

Dark, Dark
Chocolate

**MILK CHOCOLATE
MAY BE A GLUTEN
CROSS-REACTIVE
FOOD**



**GOOD CHOCOLATE
HAS A COCOA
PERCENTAGE OF 70%
OR MORE**



**A COMFORT FOOD
IN TIMES OF STRESS,
FOR CONSOLATION, A
MOOD ENHANCER**



**ROMANCE-INDUCER
REASON ENOUGH TO
INDULGE**

BENEFITS OF CHOCOLATE



Is Chocolate *Really* Healthy?

Research on chocolate is a continuing process. Experts in the field have already found that chocolate is good for the heart, circulation and brain, and it has been suggested that it may be beneficial in such major health challenges as autism, obesity and diabetes.

The very latest research suggests that eating chocolate could help keep your brain function firing on all cylinders well into old age!

**Chocolate might
make for happier
babies!**

10 Health Reasons to Eat More Chocolate

1. It's good for the heart and circulation. Dark chocolate helps *restore flexibility to arteries* while preventing white blood cells from sticking to the walls of blood vessels (both common causes of artery clogging).
2. Research from Finland finds that chocolate consumption *lowers the risk of suffering a stroke* by a whopping 17 per cent average in the group of men tested.
3. Dark chocolate is *mineral rich*, packed with beneficial potassium, zinc, and selenium (good for thyroid autoimmune disease). A 100 gram bar of dark chocolate provides 67% of the RDA of iron.
4. It *reduces cholesterol*. No way, you say! Consumption of cocoa has been shown to reduce levels of LDL ("bad") cholesterol and raise levels of HDL ("good") cholesterol, which just might decrease the risk of a cardiovascular event.
5. The flavonols in dark chocolate can *protect the skin against sun damage*. (Plants naturally produce thousands of substances called phytochemicals. The flavonols are just one of many groups of phytochemicals, but they have the advantage of being better researched than many other phytochemicals, according to the May 2013 issue of "Antioxidants and Redox Signaling." Like most of the phytochemicals, flavonols are active antioxidants that may protect your health through their ability to fight inflammation and neutralize free radicals.)
6. Chocolate can *help you lose weight!* Neuroscientist Will Clower says a small share of good chocolate melted on the tongue 20 minutes before a meal triggers the hormones in the brain that say "I'm full", reducing the amount of food you subsequently consume. Finishing the meal with the same small trigger could reduce snacking later on.
7. Chocolate *reduced stress in expectant mothers* (in a Finnish study) and the babies of such mothers smiled more often than the offspring of non-chocolate-eating parents.
8. It *may prevent diabetes*. Cocoa has been shown to improve insulin sensitivity, but eat dark chocolate in moderation.
9. Chocolate is *good for the brain*. Flavanols are thought to

Choose chocolate whose raw materials have been grown with care.



No mass production and don't eat cheap chocolate.

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reduce memory loss in older people and the anti-inflammatory qualities of dark chocolate have been found helpful in treating brain injuries such as concussions.

10. Chocolate just *makes you feel better!* Chocolate contains phenylethylamine (PEA), which is the same chemical that your brain creates when you feel like you are falling in love. PEA tells your brain to release feel-good endorphins. Maybe that's why so many people LOVE chocolate.

What Makes "Bad" Chocolate "Bad"?

The simple answer to that question is that it's too sweet, it's cheap, and it's full of ghastly chemicals.

Chocolate is thought of as "candy" in the US and is marketed to children. Because it's aimed at kids, American chocolate is sold cheaply so it's made with inexpensive artificial ingredients, which help chocolate survive the heat of American summers without the expense of refrigeration.

Cocoa butter is swapped for Polyglycerol polyricinoleate (PGPR) because it's cheaper to produce. As a result, the beneficial antioxidants are removed and cocoa butter can be sold to you in your skin cream!

Hershey's, Nestle, Mars - all the big candy makers - have tried for years to get the FDA to allow them to use vegetable oil in place of cocoa butter. That failed, but the government did agree to the PGPR swap. If you feel chocolate leaves an after-taste, the PGPR is to blame.

For chocolate candy to be real chocolate it must list "chocolate liquor", "cocoa", or "cocoa butter" as an ingredient. The words "chocolate-like" or "chocolatey" mean nothing.

Here are the ingredients listed on a typical Easter-themed Double Crisp bunny: *Sugar, Partially Hydrogenated Vegetable Oil (Palm Kernel, Pal Soybean and/or Cottonseed), Whey, Crisp Rice (Rice, Sugar, Salt, Malt), Cocoa, Lactose, Skim Milk, Milk, Soy Lecithin (an Emulsifier), Vanillin (an Artificial Flavor), U.S. Certified Colors.*

Soy and Cottonseed are GMO crops. Soy is an endocrine disrupter. Cottonseed is processed to remove the natural color by the use of ferric acid, which is mainly used in industries for purifying water and wastewater treatment. It is also largely used in the production of printed circuit boards as an etching medium and in indigo blue dyestuff production as an oxidant.

An "artificial flavor" is made in a lab, is synthetic, and is an attempt to replicate vanilla, which comes from a vanilla bean. The laboratory can never make what nature creates.

So when it comes to chocolate, be dark, but don't be fake or cheap!