

## What is oxidation? Why should we be concerned about oxidation?

- **What happens to a piece of iron? What happens to your car?**

Rust is caused by oxidation. Exposure to elements ultimately results in oxidation which shows up as rust.

- **What happens to a piece of fruit? If you slice a peach or apple or peel a banana what happens?**

The fruit will turn brown. The result of exposure to the air is oxidation which turns the fruit brown.

- **What do oxidants have to do with our bodies?**

Many chronic illnesses are related to something called OXIDATION. One of the by-products of Oxidation is FREE RADICALS. Researchers associate Free Radicals with degenerative diseases. Antioxidants counter Free Radical damage.

- **Compare Xoçai™ healthy chocolate with other items:**



10,746 ORAC  
Fruits & Vegetables  
Cost = \$7.41

VS

10,746 ORAC  
3 Xocai Power Squares  
Cost = \$2.65



### Which would YOU rather eat? Which will be more practical to eat throughout the course of YOUR day?

To track the antioxidant power of foods, scientists developed the Oxygen Radical Absorbance Capacity test or **ORAC** for short. What they found is that raw cacao is the #1 Antioxidant Super Food and the highest source of antioxidants in the world!

The fact is that antioxidants are most effective if consumed throughout the day to keep the antioxidant level high in our bloodstream. The reality is that most people simply don't consume enough raw vegetables and fruits throughout the day. Just like with any healthy routine, your chance of success goes up significantly if you can find something that you enjoy. If you like it, then it's a whole lot easier to follow through. That's the beauty of chocolate! Most people already eat and love chocolate! Adding some healthy chocolate to their daily diet isn't a chore!