

Benefits of a Brightly-Colored Diet

Aim to regularly eat phytochemicals— diets high in these protective plant compounds are associated with health benefits

Carotenoids

Beta-carotene



- Supports a healthy immune system.
- May decrease inflammation and reduce risk of chronic diseases, like heart disease and cancer.

Lycopene



- May reduce cell damage and decrease cancer cell growth.
- May reduce risk of cancer.

Flavonoids

Anthocyanins



- May defend against heart attacks by protecting heart and blood vessels and decreasing blood pressure.
- May help preserve brain function as we age.

Isoflavones



- May decrease cancer risk and aid remission.
- Aim for up to 1 to 3 servings/day of whole soy foods – processed options can have much higher or lower amounts pending processing.

Glucosinolates



- Promote detoxification pathways in the liver and help eliminate toxins and waste.
- May help attack cancer cells and play a role in disease prevention by triggering anti-inflammatory responses.