

The POWER of Elderberries

# The European Black Elderberry "SAMBUCUS NIGRA"

*Nature's Medicine Chest*

IN HOLISTIC HEALTH & WELLNESS



# The European Black Elderberry "SAMBUCUS NIGRA"

## *Nature's Medicine Chest*

### SUPPORTING EASE OF MOVEMENT

Through the support of a healthy inflammatory response in the body

### SUPPORTING RESTORED ENERGY

Through the support of healthy blood circulation that affects major systems in the body

### SUPPORTING ABUNDANCE OF WELLNESS

Through supporting a healthy immune system, decreasing vulnerability to becoming sick, and acting as a powerful antioxidant to reduce disease



# The European Black Elderberry

*"Sambucus nigra"*

NATURE'S MEDICINE CHEST

Elderberries were termed "Nature's Medicine Chest" by Hippocrates (The Greek Physician known as The Father of Medicine) because of their diversity of health benefits.

Elderberries are appreciated as one of the top anti-viral herbs on the planet in combination with their antioxidant and anti-inflammatory properties.

Elderberries are often recommended for use as a natural remedy to support the natural process of recovery and restoration during sickness, however, research supports the use of the Elderberry as a holistic herbal supplement to support whole body systems.





The European Black Elderberry or *Sambucus Nigra* is the most common variety of the black elderberry plant supported by research for medicinal purposes.

It has also become common in the U.S., and although there are many varieties including black elderberry, American elder, dwarf elder, danewort, antelope brush, and blue elderberry, research supports the medicinal properties are linked to the black European elderberry (*Sambucus nigra*).

The references to evidence-based research in this article are with respect to research on the black European elderberry.





## THE COMPOSITION OF European Black Elderberry

Numerous studies have demonstrated the elderberry's antioxidant capacity and antibacterial, antiviral, antidiabetic, and anticancer properties.

Elderberry is used in modern and holistic medicine due to the complex chemical composition of the fruit. *Sambucus nigra* has a high content of phenolic compounds in conjunction with pharmacological properties, which is why it was studied for use in the pharmaceutical industry. It is considered that most of the therapeutic properties of elderberries can be correlated with the antioxidant activity they have. Elderberry is most abundant in the phenolic compound called flavonoids which includes: anthocyanins, quercetin, and rutin.

"..most of the therapeutic properties of elderberries can be correlated with the antioxidant activity they have."

# Research Shows

“

Elderberry (*Sambucus nigra* L.) Fruit Extract Alleviates Oxidative Stress, Insulin Resistance, and Inflammation

Elderberry Supplementation Reduces Cold Duration and Symptoms in Air-Travellers: A Randomized, Double-Blind Placebo-Controlled Clinical Trial

"It inhibits the early stages of an infection by blocking key viral proteins responsible for both the viral attachment and entry into the host cells."  
-Dr. Golnoosh Torabian.





# THE COMPOSITION OF European Black Elderberry

*Continued*

## Vitamin Composition

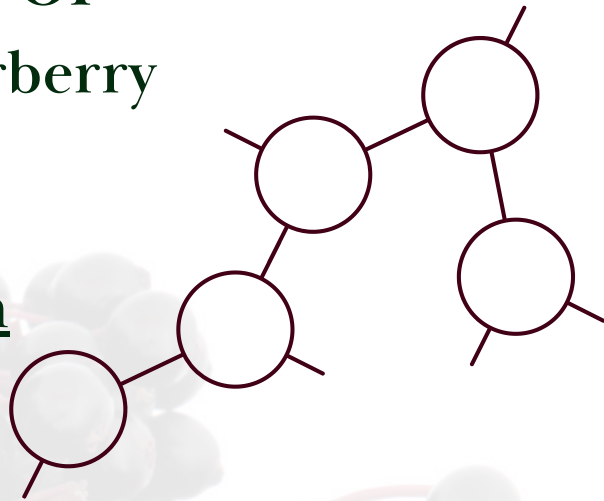
B2—65 mg/100 g

B7—17 mg/100 g

B9—1.8 mg/100 g

Vitamin C — 34.10-116.70 mg/100 g FW

Vitamin A— 400 - 900 mg/100 g



60%  
daily intake  
for Vit. C

## Vitamin C: Overview

Vitamin C protects the body against damage caused by free radicals.

