Health Benefits of Sweet Cherries

"We promote the consumption of natural and healthy products, prioritizing the taste and well-being of those who choose us."

1. Introduction and Brand Philosophy

At Cerezas Loika we actively promote the consumption of 100% natural and healthy products, strictly prioritizing the flavor and the integral well-being of those who choose us. Sweet cherries (Prunus avium L.), including iconic varieties of our production such as Lapins, Bing and Santina, are an exceptional source of essential bioactive components that have a direct impact on the health and quality of life of consumers.

2. Nutritional Profile and Bioactive Compounds of Varieties

The therapeutic and preventive value of our fresh sweet cherries and dehydrated derivatives lies in a high density of natural phytochemicals:

- **High Density Anthocyanins:** Flavonoid pigments that give their characteristic bright red and black color, with enormous power in the cellular neutralization of free radicals.
- **Complex Phenolic Acids:** Including hydroxycinnamate compounds and chlorogenic acid that act by preventing cellular lipid oxidation.
- **Natural Melatonin:** One of the few fruits that exogenously synthesizes this key phytohormone in the biological modulation of metabolic cycles.
- **Essential Minerals (Potassium and Fiber):** Critical nutrients to support blood pressure balances and functional digestive microbiota.

3. Clinical Benefits Backed by Scientific Evidence

A. Reduction of Oxidative Stress and Inflammatory Markers

The anthocyanins and polyphenols present in sweet cherries act by competitively inhibiting the signaling pathways of pro-inflammatory enzymes such as COX-1 and COX-2, decreasing the systemic burden of inflammation without associated adverse effects.

> **Medical Evidence (Kelley et al., 2018):**
> *"Clinical trials demonstrate that the consumption of sweet cherries significantly reduces essential biomarkers in human plasma such as C-Reactive Protein (CRP) and interleukin-6 (IL-6)."*

B. Mitigation and Prevention of Acute Gout Attacks

Gout, characterized by joint crystallization due to hyperuricemia, is combated by the enzymatic blockade of hepatic xanthine oxidase thanks to the regular consumption of cherries, facilitating in parallel the purification and excretion of uric acid via the kidneys.

Reference Clinical Study (Zhang et al., 2012): In a large epidemiological cohort study with more than 600 patients, daily consumption of sweet cherries over a short 48-hour cycle was shown to be unequivocally associated with a 35% decrease in the absolute risk of recurrent gout flare-ups, an effect enhanced by co-administration with traditional allopurinol treatment.

C. Optimizing Sleep Efficiency and Quality

The proven presence of bioavailable melatonin concentrations helps correct circadian disturbances. This significantly decreases the latency period of sleep and extends its effective deep duration in both young and older populations dealing with moderate chronic insomnia.

D. Accelerated Muscle Recovery for Athletes

For athletes and fans of high-intensity physical performance, the polyphenolic contribution of cherries acts by reducing post-workout oxidative damage (DOMS), muscle inflammation of the tissues and preserving mechanical power in rest periods.

4. Corporate Matrix: Component and Health Effects

Natural Component	Biological Mechanism	Main Clinical Effect
Anthocyanins	Inhibition of COX-1/2 pathways and clearance of ROS free radicals.	Pain relief, joint protection and rapid physical recovery.
Natural Melatonin	Bioavailable exogenous contribution for pineal signaling.	Improved sleep latency, depth, and synchronization.
Phenolic Acids	Suppression of lipid oxidation and protection of endothelial cells.	Prevention of coronary risks and cardiovascular stability.
Potassium and Active Fiber	Modulation of cardiac osmotic gradients and gut health.	Regulation of systolic blood pressure and metabolic balance.

5. Scientific Support References

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2. Zhang, Y., Neogi, T., Chen, C., Chaisson, C., Hunter, D. J., & Choi, H. K. (2012). Cherry consumption and decreased risk of recurrent gout attacks. Arthritis & Rheumatism, 64(12), 4004-4011. https://doi.org/10.1002/art.34677

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