

Nourish Your GUT, Feed Your BRAIN

With Australian berries



Be berry well.

What you eat impacts gut health as well as mood, brain function and brain health.

A healthy brain and gut can help us to live our *berry* best lives.

Brain & Gut 101



A HEALTHY BRAIN regulates our emotions, moods, behaviours and senses¹, supporting mental performance, and memory – helping us to live well now and as we age².



A HEALTHY GUT means regular bowel movements, gut symptoms that don't interrupt your quality of life, and the microbes that live in your gut are in balance³.



THE GUT-BRAIN AXIS is the two-way communication between your brain and your gut⁴ with each influencing the other's functions^{4,5}.

Berries feed the brain.

Studies show that eating more berries can:

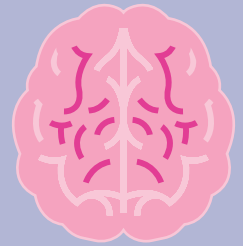


Improve memory, learning, attention⁶⁻⁸, & executive function – the mental processes that help us to plan, focus, remember and juggle tasks^{8,9}.

Improve the flow of oxygen & energy to the brain⁶ and transport information between brain cells^{8,9}.

Improve neuroplasticity – the forming of new connections in the brain to help us learn, grow, and form memories⁶.

Reduce cognitive fatigue¹⁰ and slow cognitive decline¹¹.



What's in berries that packs a **POWERFUL PUNCH?**

Berries are jam-packed full of health promoting nutrients including *fibres*. The power of berries also comes from bioactive *polyphenols*.



MICRONUTRIENTS

Vitamin C, Vitamin E, Folate, Magnesium & Manganese – in different levels across each berry type.



POLYPHENOLS

- Abundant in berries – giving their vibrant colours, flavours, and aromas³.
- Bioactives – health promoting compounds¹².
- Act like prebiotics in the gut – help the 'good' bacteria to flourish¹³.

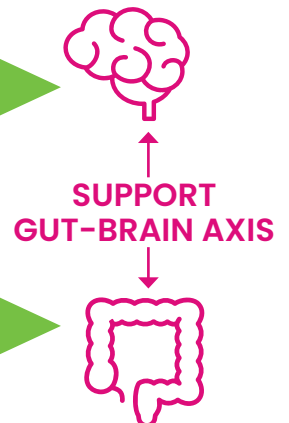
FIBRE

Contain insoluble and soluble fibres – these promote gut health and feed the 'good' gut bacteria that produce compounds to nourish the brain³.

IMPROVE BRAIN HEALTH



IMPROVE GUT HEALTH





How berry polyphenols improve brain health

DIRECTLY

- ✓ Improve blood flow to the brain⁶.
- ✓ Increase synthesis of brain & nerve cells⁶.
- ✓ Regulate glucose levels – the main energy source for the brain⁶.
- ✓ Protect the brain through antioxidant actions¹⁴.

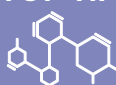
INDIRECTLY BY NOURISHING THE GUT

90–95% of berry polyphenols reach the large intestine where they interact with the gut microbiota^{3,15}:

- ✓ inhibiting the growth of 'bad' bacteria^{8,16}
- ✓ supporting the growth of 'good' bacteria that produce compounds that support brain health^{8,16}.

TOP TIP:

Each berry has their own unique profile of **polyphenols** – so choosing a variety of berries ensures you get a range of polyphenols & benefits.

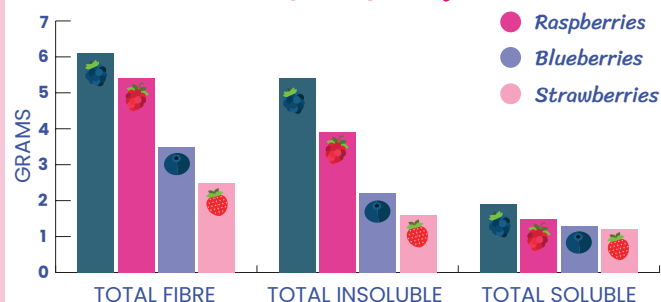


How berries improve gut health

BERRIES CONTAIN:

- ✓ **Insoluble fibres** – help transport nutrients and polyphenols to support the 'good' gut microbes³.
- ✓ **Soluble fermentable fibres** – feed the 'good' gut bacteria³.
- ✓ **Pectins** – particular soluble fibres that stimulate the growth of health promoting bacteria and their production of anti-inflammatory & anti-oxidant compounds¹⁷.
- ✓ **Polyphenols** – help the 'good bacteria' to grow.

BERRY FIBRE FACTS (1 CUP)^{18,19}



Berrylicious...

Berries are good for brain and gut health and they also make other gut and brain-healthy foods like wholegrains and fish tasty!

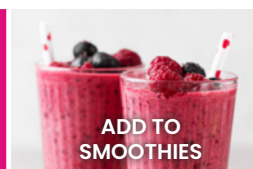
Try these culinary and practical tips to eat berry well...



ADD TO SALADS



MAKE ICE CUBES



ADD TO SMOOTHIES



MIXED BERRY & CHIA SEED PUREE



ADD TO WHOLEGRAIN PANCAKES OR TOAST



ADD TO PROBIOTIC YOGHURT



BERRIES AND LEMON JUICE IN COMPOTE



IN CHOCOLATE



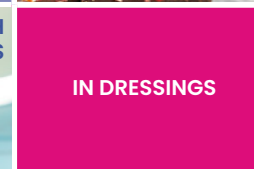
DELICIOUS WITH CHEESE & NUTS



WITH MEAT, FISH & CHICKEN DISHES



ADD TO HIGH FIBRE CEREALS

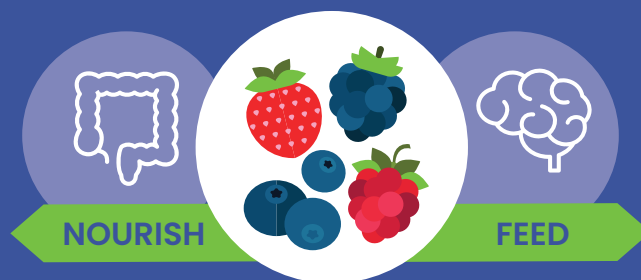


IN DRESSINGS

Take home message:

Berries **NOURISH THE GUT** and **FEED THE BRAIN** in a sweet, delicious way!

To maximise the power of berry polyphenols, nutrients, and fibres, eat a mix of blackberries, blueberries, raspberries, and strawberries to nourish the gut and feed the brain.



References:

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