

# Chocolate - Indulge Guilt Free in the Food of the Gods!

By Joy Taylor, BA, LMT - and a healthy, wealthy, eco-minded chocolate lover



Cacao Plant

“Healthy Chocolate? Chocolate that contributes to planetary balance planet? A chocolate business opportunity?” The rumors are spreading. So what is the truth of this chocolate craze? Could chocolate be a beneficial indulgence? Could it be an answer to Rainforest preservation? Can it make you rich?

For centuries chocolate has received adoring attention. The plant’s botanical name, *Theobroma cacao*, literally means “food of the gods” and many people would agree! It has provided pleasure, health and wealth in the Rainforest regions for millennia.

The history of chocolate dates back to 1000 B.C. when the great Mesoamerican civilization began cultivating the tree for its medicinal properties. Later the Mayans (A.D. 450-500) created a foamy liquid of chocolate and served it as a delicacy. The Aztecs (A.D. 1500) used the valuable cacao bean (chocolate) as a form of currency. And by A.D. 1544, chocolate reached the Old World as a gift from the Kekchi Maya of Guatemala to the Spanish court. From there its popularity spread throughout Europe and Asia.

Chocolate has a history as rich as its taste! It is a pleasure of the earth, an experience like nothing else, and a total delight! Science shows us that the flavor is a natural elixir of 1,200 different substances where none dominate but rather synergistically create the original and unduplicative taste proving that medicine doesn’t have to be unpalatable to be good for you.

So is chocolate healthy? According to Healthcentral.com, high quality organic dark chocolate may indeed have solid physiological benefits. The polyphenols, procyanidins and catechins appear to have antioxidant properties that may reduce the risk of heart attacks, strokes and cancer. UC Davis scientists report, “Regular intake of cocoa may contribute to a lower thrombotic (blood clot) risk.” Consumption of quality cocoa, rich in flavonoids, may be associated with the modulation of nitric oxide, a compound critical for supporting healthy blood pressure, opening up the arteries to increase blood flow, maintaining elasticity and preventing platelets from adhering to artery walls.<sup>1</sup>

In addition chocolate may reduce oxidation of dangerous LDL cholesterol. In moderation it has been shown in a study to increase longevity,<sup>2</sup> and we all know the active mood-altering effects of this favorite treat. It acts as a mild aphrodisiac as well as helps fight depression. Scientists at the Neurosciences Institute in San Diego discovered that biologically active ingredients of chocolate also target a substance in the brain known to produce “internal



Camu Camu Berries



Fucus Vesiculosus

bliss,” one of the most common reasons for eating chocolate.<sup>3</sup>

And there’s good news for women. The high magnesium content in cocoa has been shown to help with premenstrual symptoms justifying the natural craving for chocolate at that time.

But not all chocolate is created equal. In today’s chocolate market only two-tenths of 1 percent of the chocolates out there are organic (grown without chemicals.) And most mass processed chocolates combine refined sugars, artificial flavors and cheap high cholesterol polyunsaturated fats and hydrogenated oils. Their final product is 10 to 20 percent authentic and mostly a “chocolate filled” product which is much higher in fat, calories and unnatural, unhealthy additives.

In comparison, pure organic premium chocolate is typically 50 to 70 percent cocoa solids and contains natural sugar, and no vegetable oil. Therefore it has fewer calories and more health benefits.

### **The Next Step in Chocolate**

Recently the Amazon Herb Company, a cutting-edge health enterprise, introduced a new chocolate product, Chocamaca™. Fortifying organically grown dark chocolate with wild-crafted Rainforest Herbs, this tasty treat goes the next step in offering a healthy chocolate indulgence. Herbs, such as Muira Puama, Maca, Fucus and Suma add properties like endocrine system support (hormone balance), blood sugar balance, athletic endurance, and immune system enhancement. Camu-camu, harvested in the Amazon and found in Chocamaca™, has more vitamin C than any other natural plant in the world known today.<sup>4</sup> And a high-altitude grain from Peru, Kiwicha, adds additional protein and amino acids to each tasteful bite. This, I believe is the healthiest and most natural chocolate product available to date.

Not only can you enjoy it guilt-free, (it is only 30 calories and healthy) you can feel good about your chocolate habit because each bite contributes directly to Rainforest preservation.

