

What is the Acai Berry?

The acai berry (pronounced “ah-sigh-ee”) is a small grape-sized berry that grows in the Amazon Rainforest of Brazil. Natives of the region have harvested this berry as part of their diet for hundreds of years.



The much desired acai fruit is only 10% of the actual berry. The other 90% is made up of the seed or pit. The acai berry is harvested by the thousands and put through a process that separates the pulp from the seed to produce a thick, edible puree.

America Discovers the Acai Berry

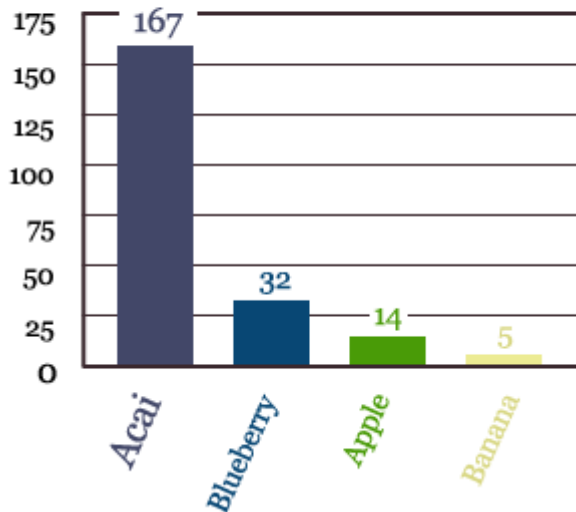
Although the acai berry is legendary in Brazil, only recently has its popularity spread to America. Doctors, scientists, nutritionists and countless media outlets rave about its many nutritional qualities and [health benefits](#)

This recent surge of interest in the acai berry has been aided by Bestselling author and anti-aging expert Dr. Nicholas Perricone who has touted the berry as the “Number one super food in the world” in his book *“The Perricone Promise”* and in appearances on TV shows such as *Oprah*.

Calling the acai berry “the number one super food in the world” might sound like a stretch, but this view is not unfounded. The little berry is packed with an amazing amount of free-radical fighting antioxidants and is considered to have the best overall nutritional value of any fruit on earth. Considered by USDA as alkaline fruit and it has 10 times more ORAC value than any other fruit.

Oxygen Radical Absorbance Capacity (ORAC) is a method used by the USDA of measuring antioxidant capacities of different foods. As you can see below, other popular fruits don’t even come close to the antioxidant power of the [acai berry](#).

ORAC Score ANTIOXIDANT COMPARISON



Acai Power

All this talk about antioxidants and nutritional value, what does it mean exactly? In simple terms, the acai berry can help:

- Support the immune system
- Aid in weight loss
- Improve digestion
- Reduce pain and soreness
- Promote healthy sleep
- Increase energy & stamina
- Increase libido
- Fight cancer & disease
- Lower blood pressure
- Fight aging & inflammation
- Protect against heart disease

Palate Pleaser

With all of this nutritional value and antioxidants, the acai berry must taste awful, right? Wrong. The acai berry has a flavor that is best described as a delicious blend of berries and chocolate. Perhaps that's why the Wall Street Journal recently ran an article about how acai berry is replacing wheatgrass as the drink of choice at health bars all over the country.

[Acai Berry Diet](#)



Not only is acai berry replacing wheatgrass as the new health fad, it also seems to be the newest fad diet as well. Clever companies are realizing what a huge discovery acai berry is and capitalizing on it with heavily marketed diet supplements. While many of these weight loss claims are exaggerated, the acai berry has been scientifically proven to contain several key ingredients that aid in boosting the metabolism, suppressing appetite, and building muscle tone.

The Acai Inconvenience

The acai berry sounds too good to be true doesn't it? That's because, unfortunately, it kind of is. You see, unless you live in the middle of the Amazon Rainforest, you can't just go down to the grocery store and buy a bucket of them. They are extremely perishable and spoil within a day of being picked from the tree.

Of course this is great news for large companies who can process the stuff, mix it with normal fruit juices, and sell it for a lots of money per bottle (We won't name names). Other acai products are just out there to jump on the recent acai popularity bandwagon, and are made in such a way that they keep hardly any of the nutritional qualities of fresh acai.

Fortunately, there are ways to get your hands on this super food. Although we don't sell any [acai](#) products ourselves (we simply research and study the acai berry), this site will inform you of all aspects, studies, and health benefits of the acai berry and show you what to look for in a quality acai product.

Acai Berry Benefits

Acai isn't called nature's perfect food for nothing. Below are just some of the health benefits that research has shown you can get from consuming the acai berry.

