

## America's Phytonutrient Fact Sheet

### America's Phytonutrient Report: Quantifying the Gap

America's Phytonutrient Report by Nutrilite\* is the first major analysis of fruit and vegetable consumption by color category of select phytonutrients to calculate American's phytonutrient gap. Phytonutrients are natural compounds found in plants, such as lycopene from tomatoes, resveratrol from grapes, and lutein from spinach leaves. Phytonutrients offer a wide range of potential health benefits from promoting eye, bone, and heart health to supporting immune and brain function. The report revealed that, on average, a staggering 80 percent of Americans fall short in getting phytonutrients found in fruits and vegetables. Although there was a gap in every color category, the most severe phytonutrient gap was found in the blue/purple category, with 88 percent of Americans falling short on the consumption of foods such as blackberries, blueberries and Concord grapes.

Color Category	Select Phytonutrients	Percent Falling Short
Green	EGCG, Isothiocyanate, Lutein/Zeaxanthin, Isoflavones	69%
Red	Lycopene, Ellagic Acid	78%
White	Allicin, Quercetin	86%
Blue/Purple	Anthocyanidins, Resveratrol	88%
Orange/Yellow	Alpha-Carotene, Beta-Carotene, Hesperitin, Beta-Cryptoxanthin	79%

### The Phytonutrient Spectrum

Nutrilite's Phytonutrient Spectrum is an educational tool that brings to life the colors, health benefits and fruits and vegetables associated with select phytonutrients. It was developed to raise Americans' awareness of phytonutrients and the health benefits of a diet rich in colorful fruits and vegetables. Nutrilite's Phytonutrient Spectrum was inspired by New York artist Tattfoo Tan who is known for using large-scale and interactive public art to educate people about nutrition and eating whole foods first.

### Get Your Daily Dose of Color

To determine by color which fruits and vegetables you need to fill your individual "phytonutrient gap," visit [nutrilite.com/color](http://nutrilite.com/color) and complete Your Daily Phytonutrient Snapshot. Next, review the Phytonutrient Spectrum for a quick reference to determine the colors, health benefits and fruits and vegetables associated with select phytonutrients.

In order to close the "phytonutrient gap," aim to eat whole fruits and vegetables everyday - two foods per color category for a total of 10 per day. While eating whole fruits and vegetables first is the goal, natural, plant-based supplements like those made by Nutrilite can help fill the phytonutrient gap for those who find it difficult to consume their recommended daily servings.

\*America's Phytonutrient Report was conducted by Exponent for Nutrilite using National Health and Nutrition Examination Surveys (NHANES) and United States Department of Agriculture (USDA) data sets which capture what Americans eat daily.