“Chocolate may indeed be a matter of profound importance, if we can consume it in a way that will benefit the forests,” reports World Watch Magazine. In its feature article entitled, “Growing Cocoa to Regenerate Rainforest”, the magazine states, “Chocolate owes its origin to tropical rainforest, the richest ecosystem type on earth in terms of species diversity... (Cocoa’s) shade tolerance is a promising asset...Cocoa can supply an economic rationale for preserving tropical forest canopy.”

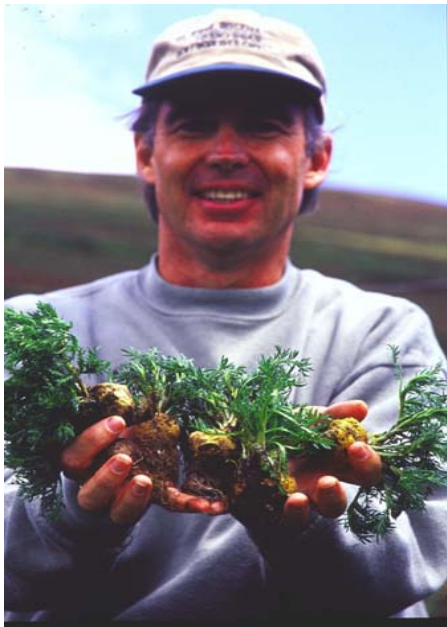
What the Amazon Herb Company’s Chocamaca™ has to offer is profound in terms of contributing to Rainforest preservation today! “We work directly with 14 different indigenous communities in the Amazon,” explains Amazon Herb Company President and founder, John Easterling. “We ecologically and sustainably harvest the herbs that we use (in Chocamaca™ and all the Amazon Herb Products). We have an ecological economics principle at work. When someone uses the products, they are helping to make the Rainforest more valuable alive than dead.

### **This is the Good News from the Amazon!**

“We give resources to the indigenous communities to collect the herbs which replaces their income, or in many cases gives them income that they didn’t have before. It gives them the ability to make decisions about their future, which they haven’t had the opportunity to make in several generations,” Easterling shares. “In many cases, they are able to get the rights and deeds to the land and they are able to throw the lumber companies off the land. It provides a new source of income for them and re-establishes the infrastructure and integrity of the Rainforest community. Where we are working, the Rainforest is pristine.



Native Shipibo Woman Cooking



Amazon John Easterling with Maca



Shipibo Shaman with Amazon Herb

“No one is doing what we are doing,” emphasizes Easterling. “We are working completely hands-on with the communities in the Rainforest and directly providing real assets and benefits there.”

Now is the time for ecology and commerce to join and make positive change in the world. We vote with our dollars, and every year consumers buy commodities that degrade our earth when we can be purchasing ecologically sound items that positively impact our lives. This is also the case with the world’s favorite delicacy, chocolate.

When you fulfill your next chocolate fix, try Chocamaca™ and make a profound difference in your health as well as the planet’s ecology.

As you can see there is more than one reason to enjoy your chocolate! And for those people who hear the ecological and financial calling, Amazon Herb associates can generate large incomes through a simple referral-marketing plan. “This allows consumers to share in the benefits. I am successfully building a home business, doing something I love and making money while contributing to a mission and vision I can believe in,” comments Dr. Dave Eldredge of Florida. “I believe 100 percent in this business and what it can offer anyone who cares to follow a dream.”

For more information on Chocamaca™, Amazon Herbs or your own eco-business, contact:

- 1 [nutraingredients.com/news](http://nutraingredients.com/news) (Brigham and Womens Hospital and Harvard Medical School)
- 2 [Healthcentral.com/peoplespharmacy](http://Healthcentral.com/peoplespharmacy) (Harvard University Graduates)
- 3 [Healthcentral.com/peoplespharmacy](http://Healthcentral.com/peoplespharmacy) (Neurosciences Institute in San Diego)
- 4 Well Being Journal, September/October 2002

**What’s in the Chocamaca™?**

**Ingredients:** Pure organic chocolate (Whole unrefined evaporated cane juice, Chocolate liquor, Unrefined cocoa butter, Vanilla beans) Maca, Kiwicha, Blue Green Algae, Marine Fucus, Camu Camu, Suma, Catuaba, Bitter Orange, Muira Puama, & Canela

**Serving size: 6 grams. Calories: 30 Calories from fat: 13.5  
 Total fat: 1.5 gm. Saturated fat: 0.5 gm.  
 Carbohydrates: 4 gm. Protein: .5 gm. Sugar: 2 gm.  
 No cholesterol. No sodium. 5.77% protein and 2% iron.**