



Yummy Yum Berry

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What has a flavor similar to that of tart berries such as mulberry and cranberry, but sweeter? What is fun to touch and look at, while still offering considerable nutritional and health benefits? It could only be America's new favorite, Yum berry Fruit!

Yum berry (or Yang Mei) is an exotic fruit from China that is as much fun to eat as its name suggests. Yumberry is new to the U.S, but is rapidly gaining notoriety due to its potent nutritional properties and exciting good looks.

The Yum berry tree boasts a height of thirty to sixty feet and bears a round medium-sized fruit from one-half inch to one inch in diameter (about the size of a ping pong ball). The bushy evergreen-type trees do not require fertile soil, and grow well on hillsides in warm, humid areas. These trees were wildcrafted for five thousand years before being cultivated, but are still largely wildcrafted. This yummy Yum berry Fruit is harvested from May to mid-July, and must be picked ripe to preserve freshness. Yum berry's importation in the fresh fruit form is not allowed in the United States, although extracts and concentrates are

being imported for many medicinal and culinary uses.

The fruit itself is beautiful and stunning, as well as slightly unusual in appearance. Yum berry has deep and brilliantly intense colors ranging from red to purple, with a glossy, textured bumpy surface. The skin is edible, composed of small, knob-like bumps. The taste is a distinctly sweet and tart, with a chewy texture, and is juicy inside with a seed pit at the center.

This incredible fruit not only tastes divine, it is a vital tool in Traditional Chinese Medicine. Yum berry pos-



Myrica rubra

sesses many medicinal uses, acting as an astringent, cardiac tonic, carminative, and stomach tonic. This fruit also has general strengthening and healing effects on the respiratory system and additionally can be used as a vulnerary for wound healing (Kariyone; Stuart). The stem



Yumberry - Continued

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bark is used in decoctions for treating skin diseases, wounds and ulcers (Duke. J. A. and Ayensu. E. S. 1985). Remarkably, the seed from Yumberry has beneficial effects for problems with excessively sweating feet. The whole plant (stems, leaves, and bark) is used in the treatment of cholera, heart ailments and stomach diseases.

Apart from being a super fruit in terms of physical healing, Yum berry also has the ability to heal from within. It is full of nutrient rich phytochemicals and antioxidants, and when ingested can play a role in anti-aging as well as cardiovascular health. One of these powerful phytochemicals is called myricetin, named after the genus of Yum berry, *Myrica*, from which it is found abundantly. Myricetin is similar to the well-known flavonoid quercetin. This compound has unique bioactive effects to help prevent sugar damage of biological tissues (known as glycation). Myricetin is one of the most potent compounds to prevent glycation of blood vessels. LDL cholesterol is also combatted by myricetin, helping to prevent cardiovascular disease (Urios; Ghaffari).

Cyanidin-3-glucoside, a bright red-colored anthocyanin compound in Yumberry, accounts for at least 82% of the fruits antioxidant capacity. There is much excitement about the ability of this compound to influence the hormones that cause obesity and increased appetite. By suppressing the hormones adiponectin and leptin with cyanidin-3-glucoside, one can increase fat metabolism and reduce appetite, both effects conducive to weight loss.

This truly incredible fruit also has significant amounts of gallic acid. This compound has research supporting an antibacterial, anticavity,

and astringent effect for gingival tissue and teeth.

Ellagic acid and quercetin are also found in Yumberry. Ellagic acid is a potent anti-oxidant shown to have potent DNA protective effects and skin elastin protective effects aiding in younger and healthier looking



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skin. Quercetin has numerous beneficial effects on heart health, cancer prevention, and has antihistamine and anti-inflammatory effects.

Remember!

At Draco, all raw plant materials are carefully harvested at peak potency and certified to be free of pesticides and heavy metals. Our ingredients are Kosher Certified and processed in a state-of-the-art ISO9001: 2000 Certified, HACCP Certified and NOP/IFOAM Organic Certified facility. For pricing and availability of our 100% water extracted Standardized Full-Spectrum Powdered Extract™ of Yumberry Fruit, please call 1-408-287-7871!

References:

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