Acai Berry Increases Energy & Stamina



Jiu-jitsu fighters and soccer players in Brazil often have a large meal of acai berry pulp before a competition. Why? Aside from being a perfect source of nutrition and carbohydrates, the high levels of antioxidants in the acai berry lead to a drastic increase in energy levels and stamina. Taken on a regular basis, the acai berry strengthens the immune system to the point where the body isn't constantly fighting off infections and disease. This frees up even more energy for other uses.

Acai Berry Fights Cancer & Disease

Free radicals are nasty little molecules that come from pollutants, pesticides, cigarette smoke, etc. They attack the cells in the body, cause diseases, and can even damage DNA. Antioxidants are the body's fuel for strengthening cells and fighting off free radicals. As you know by now, the acai berry is jam packed with these powerful antioxidants.

There are some exciting studies regarding the acai berry's ability to fight cancer. See the [Acai & Cancer](#) page to read more.

Acai Berry Fights Obesity



The acai berry's natural combination of antioxidants, essential fatty acids, amino acids, phytosterols, and amino acids work together to help your body function better, process food easier, and burn fat more efficiently. It's one of the best things you can put into your body to keep it healthy. Subsequently, when your body is healthy and well-balanced, it will be much easier for you to reach your perfect weight.

Acai Berry Boosts the Immune System

The powerful antioxidants in the acai berry, combined with the essential fatty acids, work as an anti-bacterial and anti-viral agent while simultaneously boosting the immune system.

Acai Berry Maintains Good Cholesterol & Fights Heart Disease

The essential fatty acids and antioxidants in the acai berry fight bad cholesterol (LDL) while simultaneously maintaining good cholesterol (HDL) and fighting heart disease. The same fatty acids also aid in the absorbency of necessary vitamins like Vitamin A, E, D, and K.

The acai berry also contains phytosterols, a group of plant phytochemicals that reduce cholesterol absorption in the intestines. Studies show that these plant compounds can reduce cholesterol in humans by up to 15%

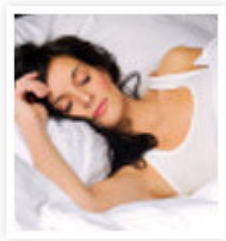
Acai Berry Improves Vision

British pilots in World War II reportedly ate large amounts of bilberry jam before dangerous missions as they swore it drastically improved their night vision. Bilberry is also popular in Japan where it is used to relieve eye strain from excessive staring at computer monitors. Modern scientists have tracked these results down to a rare type of antioxidant in the bilberry called “anthocyanins”. Not surprisingly, these antioxidants are also found in the acai berry.

On a somewhat related note, other antioxidants in the acai berry fight various eye related diseases like glaucoma and macular degeneration.

Acai Berry Helps With Digestion

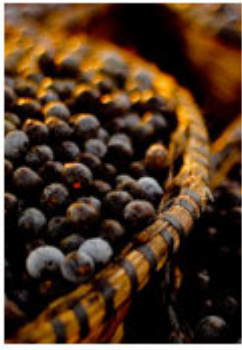
The acai berry contains enzymes and other vital nutrients that aid in the digestion process. A functioning digestive system will not be plagued with acid reflux and other ailments. Acai also contains a healthy amount of fiber which helps your digestive tract process food.



Acai Berry Promotes a More Peaceful Sleep

Your ability to sleep can be frequently affected by stressed muscles. Acai contains amino acids that relax your muscles and allow for a more restful sleep. It also contains Vitamin B which helps to regulate the dopamine and serotonin (both neurotransmitters that impact sleep) production in the brain.

Acai Berry Side Effects



We often get emails asking if there are any side effects from acai berry. People taking medication for problems such as high blood pressure are especially paranoid (and rightfully so) about mixing their medication with anything.

Still, we usually have a chuckle at this question. It's kind of like asking "What are the side effects to eating an apple?", because, just like an apple, the acai berry is wholly natural and completely safe. Acai berry pulp, acai berry juice, and quality acai supplements, will be completely free of any negative side effects.

Acai Berry & Guarana

Acai berry by itself is completely free of side effects. However, some increasingly popular acai products contain guarana.

Guarana, also a wonderful discovery from the Amazon, is syrup that's often used as a stimulant and appetite suppressant. But it does contain caffeine, so be aware that any negative side effects of caffeine also apply to any acai product mixed with guarana.

Acai Berry Diet Side Effects

The recent surge in popularity of the [acai berry for diet and weight loss](#) purposes will no doubt lead to acai being put in all sorts of diet pills and weight loss supplements. Keep in mind that the acai in these products will probably be in there as a minor ingredient along with goodness knows what else.

Your best bet is to stick with a quality acai-only supplement. You'll get all of the positive health and weight loss benefits without having to worry about harmful ingredients or side effects.