



# The Sensation Behind “Superfoods”



**S**uperfoods have erupted in popularity recently; blueberries, pomegranate, kale and many others have all been donned with the title. But what exactly does this empowering moniker really mean?

Born during a time inundated with preservative-filled fast foods and super-sized sugary drinks, the term “superfood” simply describes foods with comparatively and unusually high nutrient content - vitamins, minerals and antioxidants. There is no set list of superfoods, but there are quite a few usual suspects, including quinoa, cacao, and almonds along with all the aforementioned fruits and veggies.

As far as healthfulness, superfoods provide consumers with the biggest bang for their buck, and buying local and organic ingredients is quickly becoming the norm amongst mindful consumers. Millennials have also jumped on the bandwagon, flocking to healthy foods and snacks that are both convenient and filling.

While the exact definition of superfood can be a little vague, the idea behind it is simple: whole food supplementation and clean eating nourishment. It's been proven again and again that nutrients from natural sources are far more beneficial for the body, compared to synthetic supplements.

Touted as the freshest nutrition bars ever created, Perfect Bar, a San Diego-based natural foods company has found much success with their convenient on-the-go protein bars and its approach to whole food supplementation. “Every ingredient in our product is real food, each with a slew of functional health benefits,” said CEO and Founder, Bill Keith. “More importantly, they’re a snack you can feel good about feeding your family and they simply taste delicious.”

We put the spotlight on the Perfect Bar ingredient label to learn more about the superfoods inside the wrapper and the functional benefits behind the supermarket sensation.

**Rose Hip** - This little miracle provides a variety of antioxidants and it's been known to regulate sugar levels, which is especially helpful to diabetics. A little red fruit from the blossom of a wild rose plant, rose hip has also been known to improve joint mobility and serve as an anti-inflammatory.

**Flax Seed** - High in fiber, flax seed promotes healthy skin and hair. These seeds are also high in Omega-3 fatty acids, which go a long way toward proper brain function, and they've been shown to lower cholesterol.

**Dulse** - A lesser-known type of seaweed with lots of benefits including high in iodine for healthy thyroid function. Dulse is also a great source of vitamin B-12, which is especially important for vegans and vegetarians.

**Hemp Protein** - Hemp seeds, when ground up, are an excellent source of protein containing 21 amino acids, which fuel are the fuel, along with carbs, that burn energy. The most common method of processing hemp seeds allows some minerals, vitamins and polyunsaturated fats found in the hull to be mixed in the final product.

**Chia Powder** - Chia seeds are more like megafoods; these little seeds are chock-full of calcium, protein, and manganese. Chia also helps heart health.

**Alfalfa** - A mineral-rich plant, in Arabic, it means “father of all foods.” Alfalfa is naturally high in essential vitamins, including A,D,E, and K, as well as all the B vitamins. It's also high in calcium, magnesium, and biotin.

**Kelp** - Another friend from the ocean, this seaweed has a reputation of being a major source of iodine - Iodine is an energy booster, and is beneficial to the heart and circulatory system, and it promotes healing of bones. It's also high in vitamins C and E.

*Thanks to PerfectBar in San Diego! They have great products! Check out [www.perfectbar.com](http://www.perfectbar.com) for more information.*