative stress and blood platelet activation](#)
- [Extracts, anthocyanins and procyanidins from Aronia melanocarpa as radical scavengers and enzyme inhibitors](#)
- [Aronia melanocarpa extract reduces blood pressure, serum endothelin, lipid, and oxidative stress marker levels in patients with metabolic syndrome](#)
- [Aronia melanocarpa fruit extract exhibits anti-inflammatory activity in human aortic endothelial cells](#)
- [Aronia melanocarpa and its components demonstrate antiviral activity against influenza viruses](#)