

# THE BENEFITS OF PURE SWEETENERS FROM NATURE

Pure sweeteners from nature are natural foods that taste sweet. Artificial (also known as processed) sweeteners are chemicals that were made by humans to mimic the taste of naturally sweet foods. Pure sweeteners are good for us because they contain essential brain nutrients. Raw honey is a great example of a pure sweetener from nature. Other pure sweeteners from nature include dates, maple syrup, and molasses. Pure sweeteners from nature are delicious and come in a variety of flavors.

## **WHEN WE ENJOY PURE SWEETENERS FROM NATURE, NOT ONLY DO WE GET DELICIOUS FLAVORS, BUT WE ALSO BENEFIT FROM ESSENTIAL BRAIN NUTRIENTS.**

Color pigments and special sugars are essential brain nutrients that are found in raw honey and other pure sweeteners from nature. The color pigments in raw honey, for example, come from the pollen used by the honeybee to make honey. The special sugars in other pure sweeteners from nature come from the plants that produce them (e.g., the date palm, the maple tree, sugarcane).

## **THE ESSENTIAL BRAIN NUTRIENTS IN PURE SWEETENERS ALSO IMPROVE OUR BODY HEALTH.**

Specifically, our digestive, circulatory, and metabolic systems work more efficiently when we consume pure sweeteners from nature as opposed to artificial (also known as processed) sweeteners.

Pure sweeteners benefit our digestive system. The special sugars within pure sweeteners called oligosaccharides feed beneficial bacteria in the intestines. These beneficial bacteria help our bodies

absorb more nutrients from the foods we consume. Pure sweeteners benefit our circulatory system because the color pigments in pure sweeteners protect the cell membranes of our arteries. When our arteries are protected, our blood can better transport nutrients throughout the whole body. Finally, pure sweeteners benefit our metabolism because they contribute to stable blood sugar levels. When our blood sugar levels are stable, our bodies are better at converting the nutrients from food into energy.

## **IMPROVING OUR BODY SYSTEMS IMPROVES OUR BRAIN HEALTH.**

Because the brain is an active, electrical organ, it relies on our body to absorb, transport, and convert nutrients into energy 24 hours per day. At Honeybrains, we only use pure sweeteners from nature to flavor our foods and drinks, without exception. In addition to being better for our brain and body health than artificial (also known as processed) sweeteners, we think they also taste better. Choosing sustainably produced pure sweeteners like raw honey to flavor our foods and drinks also contributes to a healthier environment.

