

Eat the rainbow!



WHAT?

A rainbow diet is a strategy to encourage consumers to include a wide range of fruits and vegetables into their diet, that may help them to achieve a healthier diet.

WHY?

Fruit and vegetables contain antioxidant compounds (phytochemicals) that may help protect our cells from oxidative damage.

HOW?

Phytochemicals may lower the risk of chronic diseases like cancer, strokes, obesity, diabetes, Parkinson, Alzheimer, depression, chronic illnesses and cardiovascular disease.

DID YOU KNOW A RAINBOW DIET IS ESPECIALLY IMPORTANT IN INFANCY?

By eating the rainbow, infants get familiar with different flavors:

bitter

sour

sweet



TIPS FOR HEALTHY CHOICES



Eat complete, variable and balanced meals. Focusing on the variety of colors will increase the intake of different micronutrients and phytochemicals.



Cook with fresh and natural ingredients.

The colour's benefits

Red Foods

Antioxidant
Anti-inflammatory
Immune modulation



Orange Foods

Antioxidant
Endocrine modulation
May modulate ovulation function



Yellow Foods

Antioxidant
Benefit the gastrointestinal tract & digestion
Prebiotic



Green Foods

Antioxidant
May be beneficial for cardiovascular health
Role in healthy blood circulation



Blue · Purple Foods

Antioxidant
Cognitive and neuronal support
Healthy mood balance

