

Improving brain fitness; Aronia Melanocarpa does the job

Berry the hatchet

This week's hero starring in Scientific Bites is Aronia Melanocarpa. This fruit is more commonly known as black choke berry. 'Choke' berry might not sound too friendly, but don't let the name of this berry fool you. You don't have to fight this berry, in fact, Aronia Melanocarpa has many health benefits.

Nowadays, because of its health benefits, Aronia Melanocarpa is consumed all over the world. This fruit is among the richest sources of polyphenols, particularly anthocyanins, rendering a high antioxidant activity. Multiple studies have shown anti-inflammatory, anti-mutagenic, anti-carcinogenic, and antidiabetic effects of Aronia Melanocarpa. And this list goes on and on.



Bright lights and a bright mind

Last year, researchers of the Medical University Plovdiv demonstrated that Aronia Melanocarpa can improve cognition in rats. Rats were placed in boxes where an unpleasant stimulus was administered (e.g. bright lights). If rats succeeded to avoid the same stimulus the next time they were placed in the box, they would have successfully remembered their previous experience.

Rats that drank Aronia Melanocarpa juice were more successful in avoiding unpleasant stimuli compared to rats that drank just water. This indicates that Aronia Melanocarpa improves short term memory.

BioActor has long inspired to improve brain fitness. It's no surprise that BioActor considered this superberry fit for a clinical study on Aronia Melanocarpa's effects on Brain Fitness. Stay tuned for the results of that study!

