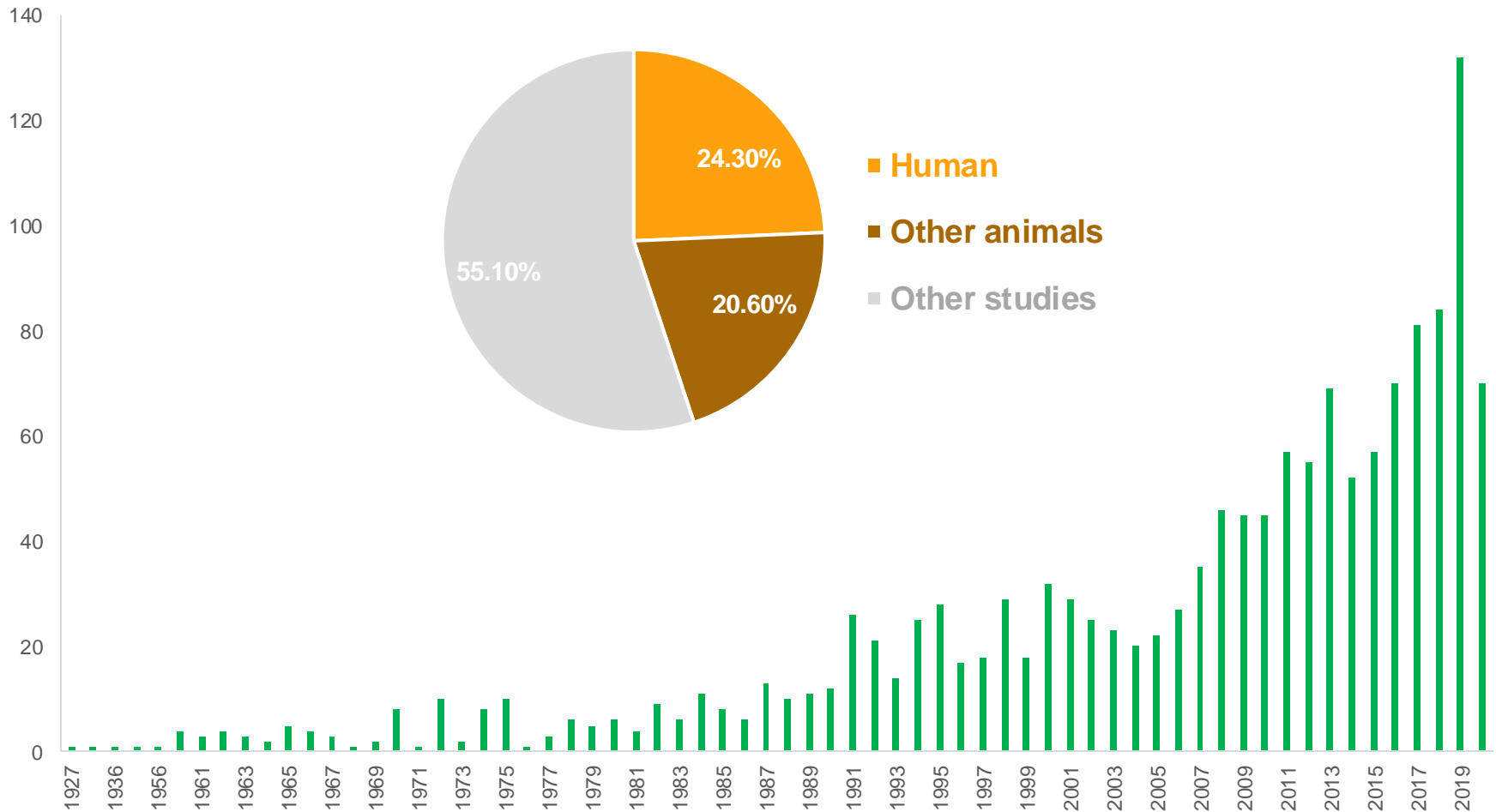


Science backs Avocado health benefits

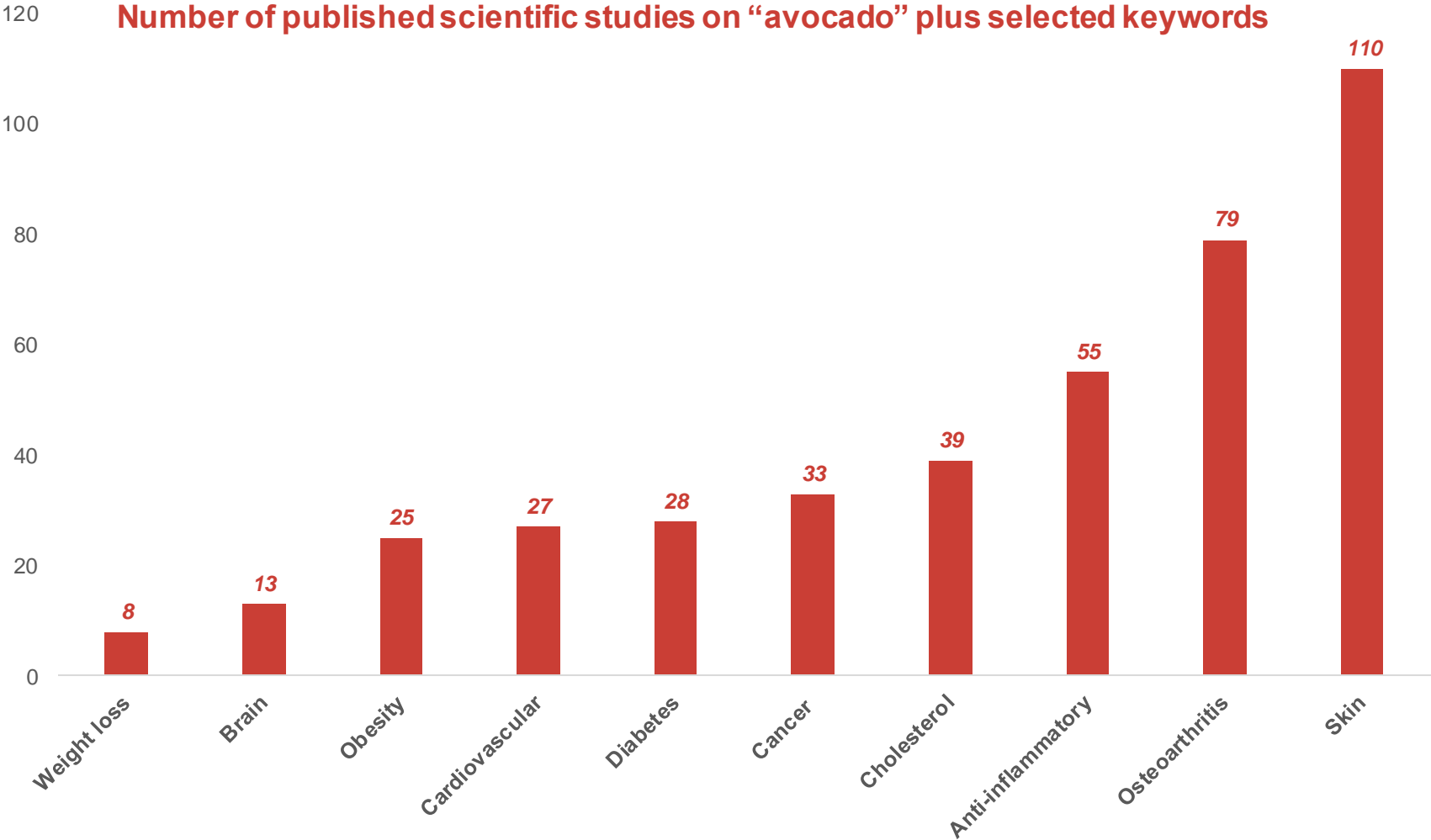
PROPERTIES	BENEFITS
Monounsaturated Fats	A “good fat” helping to lower LDL (bad) blood cholesterol which reduces risk of heart disease and stroke. Can also help with weight loss, inflammation, and lowering of blood sugar levels.
Folate*	Important in red blood cell formation and for healthy cell growth & function. Crucial during early pregnancy to reduce the risk of birth defects of the brain and spine. Helps combat heart disease, and with serotonin, acting as a mild antidepressant.
Lutein	Lutein is a carotenoid that may be associated with a lower risk of eye diseases, such as cataracts and macular degeneration, and may help maintain the health of skin. Avocados contain some of the highest levels of lutein of any fruit or vegetable.
Potassium*	An essential mineral for the proper function of all cells, tissues, and organs in the body. Helps lower blood pressure by counteracting the adverse effects of sodium, and is important for normal digestive and muscular function.
Magnesium	An essential mineral for many processes in the body, including energy production, regulating muscle and nerve function, blood sugar levels, blood pressure and making protein, bone and DNA.
