How BeetBoost™ Works

From increased energy to a sharper mind, how can a single serving of BeetBoost give you so many feel-good benefits? Nature did it.

Beets: the super hero for maintaining heart health

and high performance

**How beets work**

Beets are high in a compound called nitrates. When you eat beets, these nitrates turn into life-enhancing nitric oxide. As you may know, nitric oxide dilates (widens) blood vessels and affect how efficiently your cells use oxygen. In turn, more oxygen and nutrient-rich blood flows freely throughout your brain and body.

**Beet health benefits**

Maximizing blood flow is important because your 37+ trillion cells get cleaned and fed through the nutrients and oxygen delivered by your blood. When blood flows freely, many people feel more alert and focused.

More oxygen-rich blood also helps muscles – including the heart muscle – work more efficiently too.

When muscles work more efficiently, they don’t burn as much oxygen. Resulting in more power with less effort. People report higher endurance levels and faster recovery after exercise.

Essentially, beets, help you perform at higher levels without getting tired as easily.

A double-blind crossover study published in the *Journal of the Academy of Nutrition and Dietetics*, showed that the high nitrate content of beets “acutely improves running performance.” Runners given beets went an average of three percent faster than the control group given a placebo. Proving the endurance building power of beets, these runners had the biggest speed gains during the last 1.1 miles of the race![[1]](#endnote-1)

The beets used in BeetBoost are grown in high-nitrate soil, so you get as much naturally-occurring nitrates per beet as possible. Get your BeetBoost today >>

Tart cherries: nature’s medicine cabinet

**How tart cherries work**

All cherries contain a good dose of antioxidants and other vitamins. But tart cherries pack more of the powerful type of antioxidants and nutrients shown to help cells protect against damage, repair from damage, and regenerate new healthy cells as needed.

Tart cherries are especially effective because they contain a wide range of a particular type of antioxidant called anthocyanins (pronounced an-tho-sigh-uh-nins). That’s what gives high-antioxidant fruit their blue, purple, and red colors.

**Tart cherry health benefits**

No matter how careful we are, we damage our bodies just by living a typical modern life. For example, chemicals in household products, breathing polluted air, processed foods, medication, and stress constantly create more inflammation and free radical damage (what antioxidants protect against).

Even exercising can create damage. Because it’s easy to strain muscles, which triggers excess inflammation. That shows up as burning, stiffness, or pain.

The anthocyanins found in tart cherries aid in keeping cells healthier and stronger, so they don’t get damaged in the first place. When damage does occur, the anthocyanins go to work helping cells repair.

You end up feeling healthier and reducing pain because you’re producing less inflammation and less free radical damage. This is extremely important because inflammation and free radical damage (also known as oxidative stress) are linked to every known disease from arthritis to Alzheimer’s.

In a nutshell, tart cherries can help you feel better now. And help you maintain good health well into the future.

A double-blind, randomized, placebo-controlled trial tested tart cherry juice on a group of patients suffering from **osteoarthritis. One group drank the juice for 3 weeks, the other group drank a placebo.** The tart cherry juice drinkers showed a significant decrease in pain and swelling. And their C-reactive protein (the chemical marker for inflammation), decreased significantly.[[2]](#endnote-2)

The tart cherries in BeetBoost is a special blend of varieties to give you the widest spectrum of anthocyanins for maximum benefits. Get your BeetBoost today >>

1. http://www.andjrnl.org/article/S2212-2672(11)01948-4/abstract?cc=y= [↑](#endnote-ref-1)
2. Kuehl KS, Elliot DL, Sleigh A, Smith J. Efficacy of tart cherry juice to reduce inflammation biomarkers among women with inflammatory osteoarthritis. J Food Stud. 2012;1:14-25. [↑](#endnote-ref-2)