Why Organic Raw Cacao?

Concentrated nutrients - because raw cacao is concentrated 'raw power', RAW cacao powder has at least 33% more of many of cacao's most vital nutrients! In Raw Cacao Powder, much of the oil is removed, while nearly all of the active nutrients remain. For example...

●Cacao is remarkably rich in magnesium. Cacao seems to be the #1 source of magnesium of any food. This is likely the primary reason women crave chocolate during the menstrual cycle. Magnesium balances brain chemistry, builds strong bones, and combats depression. Cacao is the richest food source of magnesium of any common food. Magnesium is the number one mineral that assists and supports healthy heart functioning. Magnesium is the most deficient major mineral on the Standard American Diet (SAD); over 80% of Americans are chronically deficient in Magnesium!

●Cacao contains subtle amounts of caffeine and theobromine. However, experiments have shown that these stimulants are far different when consumed raw than cooked. Consider the following: Experimental provings of chocolate by homeopaths indicate its stimulating effect when cooked. One experiment conducted with a decoction of roasted ground cacao beans in boiling water produced an excitement of the nervous system similar to that caused by black coffee, an excited state of circulation, and an accelerated pulse. Interestingly, when the same decoction was made with raw, un-roasted beans neither effect was noticeable, leading the researchers to conclude that the physiological changes were caused by aromatic substances released during roasting.

●Cacao seems to diminish appetite, probably due to its monoamine oxidase enzyme inhibitors (MAO inhibitors) - these are different from digestive enzyme inhibitors found in most nuts and seeds. These rare MAO inhibitors actually produce favorable results when consumed by allowing more serotonin and other neurotransmitters to circulate in the brain. According to Dr. Gabriel Cousens, MAO inhibitors facilitate youth regeneration and rejuvenation. Encourages weight loss naturally.

●Phenylethylamine (PEA) is found in chocolate. PEA is an adrenal-related chemical that is also created within the brain and released when we are in love. This is one of the reasons why love and chocolate have a deep correlation. PEA also plays a role in increasing focus and alertness. Researchers have discovered that phenylethylamine

(PEA) has a positive effect in enhancing feelings of love. And Chocolate has been proven to be an excellent source of PEA.

●Anandamide (The Bliss Chemical) - A neurotransmitter called anandamide, has been isolated in cacao. Anandamide is also produced naturally in the brain. Anandamide is known as "The Bliss Chemical" because it is released while we are feeling great. Cacao contains enzyme inhibitors that decrease our bodies' ability to breakdown anandamide. This means that natural anandamide and/or cacao anandamide may stick around longer, making us feel good longer, when we eat cacao.

●Antioxidants keep you looking young and help fight disease. One bottle of Sunfood Cacao Powder delivers 433,570 ORAC Antioxidant units. ORAC antioxidant laboratory analysis confirms that there are over 25,200 antioxidants in a single spoonful of our raw cacao powder! Dark chocolate has been touted as a source of antioxidants, but this raw chocolate is way beyond that. Living proof that raw is better!

Italian researchers found eating 100 grams of dark chocolate each day for 15 days lowered blood pressure in the 15-person study. The University of L'Aquila team also found the body's ability to metabolise sugar -- a problem for people with diabetes -- was improved. Because the effect was believed to be due to antioxidant levels, with Raw Cacao Powder we can likely multiply this effect.

Dutch researchers indicate that dark chocolate contains four times the amount of catechin antioxidants than black tea, which is suspected of having a protective effect against heart disease and possibly cancer, due to its antioxidant properties. With Raw Cacao Powder, it would be 28 times more than Black Tea and potentially 7 times the protection!

●In trials, doctors at Harvard found that Antioxidant compounds called Flavonols in chocolate help the body to produce nitric oxide, a compound essential for proper heart function. (Nitric oxide is also believed by pro bodybuilders to help increase muscularity.) Again, with Raw Cacao Powder, this effect could easily be multiplied. Remember that raw cacao powder contains about seven times as many antioxidants as cooked cacao powder, that's about 723% more!

●The amino acid Tryptophan is found naturally in cacao. Tryptophan enhances relaxation and promotes better sleep. Now you'll get at least 33% more when you use Raw Cacao Powder!

●Raw Cacao Powder has at least 33% more Arginine, the aphrodisiac-like amino acid believed by body builders to build muscle and aid in recovery.