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.



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 Inmune 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











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