

# A Rainbow of Health

Eat Colorfully. Live Powerfully.



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# Why Color Matters in Nutrition

Eating a variety of colorful fruits and vegetables provides your body with a wide range of vitamins, minerals, and nutrients. To get the most from these health benefits, it's recommended to eat one serving from each color group every day.

Another term is: Nutraceuticals, they are products derived from food sources that offer health benefits beyond basic nutrition. They can be considered non-specific biological therapies used to promote well-being, control symptoms, and prevent diseases. anti-arthritic, cold and cough, sleeping disorders, digestion and prevention of certain cancers, osteoporosis, blood pressure, cholesterol control, pain killers, depression and diabetes





# Red Fruits + Veggies

**Nutrients:** Lycopene and anthocyanins

- **Lycopene:** A powerful antioxidant found in red fruits and vegetables that may reduce cancer risk.
- **Anthocyanins:** Plant pigments with anti-inflammatory and antioxidant effects.

**Benefits:**

- Reduces risk of cancer
- Lowers blood pressure and LDL cholesterol
- Supports memory, urinary tract health, fights inflammation

**Examples:** Tomatoes, strawberries, red bell peppers



# Orange Fruits + Veggies

**Nutrients:** Carotenoids and citrus bioflavonoids

- **Carotenoids:** Pigments that support eye and immune health and reduce the risk of chronic diseases.
- **Citrus bioflavonoids:** Compounds that enhance vitamin C absorption and offer anti-inflammatory benefits.

**Benefits:**

- Improves brain function, decreases muscle cramps
- Lowers cancer and heart disease risk
- Boosts immune efficiency

**Examples:** Oranges, carrots, sweet potatoes





# Yellow Fruits + Veggies

**Nutrients:** Lutein and zeaxanthin

- **Lutein and zeaxanthin:** Antioxidants concentrated in the eye that help protect against macular degeneration.

**Benefits:**

- Protects eyes from damage
- Decreases macular degeneration risk
- Boosts energy and immune system

**Examples:** Pineapple, yellow squash, corn



# White & Tan Fruits + Veggies

**Nutrients:** Anthoxanthins and allicin

- **Anthoxanthins:** White pigments that may lower blood pressure and cholesterol.
- **Allicin:** A compound found in garlic and onions with antimicrobial and heart-protective properties.

**Benefits:**

- Lowers cholesterol and blood pressure
- Reduces risk of stomach cancer and heart disease

**Examples:** Garlic, onions, mushrooms, cauliflower





# Green Fruits + Veggies

## Nutrients: Chlorophyll

- **Chlorophyll:** The green pigment in plants with antioxidant and potential detoxifying effects.

## Benefits:

- Lowers risk of cancer, blood pressure, LDL cholesterol
- Improves vision and immune system

**Examples:** Spinach, broccoli, green beans



# Blue & Purple Fruits + Veggies

**Nutrients:** Resveratrol, proanthocyanidin, and anthocyanidin

- **Resveratrol:** A plant compound that supports heart health and may have anti-aging properties.
- **Proanthocyanidins and anthocyanidins:** Potent antioxidants that support brain and heart health.

## **Benefits:**

- Supports healthy aging and memory
- Improves immunity and digestion
- Reduces inflammation and risk of cancer and stroke

**Examples:** Blueberries, eggplant, blackberries





# Eat the Rainbow Every Day!

## REDS

**NUTRIENTS**  
Lycopene and anthocyanins

- BENEFITS**
- Reduces risk of cancer.
  - Lowers blood pressure and LDL cholesterol levels.
  - Helps maintain memory function, urinary tract health.
  - Fights off infections and supports joint tissue.

## BLUES & PURPLES

**NUTRIENTS**  
Resveratrol, proanthocyanidin and anthocyanidin

- BENEFITS**
- Promotes healthy aging.
  - Improves immune and digestive systems and memory function.
  - Lowers inflammation, LDL cholesterol, tumor growth, and risk of cancer and stroke.

## GREENS

**NUTRIENTS**  
Chlorophyll

- BENEFITS**
- Lowers risk of cancer, blood pressure, LDL cholesterol, and free radical damage.
  - Improves vision and immune system.

## ORANGES

**NUTRIENTS**  
Carotenoids and citrus bioflavonoids

- BENEFITS**
- Improves brain function and decreases muscle cramps.
  - Lowers risk of cancer and heart disease.
  - Increases efficiency of the immune system.

## YELLOWS

**NUTRIENTS**  
Lutein and zeaxanthin

- BENEFITS**
- Decreases risk of macular degeneration, and protects eyes from damage.
  - Increases energy levels and immune system.

## WHITES & TANS

**NUTRIENTS**  
Anthoxanthins and allicin

- BENEFITS**
- Lowers cholesterol, blood pressure, and risk of stomach cancer and heart disease.



Consuming a diverse array of vibrant fruits and vegetables supplies your body with numerous vitamins, minerals, and nutrients. To maximize these health advantages, it is advisable to include one serving from each color category daily.



Eating an assortment of colorful fruits and veggies provides your body with a wide range of vitamins, minerals, and nutrients. To get the most from these health benefits, it's recommended you eat one serving from each color group every day.

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