



HHG FIT HEALTH: 2016 Vol. 9

DRINKING HEALTHY HABITS TAGG COFFEE HELPS PROTECT YOUR DNA

TAGG Coffee doesn't just taste delicious & provide a variety of health benefits such as promoting a healthy heart, protecting against type 2 diabetes and Parkinson's, and reducing the risk of skin cancer, to name just a few. **Now**, to add to this ever growing list, **scientists** have found that regularly drinking coffee can contribute to the integrity of our DNA.

This research was published in the "**European Journal of Science**". During this new clinical study, scientists found that those consuming a coffee blend known to be rich in active compounds (such as TAGG) **experienced fewer breaks to the DNA strands in white blood cells** when compared with the controls. Their findings back up previous research which found that coffee consumption was associated with a reduction in a specific type of damage in the same cells, called oxidative damage, which can harm DNA and cause many other health issues.

The primary reason that coffee has received so much attention in recent years is because it is known to be rich in bioactive compounds, many of which are present in the green coffee bean but some are also generated by the roasting phase. **These natural chemicals, in particular the chlorogenic acids are known to have a variety of health promoting characteristics, such as potent antioxidant and anti-inflammatory properties.** For example, caffeoylquinic acid (CQA) increases the levels of antioxidant enzymes present in the cell and also absorbs harmful molecules called reactive oxygen species (ROS).

Although ROS -- highly reactive molecules containing oxygen -- are produced during normal metabolism and play a variety of important roles, too much can damage proteins in the cell and induce breaks in our DNA. Studies indicate that regularly drinking coffee can reduce spontaneous DNA strand breaks in humans, an established marker of health risk, which can result from this kind of DNA damage.

During the study, both the control group & the coffee drinking group exhibited similar levels of spontaneous DNA breaks, however, during the intervention phase, breaks increased in the control group but decreased in those drinking coffee. The results showed a substantial 27% difference.

These apparent protective effects, the researchers stated, could be considered beneficial to human health. The results add to the growing body of clinical evidence that drinking coffee daily could delay certain diseases associated with spontaneous DNA strand breaks.

A University of Florida study showed that taking fruit & vegetable powders, such as Healthy Habits PURE ESSENTIALS FRUITS & VEGETABLES, on a daily basis, helped repair human DNA and now we know that drinking TAGG COFFEE DAILY reduces spontaneous DNA strand breaks.

To promote overall health, delay disease and strengthen/repair your DNA, add PURE ESSENTIALS FRUITS & VEGETABLES & TAGG COFFEE to your daily nutrition program.