

# Alegría

LOCALLY-GROWN,  
NATURALLY!

**FRESH**

REGENERATIVE ORGANIC SALAD GREENS  
HIGHLY NUTRITIOUS SAME-DAY HARVEST // CLEAN & NATURAL  
PESTICIDE FREE // SPECIALLY SELECTED SUPERFOODS  
GREAT TASTE DELIVERED TO YOUR DOOR!

## Welcome to the Alegría Farmacy!

*Longevity, health and well-being is just a delicious salad away!*

### SALAD GREENS

### HEALTHY FACTS



## Basil

Scientific name: *Ocimum basilicum*  
Spanish name: *Albahaca*

- Research studies on basil have shown unique health-protecting effects in two basic areas: basil's flavonoids and volatile oils.
- **Antibacterial:** The unique array of active constituents called flavonoids found in basil provide protection at the cellular level. Orientin and vicenin are two water-soluble flavonoids that have been of particular interest in basil, and in studies on human white blood cells; these components of basil protect cell structures as well as chromosomes from radiation and oxygen-based damage.
- Basil has been shown to provide protection against unwanted bacterial growth. These anti-bacterial properties of basil are not associated with its unique flavonoids, but instead with its volatile oils, which contain estragole, linalool, cineole, eugenol, sabinene, myrcene, and limonene. Lab studies show the effectiveness of basil in restricting growth of numerous bacteria, including: *Listeria monocytogenes*, *Staphylococcus aureus*, *Escherichia coli* O:157:H7, *Yersinia enterocolitica*, and *Pseudomonas aeruginosa*.
- Essential oil of basil, obtained from its leaves, has demonstrated the ability to inhibit several species of pathogenic bacteria that have become resistant to commonly used antibiotic drugs. In a study published in the July 2003 issue of the *Journal of Microbiology Methods*, essential oil of basil was even found to inhibit strains of bacteria from the genera *Staphylococcus*, *Enterococcus* and *Pseudomonas*, all of which are not only widespread, but now pose serious treatment difficulties because they have developed a high level of resistance to treatment with antibiotic drugs. (September 8, 2003)
- Studies published in the February 2004 issue of *Food Microbiology*, have shown that washing produce in solution containing either basil or thyme essential oil at the very low concentration of just 1% resulted in dropping the number of *Shigella*, an infectious bacteria that triggers diarrhea and may cause significant intestinal damage, below the point at which it could be detected.
- It makes good sense to include basil and thyme in more of your recipes, particularly for foods that are not cooked such as salads. Adding fresh thyme and/or basil to your next vinaigrette will not only enhance the flavor of your fresh greens, but will help ensure that the fresh produce you consume is safe to eat. (March 25, 2004)
- **Anti-inflammatory:** The eugenol component of basil's volatile oils has been the subject of extensive study, since this substance can block the activity of an enzyme in the body called cyclooxygenase (COX). Many non-steroidal over-the-counter anti-inflammatory medications (NSAIDS), including aspirin and ibuprofen, as well as the commonly used medicine acetaminophen, work by inhibiting this same enzyme. (In the case of acetaminophen, this effect is somewhat controversial, and probably occurs to a much lesser degree than is the case with aspirin and ibuprofen). This enzyme-inhibiting effect of the eugenol in basil qualifies basil as an "anti-inflammatory" food that can provide important healing benefits along with symptomatic relief for individuals with inflammatory health problems like rheumatoid arthritis or inflammatory bowel conditions.
- **Nutrients Essential for Cardiovascular Health:** Basil is a very good source of vitamin A (through its concentration of carotenoids such as beta-carotene). Called "pro-vitamin A," since it can be converted into vitamin A, beta-carotene is a more powerful anti-oxidant than vitamin A and not only protects epithelial cells (the cells that form the lining of numerous body structures including the blood vessels) from free radical damage, but also helps prevent free radicals from oxidizing cholesterol in the blood stream. Only after it has been oxidized does cholesterol build up in blood vessel walls, initiating the development of atherosclerosis, whose end result can be a heart attack or stroke.
- Free radical damage is a contributing factor in many other conditions as well, including asthma, osteoarthritis, and rheumatoid arthritis. The beta-carotene found in basil may help to lessen the progression of these conditions while protecting cells from further damage.
- Basil is also a good source of magnesium, which promotes cardiovascular health by prompting muscles and blood vessels to relax, thus improving blood flow and lessening the risk of irregular heart rhythms or a spasming of the heart muscle or a blood vessel.
- In addition to the health benefits and nutrients described above, basil also emerged as a very good source of iron, and calcium, and a good source of potassium and vitamin C.