



RAISING THE BAR ON Nutritional Food Bars

by Lorin Shields-Michel

When it comes to eating on the go, healthy is hard. With the help of the new Garden of Life Living Food Organic Whole Foods bars, healthy just got a whole lot easier. And they're doctor recommended!

A NUTRITION BAR BY ANY OTHER NAME

We all love what we think are nutrition bars. Marketed as breakfast replacements, healthy snacks and even power reinforcement for athletes, these bars range from very tasty and sugary to heavy and taste-challenged. In almost every instance, one of the first ingredients is corn syrup, a sugar derivative. The next ingredients are often enriched flour, artificial sweeteners and colors, and the occasional fruit extract. Definitely not as nutritious as you thought and not necessarily any better for you or your family than a cookie.

Into this mix comes the new Living Foods bars, functional organic foods that are raising the bar on fast nutrition and with good reason. Each one is clean and organic, and delivers a meal of nutrients, fiber, vitamins, antioxidants, probiotics and more.

THE IMPORTANCE OF WHOLE ORGANIC FOODS

By definition, whole foods are foods that are as close to their natural state as possible. For example, an apple is a whole food, as opposed to commercially prepared apple juice. Whole foods have had little to no processing and retain most, if not all, of their original nutrients and fiber. Whole foods also retain their natural flavor.

The human body was designed to eat whole foods that contain the necessary proteins, fats, carbohydrates, fiber, enzymes, vitamins, antioxidants and other nutrients. These whole foods contribute to proper nourishment and overall better health. It can, however, be difficult to eat whole foods in an over-processed world. This is where supplementation can come in handy. Whole food-based supplements have high nutritional integrity. In fact, more than 25,000 different micronutrients

or phytochemicals are available in whole fruits and vegetables, phytochemicals that help our bodies work the way they were meant to.

A key to inner body harmony is probiotics. Probiotics are the beneficial bacteria the body needs for digestion, nutrient assimilation, maintaining alkalinity and many other health processes. They synthesize certain vitamins and short-chain fatty acids to support a healthy intestinal lining that in turn deprives unwelcome microorganisms of both space and nutrients. Healthy people usually have a ratio of approximately 85 percent good to 15 percent bad organisms in their intestinal tracts.

Things like antibiotics and chlorinated water can change the microbial balance, as can exposure to pesticides and other chemicals. These are all items many of us are exposed to on a daily basis. Now couple that with the often stressful pace of life, and the body can get seriously out of whack.

"More and more consumers realize that a good diet is essential to good health," explains Dr. Joseph Brasco, a board-certified physician in gastroenterology and internal medicine. "However, most consumers are still new to the idea of probiotics. One of the mantras in my profession is, depending on the health of the GI tract, so goes the rest of the body."

To keep the body healthy and running on time, especially when there is no time, Dr. Brasco recommends the new Living Foods bars from Garden of Life.

RAISING THE BARS

The new Living Foods organic food bars are full of good stuff like fiber, greens, antioxidants, probiotics and other whole foods necessary for a healthy snack or meal. They're available in three flavors (naturally sweetened with raw honey from Hawaii): Super Seed apple cinnamon, Perfect Food red raspberry, and Fruits of Life summer



berry. And each 100 percent vegetarian bar meets the criteria of functional food.

Let's look at each one individually.

Super Seed is the whole food fiber bar. If you need more fiber in your diet, this apple-cinnamon flavored bar is one of your best bets. In fact, it contains as much fiber as that found in two apples. Each bar also contains 18 sprouted grains and nuts, including soybean, garbanzo and kidney (sprouted grains are more digestible, healthier and contain extra nutrients). You'll also find organic fruits, and oat beta glucan, an important ingredient for supporting a healthy heart.

Perfect Food is a whole foods greens bar. If you're not getting enough greens in your diet, each one of these bars has the power of 21 organic vegetables and as much fiber as five cups of romaine lettuce. The formula also contains soluble oat fiber, flaxseed, green beans and grasses, as well as barley, cabbage, spinach and celery. Luckily, it tastes like red raspberry!

Fruits of Life is the antioxidant bar. It contains six organic fruits for more fiber than one cup of fresh, organic blueberries. Antioxidants are important for heart health, preventing the oxidation of cholesterol, reducing the risks of musculoskeletal problems and even helping eyesight. The formula contains blueberries, cranberries, grape seed extract and more.

The calorie count is good for you, too. The average is 240 per bar, and it's plenty for a healthy alternative to between-meal snacks for men, women and children.

AND THEY TASTE GOOD, TOO!

For many people, eating organic whole foods has meant turning their back on taste. But with these

bars, the taste factor is key. Naturally sweetened and flavored, each bar is sweet enough to satisfy even a discerning child's palate.

The fact is, healthy eating is on the rise. People everywhere are looking for ways to get more organic, healthy food in their diets.

- An ABC News poll (July 16, 2003) survey of 1,024 adults found that 92 percent said the federal government should require labels on biotech foods.
- The same ABC News poll said that 55 percent of Americans surveyed said they would avoid foods carrying a biotech label. However, that survey response rose to 62 percent among women, who do most of the food shopping for U.S. families.
- The sale of organic foods and beverages climbed to \$11 billion in 2002, according to a November 2000 report by the U.S. Market for Organic Foods and Beverages. The annual sales of organic foods grew 1,000 percent between 1990 and 2002.
- Globally, the Organic Food market in 2001 was estimated at \$26 billion and is expected to reach \$80 billion by 2008.

Before creating these bars, Garden of Life conducted their own database survey of consumers. When asked how interested they were in organic functional food, 75 percent of the people asked were very interested. When asked about whole foods bars, 56 percent were highly interested.

With the introduction of Garden of Life Living Foods Super Seed, Perfect Green and Fruits of Life, the bar on nutritional food bars has definitely been raised.

Bon appetit!

Resources

Garden of Life natural products and supplements combine the best of nature and science and offer a proven path to healthier living. Supported by education and constant innovations, the more than 40 products offered assist individuals in taking control of their own health with lifestyle changes and advanced nutrition. For more information, visit www.gardenoflife.com.



Whole Foods Bars at a Glance

Each one of the whole foods bars from Garden of Life contain soluble fiber for a healthy heart and support a healthy glycemic response. They're 100 percent vegetarian and dairy-free.



FRUITS OF LIFE WHOLE FOOD ANTIOXIDANT

- Berry flavored
- More fiber than one cup of blueberries
- Made with six organic fruits



SUPER SEED WHOLE FOOD FIBER

- Cinnamon flavored
- As much fiber as two apples
- Made with 18 sprouted grains and nuts



PERFECT FOOD WHOLE FOOD GREENS

- Raspberry flavored
- As much fiber as five cups of romaine lettuce
- Packed with 21 organic vegetables