

Blueberry, Tomato & CoQ10 Antioxidants (Anthocyanins, Lycopene & Ubiquinone) Claims vs. Facts: Claims vs. Facts

PhD, Prof Randolph M Howes MD

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The profits of an entire industry are reliant upon the unsubstantiated marketing claims of fruit and vegetable antioxidants. Such is the case for blueberries and tomatoes. Tragically, dietary antioxidant supplements are unregulated and they can basically "Tell you anything, to sell you anything." Such is the case for CoQ10 (coenzyme Q or ubiquinone). Consumers must know the positives and the negatives in order to make informed decisions about the consumption of these food products and their synthesized supplemental counter parts. In general, experts believe that adequate antioxidants are contained in a well balanced diet and supplements are unnecessary. Beyond that, consumption of excessive amounts of dietary antioxidant supplements are known to cause adverse health effects. It is important to realize that food products, such as blueberries and tomatoes, contain hundreds, if not thousands of different compounds and to ascribe their salutary effects to singular entities is unwise and unfounded. Should blueberries be called "brain berries?" Are blueberries and tomatoes "super foods?" Will CoQ10 prevent or cure cardiovascular disease or hypertension? Are consumers the unknowing victims of clever advertising campaigns of persuasion? Are certain foods "miraculous cures or therapeutic preventatives?" Are the 50% of Americans taking dietary supplements getting their money's worth? Will CoQ10 boost your energy levels or increase your immunity? The global excessive consumption of these untested and unproven supplements are rapidly becoming a public health issue. Citizens need to know the scientific truth. Should scientists be genetically modifying blueberries or tomatoes to contain higher levels of anthocyanin or lycopene?

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