



# Therapeutic values of superfruits, beyond nutrition and their value addition for commercialization

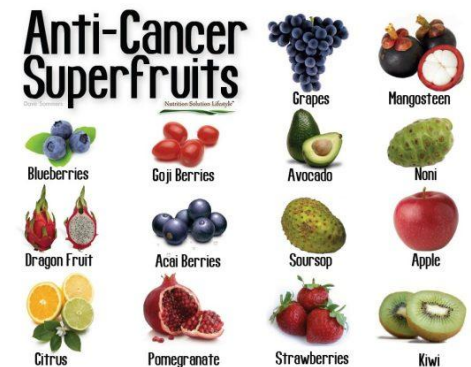


Dr. D.B.T.Wijeratne



# Superfruits - Super Sales and Super Claims

Packed with  
**antioxidants, fiber, and other nutrients**  
that can help to  
**live longer, look better and even prevent disease.**



# Superfruits



- **"super"** based on its **antioxidant capacity**
  - **naturally occurring** compounds,
  - known as **polyphenols**,
  - linked to **potential health benefits**.
- Superfruits? Not every fruit qualifies.
- Definition varies
  - Scientists/ marketing

# Superfruits.....

According to  
dieticians & marketers —  
low-calorie, nutrient-rich foods,  
which contains antioxidant, anti-inflammatory  
and antibacterial +++ properties

Superfruits — **Cherries & Berries**



# Berries & Cherries

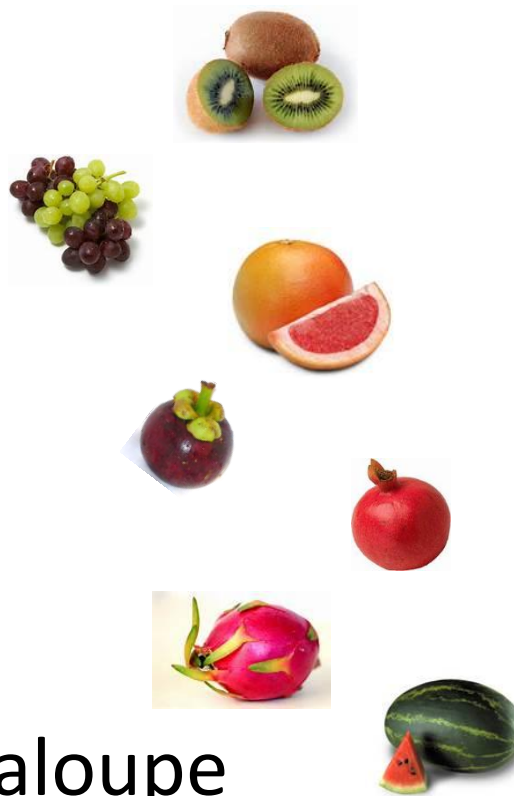
Top five best-selling Superfruits?

- acai berries
- cranberry
- coconut
- elderberry
- goji berries



# New entries..

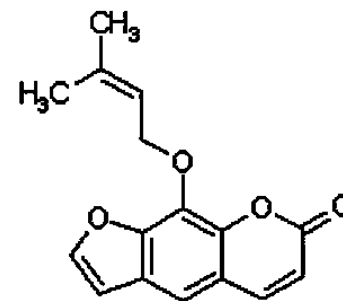
- Kiwi
- Grapes
- Grape fruit
- Mangosteen
- Promogranate
- Dragon Fruit
- Watermelon Cantaloupe



# Bael fruit



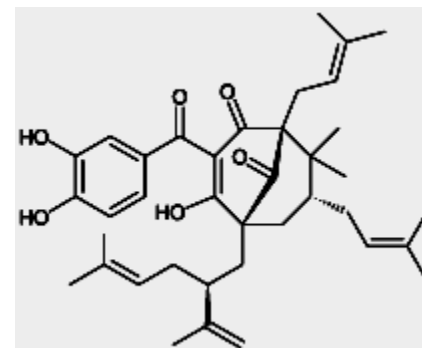
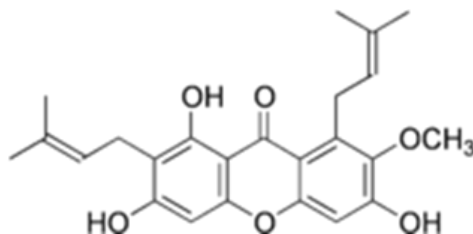
- Traditional use
  - Constipation
  - Diarrhea
- Mucilage gum...
- Fruit pulp -v high content of tannins(9%)
- Therapeutically active Marmelosin



# Mangosteen



- Anti-oxidants, anti-bacterial anti-fungal factors
- Xanthones
  - Pericarp
  - Contains xanthone derivatives
- Potential of Mangostin & Garcinol as an anticancer agent

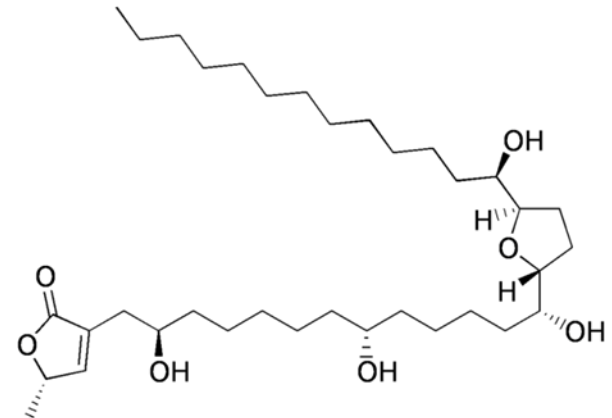




# Soursop



- Popular fruit
- Annonaceae acetogenins??
- Slowing the growth of cancer cells
- Acetogenins isolated from soursop pulp



# Coconut water

- Is coconut a fruit???
- Coconut water qualifies.
- Very high Potassium content
- Low sodium content
- About 4-6% sugar content
- Ideal for sports beverage



# Ideal Processing

- Fresh fruits
  - Handling issues
  - Short shelf life
- Processing
  - Consistence quality
  - Flavor changes
  - Loss of active ingredients
  - UHT or HTST



# Thank You

