



# THE AMAZING HEALTH BENEFITS OF MICRO BROCCOLI

Did you know...

1 oz of micro broccoli provides the  
same amount of sulforaphane as over  
1 POUND of raw broccoli?

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC23369/>



OK, if science is not exactly your thing, please bear with me. This information is just too GREAT not to share. Don't worry, it will all be summed up in the end.

**Sulforaphane** is the active phytochemical in cruciferous vegetables like broccoli. It is a potent, naturally occurring inducer of phase II detoxification by conjugating glutathione in the liver as well as up-regulating Nrf2, a transcription factor. In short, it enhances our body's ability to buffer oxidative stress.

**Sulforaphane** also contains a high concentration of antioxidants and is a powerful anti-cancer compound by inhibiting blood vessel growth (angiogenesis) inducing programmed cell death (apoptosis) and inhibiting cell proliferation/migration. However, like sulforaphane, most of these beneficial phytonutrients are degraded when exposed to heat.



It is also important to understand that raw broccoli, does not contain any sulforaphane until you start to chew it. Cruciferous vegetables contain glucoraphanin, a precursor to sulforaphane that is enzymatically converted to sulforaphane via myrosinase upon mechanical chewing. While sulforaphane itself is resistant to heat myrosinase is not. This means when we cook our broccoli, we destroy the enzyme necessary for converting the glucoraphanin into that amazing sulforaphane.





## In Summary...

Broccoli contains **sulforaphane** which is a phytochemical that acts as a detoxifier in the body. It has even been shown to prevent the growth of many cancers! But remember, we only get the detoxifying benefits of this phytochemical if we do not cook our broccoli.

If you love raw broccoli and can put it away by the pound, well then you are in good shape. HOWEVER, if you are like many out there who have trouble eating large amounts of raw broccoli... take heart!!! **Micro Broccoli** is your answer! Micro broccoli contains those same powerful antioxidants and phytochemicals in **even more** concentrated form.

### **THE GOOD NEWS!**

Just 1oz of Micro Broccoli contains the nutritional value of over 1 lb of raw, mature broccoli. Whats more, Micro Broccoli is easy to eat raw (so none of the good stuff is deactivated). It can be enjoyed in salads, with eggs, on wraps, sandwiches, burgers and more!!!

Thank you MICRO BROCCOLI!!!