Riboflavin (B2)	Helps the body break down carbohydrates, proteins and fats to produce energy, and it allows oxygen to be used by the body.
Niacin (B3)*	Helps your body turn food into energy. It also helps keep your nervous system, digestive system and skin healthy.
Pantothenic Acid (B5)*	Necessary for making blood cells, and helps convert the protein, carbs, and fats you eat into energy.
Vitamin B6*	Play a vital role in maintaining good health and well-being, including energy levels, brain function, and cell metabolism. Helps the immune system produce antibodies that prevent infections and support & promote cell health. Also help the body break down the protein we eat. All B vitamins are water-soluble, meaning that the body does not store them.
Vitamin C*	An important vitamin and antioxidant, necessary for the growth, development and repair of all body tissues. It's involved in many body functions, including formation of collagen, absorption of iron, the proper functioning of the immune system, wound healing, and the maintenance of cartilage, bones, and teeth.
Vitamin E*	A nutrient that's important to vision, reproduction, and the health of your blood, brain and skin. Also has antioxidant properties that protect the body tissue from damage caused by unstable substances called free radicals.
Vitamin K	An essential vitamin the body needs to stay healthy, important in helping blood clot, or coagulate, properly. Also helps maintain strong bones.
Fibre*	Dietary fibre has benefits for digestive health, the regulation of glucose in the blood, and blood cholesterol levels. It also promotes the growth of beneficial bacteria in the colon and helps to control weight.
Copper*	Works with iron to help the body form red blood cells, and helps maintain healthy bones, blood vessels, nerves and immune function. Helps prevent cardiovascular disease and osteoporosis, as well as aiding in iron absorption.
Iron	A mineral required to make haemoglobin & myoglobin, proteins in blood that carry oxygen around the body. Also necessary for growth, development, cellular functioning, and synthesis of some hormones and connective tissue.
Manganese	Contributes to many bodily functions, including the metabolism of amino acids, cholesterol, glucose, and carbohydrates. It also plays a role in bone formation, blood clotting, and reducing inflammation.
Beta-Sitosterol	Compounds that lower cholesterol levels and reduce the risk of some cancers including prostate.

