

BEEIROOT



Beetroot

Red table beets (*Beta vulgaris var. rubra* L.) is the deep red side dish known for its great taste and tendency to stain clothes. The root portion of this crop is loaded with complex carbohydrates, unique phytoactive compounds, essential vitamins and essential minerals. Eating beets and other vegetables improves your food quality score (FQS).



Phytoactives

Flavonols

Promotes antioxidant activity and promote vascular health

Quercetin (1.3 mcg/g)*

Nitrate²

Supports exercise performance and cardiovascular health

Betalains

Natural pigments with antioxidant, anti-cancer, anti-lipidemic, and anti-microbial properties

Betainin²

Isobetainin²

Lignans

Cross-linked phenolic compounds that make up plant cell walls and are insoluble fibers that aid in fecal bulking and feed some gut bacteria

Secoisolariciresinol (0.07 mcg/g)*

Fiber

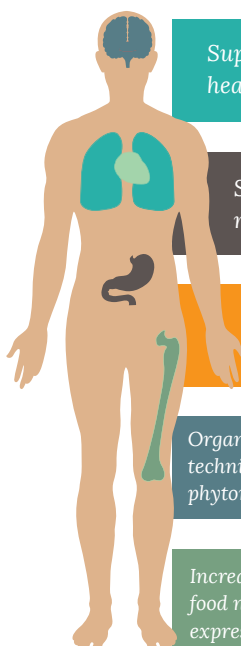
Promote healthy cholesterol levels, promote cardiovascular health, support healthy bowel function

Flavones

Phytoactive compound with anti-inflammatory, anti-microbial, and anti-cancer activities

Luteolin (3.7 mcg/g)*

What is the Whole Food Matrix?



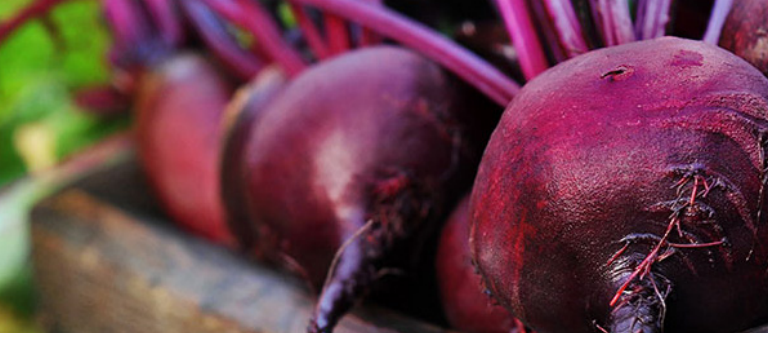
Supports balance immune modulation for healthy inflammation response.

Supports the gut microflora and a healthy metabolic fingerprint of the gut.

Benefits of nutrients food matrix enhances bioavailability by up to 60%.

Organic and adaptive regenerative farming techniques delivers nutrient dense source of key phytonutrients and helps balance healthy lifestyles.

Increased intake of vegetables and fruits in whole food nutrition influences individual epigenetic expression of our health potential.



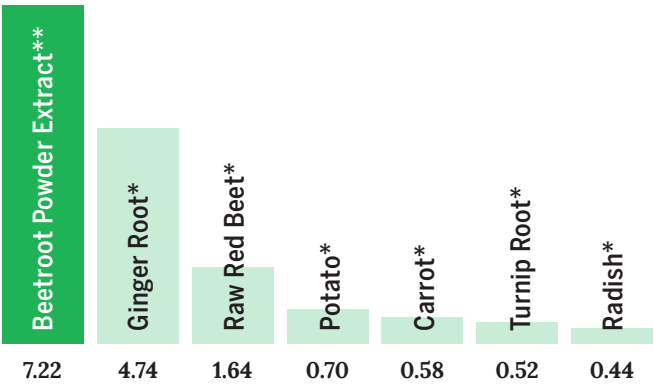
Gallic Acid Equivalence

What is GAE?

GAE, or “gallic acid equivalence,” indicates levels of important phytoactives available in the plant and extracts. GAE is derived by comparing to the gallic acid reference standard, a simple phenolic substance. Studies have shown that phytoactives in plants contribute to their beneficial effect on development of chronic diseases.

Total Phenolic Concentration

Measured: Total Phenolics as Gallic Acid Equivalence (mg/g)



* Data is mean values from Phenol-Explorer Database¹
** Data on file with WholisticMatters
Values subject to change based on strain and experimental methods

Key Nutrients

Percentages shown as %DV per dry serving of beetroot powder (17g)

Folate (Vitamin B9)

An essential vitamin used in synthesis of DNA and RNA, amino acid metabolism, and prevention of neural tube defects.

17%

Copper

Essential mineral required for proper usage of iron in the body, neurotransmissions, and maturation of connective tissues.

13%

Manganese

Essential mineral incorporated in enzymes that metabolize macronutrients; helps protect mitochondria from oxidation and forms both collagen and cartilage.

13%

Fiber

Promote healthy cholesterol levels, promote cardiovascular health, support healthy bowel function.

13%

Iron

Essential mineral that is a component of hemoglobin required to aid the transport of oxygen through the body, and is a cofactor in many enzymes in the body required for normal function.

11%

Other Nutrients

(in order of %DV per 17g beetroot powder)

Magnesium	Protein
Potassium	Selenium
Carbohydrate	Thiamin (Vitamin B1)
Pantothenic acid (Vitamin B5)	Niacin (Vitamin B3)
Riboflavin (Vitamin B2)	Vitamin B-6 (Pyridoxal 5'-phosphate)
Calcium	Choline
Zinc	Lipids
Phosphorus	



We are dedicated to advancing the latest insights and information available in nutrition therapy and clinical nutrition and to presenting only the most balanced, credible, and reliable clinical nutrition and science available.

[WholisticMatters.com](https://www.wholisticmatters.com)

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References

1. Rothwell, J.A., et al., Phenol-Explorer 3.0: a major update of the Phenol-Explorer database to incorporate data on the effects of food processing on polyphenol content. Database, 2013. 2013: p. bat070-bat070.
2. Clifford, T., et al., The potential benefits of red beetroot supplementation in health and disease. Nutrients, 2015. 7(4): p. 2801-2822.