Foods with high vitamin C levels are tomatoes, potatoes, and citrus fruits such as limes, oranges and lemons.

The current recommendation of daily intake of vitamin C is 90 mg/d for men and 75 mg/d for women.

Patients with chronic diseases such as cancer or diabetes or those who smoke need higher doses in their usual diet.

## ANTHOCYANINS

**Anthocyanins are considered chemopreventive agents because they have the ability to reduce oxidative stress by scavenging free radicals. They are used in the food industry to color bright red, blue, or purple, an alternative to synthetic dyes.**





# ANTHOCYANINS

## Protect against inflammation

Since chronic inflammation may cause several chronic conditions, including type 2 diabetes and heart disease, a regular diet of anthocyanin-rich foods may help protect from these health concerns.

In a 12-week study of 169 people with high cholesterol, supplementing with 320 mg of anthocyanins twice per day significantly reduced markers of inflammation.

In a 4-week study, people who took 320 mg of anthocyanins daily had significantly lower blood markers of inflammation.

One study suggests that these compounds may help reduce inflammation and pain in people with inflammatory arthritis.

## Support healthy blood glucose levels

Regularly eating foods that are rich in anthocyanins may safeguard against type 2 diabetes as studies suggest that anthocyanins may reduce inflammation and improve glucose tolerance. Additional studies suggest that anthocyanin may improve the body's ability to recognize and use insulin, thereby preventing blood sugar levels from spiking.

## Provide cancer-fighting abilities

Anthocyanins are classified as flavonoids, a group of antioxidants believed to have strong cancer-fighting abilities. Like other flavonoids, anthocyanins may fight free radicals, lower inflammation, and prevent DNA damage — all factors which may help prevent tumor formation.

# ANTHOCYANINS

## Support heart health

Research suggests the following heart-healthy benefits from a diet rich in anthocyanins :

Help regulate your blood pressure.

Lower triglyceride and LDL (bad) cholesterol levels while increasing HDL (good) cholesterol levels.

Help increase flow-mediated dilation — a measurement of your blood vessels' ability to widen — in healthy adults.

May reduce your risk of heart disease by up to 9%.



# QUERCETIN

**Quercetin is a flavonoid known for its antioxidant, antiviral, antimicrobial, and anti-inflammatory properties.**



# QUERCETIN

## An overview

Inflammation is the root of most diseases and quercetin is shown to fight inflammatory conditions such as heart disease, blood vessel problems, allergies, infections, chronic fatigue, and arthritis. Quercetin also reduces oxidative stress on the body.

## For allergies

Quercetin reduces the release of histamine and has been shown to inhibit asthmatic inflammation. Quercetin must be used as a preventative—taken before allergen exposure. Practitioners usually recommend that quercetin be used regularly during an individual's entire allergy season or year-round for those with perennial allergies.

## Acts as an antiviral

Several studies highlight the potential use of quercetin as an antiviral, due to its ability to inhibit the initial stages of virus infection.



# RUTIN

**A FLAVONOID USED AS MEDICINE TO STRENGTHEN BLOOD VESSELS, IMPROVE BLOOD CIRCULATION, LOWER CHOLESTEROL AND RELIEVE ARTHRITIS SYMPTOMS.**



# RUTIN

## An overview

Elderberry contains Rutin and like all flavonoids, it has powerful antioxidant and anti-inflammatory effects.

Traditionally, Rutin has long been used to improve blood circulation. It's thought that Rutin can help strengthen and increase flexibility in blood vessels, such as arteries and capillaries as well as lower cholesterol, and relieve arthritis symptoms. Evidence supports that rutin suppresses oxidative stress in people with arthritis. This may be due to rutin's strong anti-inflammatory and antioxidant properties

Rutin is also known for its potential ability to promote the production of collagen and help the body use vitamin C properly.

