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

**Promotes antioxidant activity and promote vascular health**

**Quercetin**

(0.13 mcg/g)

**Nitrate**

Supports exercise performance and cardiovascular health

**Betalains**

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

**Betanin**

(2 mcg/g)

**Isobetanin**

(2 mcg/g)

**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**

(1.3 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 chytones.

Increased intake of vegetables and fruits in whole food nutrition influences individual epigenetic expressions 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)

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>GAE Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beetroot Powder*</td>
<td>7.22</td>
</tr>
<tr>
<td>Ginger Root*</td>
<td>4.74</td>
</tr>
<tr>
<td>Raw Red Beet*</td>
<td>1.64</td>
</tr>
<tr>
<td>Potato*</td>
<td>0.70</td>
</tr>
<tr>
<td>Carrot*</td>
<td>0.58</td>
</tr>
<tr>
<td>Turnip Root*</td>
<td>0.52</td>
</tr>
<tr>
<td>Radish*</td>
<td>0.44</td>
</tr>
</tbody>
</table>

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

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

References

Key Nutrients

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

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

Manganese
Essential mineral incorporated in enzymes that metabolize macronutrients; help protect mitochondria from oxidation and form both collagens and cartilage.

Fiber
Promote healthy cholesterol levels, promote cardioreovascular health, support healthy bowel function.

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.

Other Nutrients

<table>
<thead>
<tr>
<th>Nutrient</th>
<th>%DV per 17g beetroot powder</th>
</tr>
</thead>
<tbody>
<tr>
<td>Magnesium</td>
<td>13%</td>
</tr>
<tr>
<td>Potassium</td>
<td>11%</td>
</tr>
<tr>
<td>Carbohydrate</td>
<td>17%</td>
</tr>
<tr>
<td>Pantothenic acid</td>
<td>13%</td>
</tr>
<tr>
<td>Riboflavin (Vitamin B2)</td>
<td>13%</td>
</tr>
<tr>
<td>Calcium</td>
<td>13%</td>
</tr>
<tr>
<td>Zinc</td>
<td>13%</td>
</tr>
<tr>
<td>Phosphorus</td>
<td>11%</td>
</tr>
</tbody>
</table>

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