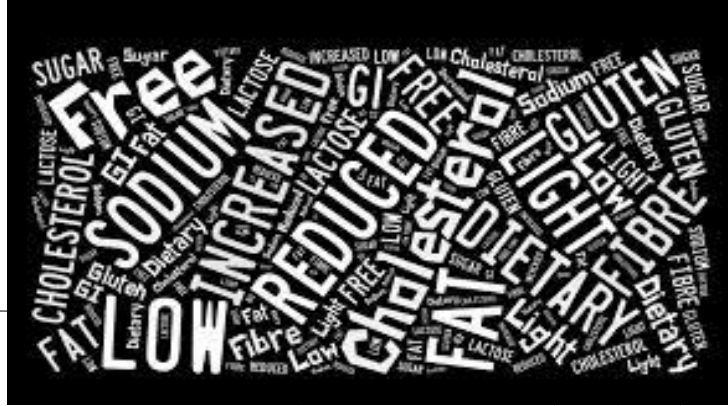


## Health claims



FCS 321  
Fall 2014

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## Introduction to Health Claims

- Brain boosters (Improves memory)
- Herbal Therapies (Relaxes)
- Sweet paradox (Keeps you alert and awake)
- Garlic pills (Good for your heart)
- Paleo Diet (Low carb diet)
- Dark Chocolate (Good for cardiovascular disease)

# History of dark chocolate

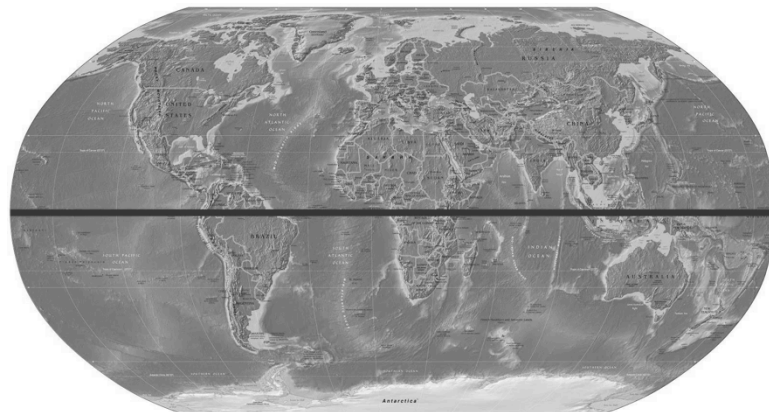
- Discovered by the Mayans.
- Mayans could roasted,ground,eat.
- Developed throughout the world.
- Changed in flavor and cost.



# Located

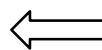
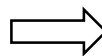
- South America
- Europe
- United States

Close to the equator



# Production of Chocolate

- Plucking and opening the pods.
- Fermenting the cocoa.
- Drying the cocoa beans.
- Manufacturing Chocolate.



## GOALS

**The purpose of this research is to:**

- **Teach meal managers - general health claims, claims for dark chocolate.**
- **Give an in-depth history of health claims surrounding dark chocolate.**
- **Describe where/how dark chocolate processed, sold**
- **Identify benefits and hindrances of dark chocolate**
- **Explain facts, nutrients in dark chocolate.**
- **Suggest possible actions for meal managers to educate their clients**

## Health claims on Dark Chocolate

- Good for the the heart and cardiovascular system
- Decreases cholesterol, inflammation, and blood clots
- Reduced hypertension
- Mood enhancer



## Sold

- Liquors
  - Groceries
- Walmart
  - CVS
- 7-eleven
  - Target
- Farmers market



## Cost

October 2014 is \$3.10  
October 2012 was \$2.46



## Pros Vs Cons

- |  |                                   |
|--|-----------------------------------|
| →Lowers blood pressure                                 | →False marketing                  |
| →Increases nitric oxide<br>(relaxes blood vessels)     | →High levels of fats and calories |
| →Has many antioxidants                                 | →Healthier alternatives           |
| → Contain flavonoids<br>(benefits inner blood vessels) |                                   |
| →Encourages brain to release endorphins                |                                   |
| →High in vitamins and minerals                         |                                   |



## Facts

- Polyphenols reduce platelet stickiness and ultimately reduce blood clotting.
- Mimics the effect of hypertension reducing drugs.
- Tannins help in cavity prevention.
- Contains chemicals that elevate mood
- Contains antioxidants that are similar to compounds found in some fruits.

## Nutrients

- Potassium
- Copper
- Magnesium
- Iron
- Antioxidants
- Fat



## For the MEAL MANAGER?

- Dark chocolate contains powerful nutrients and antioxidants that can benefit the meal manager.
- May reduce risks many diseases, such as high blood pressure and heart attacks.
- However...

## Recommendations

**Add more nutrient dense *foods* to diet  
Consume dark chocolate in moderation  
Substitute cherries, red grapes and  
cabbage.**

**Another line of recommendations:**

**Writing directly to companies that offer a wide array of products  
containing dark chocolate.**

**Write to your local Legislator  
addressing the issue.**