

Published based on [The Acai Berry: Is it Superior to Other Fruits or is it All Overpublicized](#)

The Acai Berry: Is it Superior to Other Fruits or is it All Overpublicized

Decades before in the rain forests of Brazil, the [acai berry](#) was merely an unusual fruit consumed by the people of this region. But today, it is one of the most sought after and costly fruits on the market. How did Acai achieve celebrity standing outwardly overnight?

Most northern Americans were introduced to the acai berry thru TV. Shedding pounds and hampering getting older is what Oprah Winfrey had experts on to acknowledge were true about the acai berry.

The Acai Berry Today

An easy Google search on acai berries will yield hundreds and thousands of results and introduce you to numerous products, all of which claim that acai berry is an excellent, miracle food. A few people even posit that the small berry can cure cancer.

The berry is a little smaller compared to a grape and is dark purple. It is native to the Amazon rainforest where it's been consumed for hundreds of years by native Brazilian tribes. Because the acai berry is so abounding in the Amazon forest, it is often said that almost 1/2 of the food intake in that region is made up of the acai berries. Growing and selling the acai berry provides a generous living for these local tribes.

Coming to America

The acai berry was the highlight of an Oprah show causing a stampede of longing for the berry. The requests for the acai berry are very nearly overwhelming the abilities of the supermarkets to deliver these miracle berries. Because of the great hoopla surrounding the Acai, the market was able to create many different uses for acai berries by establishing different products from the berry. Now, the hottest product is acai juice, which can be discovered in most supermarkets and health food stores. The Net is also a great source for finding acai berry products.

Fact and fiction have to be separated per the acai berry. We shall try to distinguish these in the next few paragraphs. We will start with the acai berry buyers and their most abundant claims.

The Claims

Burning more calories by increasing the velocity of a persons metabolism is one of the most prevalent allegations of sellers and purchasers. This has roused a nutty rush towards the [acai berry juice](#) and all related products thanks to the American craze towards anything diet related.

Additionally, it is being expounded this fruit can help with sleeping problems and can also increase sexual wish therefore working as an aphrodisiac. Like Ginkgo Biloba, people are suggesting that the berry can improve mental lucidity.

This is what we know

The greatest antioxidant-rich products on earth is the acai berry, without query. The importance of this is that antioxidants help the body fight off free radicals that can cause the DNA harm and can also clog arteries. However, in spite of reports by many ardent users that the wonder berry can actually reduce getting older, it hasn't ever been proved that raised quantities of antioxidants can reverse, stop or even slow aging.

LDL, the good cholesterol, is increased by antioxidants while bad cholesterol, HDL, is decreased. And in lab tests, analysts have discovered that the berry has 10 times the antioxidants of grapes and double the antioxidants of blueberries.

The fruit is also said to be the ideal blend of antioxidants, essential trans-acids and amino acids. This has helped make it an immediate success with sportsmen and other health-fixated individuals. Isn't it apparent

why professional South American football players would break on the [acai berries](#) before any and all huge games.

But how will they taste? There are numerous patrons that recognize that the Acai reminds them of a stragely different and yet engaging array of berries and chocolate. Perhaps that it is why the fruit is used to flavor cocktails, make smoothies and as a topping for ice cream in its native Brazil.

The Hype Engine

Like heaps of things in a society driven by consumer demands, folks can frequently obsess about a product that is shown to be so effective. It is clear the acai berry is indeed one of the healthiest fruits in the world today, and it can offer users amyriad of extraordinary health benefits. Unforunately, wehave not seen evidence the acai berry is asupernormal fruit. In fact, it is easy wishful thinking to believe that it can cure cancer or reverse or stop getting older.

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