## Health benefits of Rutin

- Boosts Heart Health
- Relieves Arthritis Symptoms
- Fights Cancer
- Protects Against Metabolic Disease
- Protects Brain Health
- Prevents Blood Clots
- Improves Circulation





## Supplementing with *"Natures medicine chest"* Quality & Efficacy In Elderberry Supplementation

The quality, safety, and processing of elderberries have a direct impact on the efficacy and potency of their potential health benefits. Quality assurance and consumer safety are at the forefront of our business practices keeping our products safe, consistent in taste, and effective.

The **POWER** of Elderberries is unique to the supplement industry, providing holistic practitioners with the highest quality premium elderberry syrup supplementation in liquid and bite form.

Learn more  
about The P.O.E  
Difference





# Supplementing with *"Natures medicine chest"* Quality & Efficacy In Elderberry Supplementation



PREMIUM INGREDIENTS  
European Black Elderberry  
Organic, whole spices  
RAW Honey



Third-Party Lab Tested  
Supplement Facts Panel  
No Thermal Heat Processing  
FSMA Guidelines Followed  
Refrigeration Required for Liquid  
Produced in an FDA Registered &  
Inspected Commercial Kitchen  
Amber Bottles



FREE FROM

Refined Sugars, Artificial Sweeteners, High Fructose Corn Syrup  
& Tapioca Syrup, Fillers & Thickeners, Added Preservatives,  
Concentrates, Elderberry Concentrate, Dyes, Gelatin, GMO's  
Gluten, Dairy, Soy & Nuts

Learn more  
about The P.O.E  
Difference





# Precautions & Contraindications

## Additional Considerations when recommending elderberry supplementation

Elderberry is possibly unsafe when uncooked fruit is consumed. The elderberry plant contains a chemical that produces cyanide in the leaves or other plant parts and in the unripe green fruit. This can cause nausea, vomiting, diarrhea, or more serious side effects if consumed in large quantities.

Consumers are advised to consult their practitioner if they have an "Autoimmune disease" such as multiple sclerosis (MS), lupus (systemic lupus erythematosus, SLE), rheumatoid arthritis (RA), or other conditions. Some research suggests that because Elderberry stimulates the immune system it may increase the symptoms of autoimmune diseases.

Consumers are also advised to ask a doctor before using supplement products if they are pregnant or breastfeeding.

Precautions should be taken and consumers are advised to consult their practitioner for possible drug interactions or if they are taking medication that suppresses the immune system.

**THE ROLE OF THE EUROPEAN BLACK  
ELDERBERRY IN HOLISTIC HEALTH & WELLNESS**  
With "*Nature's Medicine Chest*" The Elderberry



**RESTORED ENERGY**



**ABUNDANCE OF WELLNESS**



**EASE OF MOVEMENT**



## *Resources*

<https://www.healthline.com/nutrition/anthocyanin#benefits>  
<https://montanaelderberry.com/blogs/learn/elderberry-quercetin>  
<https://www.sciencedirect.com/topics/biochemistry-genetics-and-molecular-biology/quercetin>  
<https://www.healthline.com/health/potential-benefits-of-rutin#risks>  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7347422/>  
<https://pubmed.ncbi.nlm.nih.gov/15080016/>  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4848651/>  
<https://pubmed.ncbi.nlm.nih.gov/9395631/>  
[www.ncbi.nlm.nih.gov/pmc/articles/PMC3899428](http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3899428)  
<https://pubmed.ncbi.nlm.nih.gov/34709675/>  
<https://pubmed.ncbi.nlm.nih.gov/20887269/>  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4614038/>  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5372600/>  
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7185606/>  
<https://pubmed.ncbi.nlm.nih.gov/17804183/>  
<https://pubmed.ncbi.nlm.nih.gov/10613759/>  
<https://pubmed.ncbi.nlm.nih.gov/17201636/>  
<https://pubmed.ncbi.nlm.nih.gov/17173758>