



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



Collard Greens

Scientific name: Brassica Oleracea
Spanish name: Coles verdes

- **The cholesterol-lowering ability of collard greens may be the greatest of all commonly eaten cruciferous vegetables.** In a recent study, steamed collard greens outshined steamed kale, mustard greens, broccoli, Brussels sprouts, and cabbage in terms of its ability to bind bile acids in the digestive tract. When this bile acid binding takes place, it is easier for the bile acids to be excreted from the body. Since bile acids are made from cholesterol, the net impact of this bile acid binding is a lowering of the body's cholesterol level. Steamed collards show much greater bile acid binding ability than raw collards.
- When the cholesterol-lowering ability of steamed collard greens was compared with the cholesterol-lowering ability of the prescription drug cholestyramine (a medication that is taken for the purpose of lowering cholesterol), collard greens bound 46% as many bile acids (based on a standard of comparison involving total dietary fiber).
- The cancer-preventive properties of collard greens may be largely related to 4 specific glucosinolates found in this cruciferous vegetable: glucoraphanin, sinigrin, gluconasturtiin, and glucotropaeolin. Each of these glucosinolates can be converted into an isothiocyanate (ITC) that helps lower our cancer risk by supporting our detox and anti-inflammatory systems.
- Collard greens provide nutrient support for three body systems that are closely connected with cancer development and prevention: (1) the detox system, (2) its antioxidant system, and (3) its inflammatory/anti-inflammatory system. Chronic imbalances in any of these three systems can increase risk of cancer, and when imbalances in all three systems occur simultaneously, the risk of cancer increases significantly. **Among all types of cancer, prevention of the following cancer types is most closely associated with intake of collard greens: bladder cancer, breast cancer, colon cancer, lung cancer, prostate cancer, and ovarian cancer.**
- Collard greens contain phytonutrients called glucosinolates that can help activate detoxification enzymes and regulate their activity. Four key glucosinolates that have been clearly identified in collard greens in significant amounts are glucobrassicin, glucoraphanin, gluconasturtiin, and glucotropaeolin.
- As an excellent source of vitamin C, beta-carotene, and manganese, and a good source of vitamin E, collard greens provide us with 4 core conventional antioxidants. The antioxidant support provided by collard greens includes phytonutrients: Caffeic acid, ferulic acid, quercetin, and kaempferol are among the key antioxidant phytonutrients provided by collard greens. This broad spectrum antioxidant support helps lower the risk of oxidative stress in our cells.
- As an excellent source of vitamin K and a good source of omega-3 fatty acids (in the form of alpha-linolenic acid, or ALA), collard greens provide us with two hallmark anti-inflammatory nutrients. Vitamin K acts as a direct regulator of our inflammatory response, and ALA is the building block for several of the body's most widely-used families of anti-inflammatory messaging molecules. In addition to these two anti-inflammatory components, one of the glucosinolates found in collard greens—glucobrassicin—can be readily converted into an isothiocyanate molecule called I3C, or indole-3-carbinol (I3C). I3C is an anti-inflammatory compound that can actually operate at the genetic level, and by doing so, prevent the initiation of inflammatory responses at a very early stage.
- Collard greens lower our risk of cardiovascular disease. The role of unwanted inflammation in creating problems for our blood vessels and circulation has become increasingly fundamental to an understanding of cardiovascular diseases. Of particular interest here has been the isothiocyanate (ITC) sulforaphane, which is made from glucoraphanin (a glucosinolate) found in collard greens. Not only does this ITC trigger anti-inflammatory activity in our cardiovascular system, it may also be able to help prevent and even possibly help reverse blood vessel damage.
- Collard greens provide more than 350 micrograms of folate in every hundred calories. That's 50% more than the amount provided by 100 calories' of broccoli, 100% more than the amount provided by 100 calories' of Brussels sprouts, 3 times the amount provided by 100 calories' of cabbage, and over 7 times the amount provided by 100 calories' of kale. Folate is a critical B-vitamin for support of cardiovascular health, including its key role in prevention of homocysteine build-up (called hyperhomocysteinemia).
- The fiber content of collard greens—over 5 grams in every cup—makes this cruciferous vegetable a natural choice for digestive system support. You're going to get 85% of your Daily Value for fiber from only 200 calories' worth of collard greens. Researchers have determined that the sulforaphane made from a glucosinolate in collard greens (glucoraphanin) helps protect the health of our stomach lining by preventing bacterial overgrowth of *Helicobacter pylori* in our stomach or too much clinging by this bacterium to our stomach wall.
- Current research is underway to examine the benefits of collard greens in relationship to our risk of the following inflammation-related conditions: Crohn's disease, inflammatory bowel disease, insulin resistance, irritable bowel syndrome, metabolic syndrome, obesity, rheumatoid arthritis, type 2 diabetes, and ulcerative colitis.