* Nutrient content claims possible under FSANZ regulations

Over 1.3k studies on avocado published since early 90s, which has been growing over the last 10 years. Strong coloration exists between number of studies and size of market.

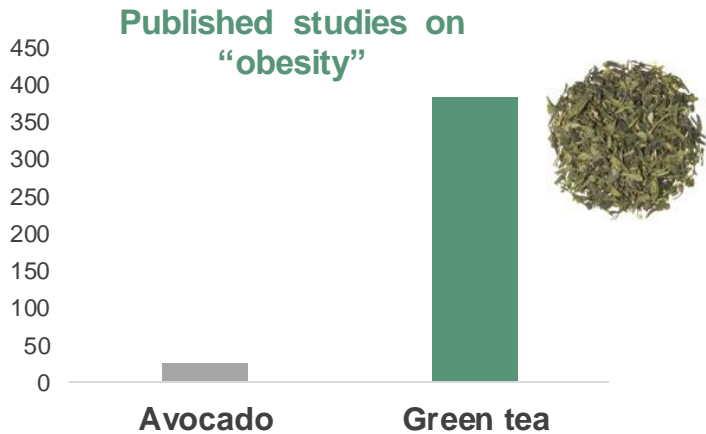
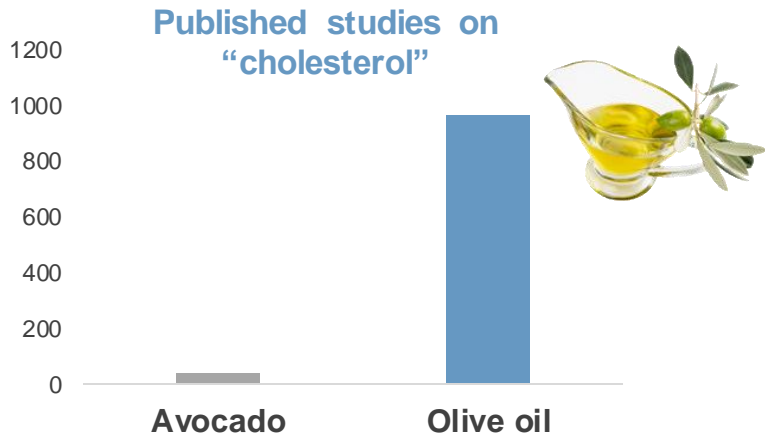
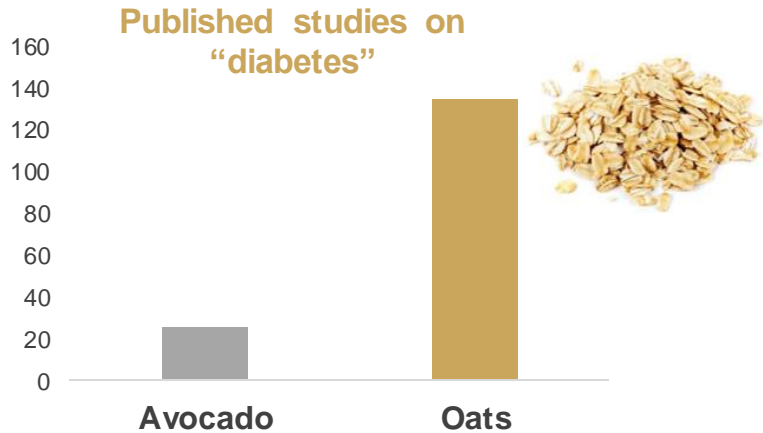
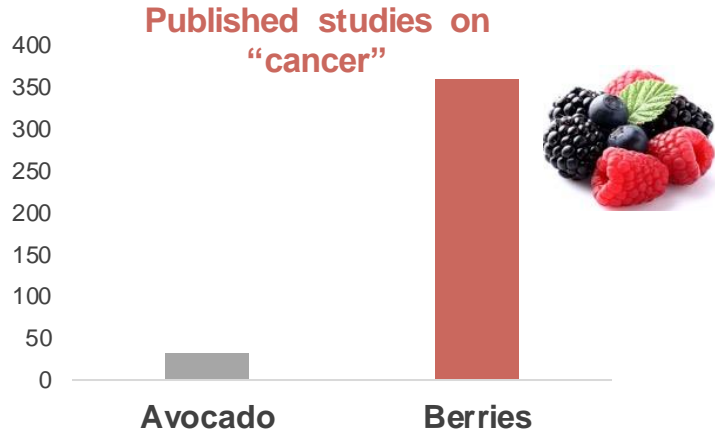


Skin & osteoarthritis have traditionally been most common, however there is a growing number of studies in cancer, diabetes and obesity.



Source: New Nutrition Business, PubMed May 2021

By comparison to other well known 'super foods', avocados are relatively new to the scientific community



Source: PubMed