

What they are saying about Chia – Selected gleanings from the web

<http://www.nutsonline.com/seedsspices/chia-seeds/white.html>

Chia seeds are **great for athletes** because they are highly hydrophilic, meaning they can absorb large amounts of water. They can hold 10 times their weight in water making them a great enhancer in hydrating our bodies.

Studies show that eating chia seed slows down how fast our bodies convert carbohydrate calories into simple sugars. This leads scientists to believe that the chia seed **may have great benefits for diabetics**.

http://www.therawfoodworld.com/product_info.php?products_id=1001333

The Chia Seed is an amazing food. For centuries many have used the seeds for a host of different reasons. Native Americans would take a pouch of seeds and a gourd of water on their trips. **The seeds were their food source and taken with the water they would hydrate their bodies for endurance.** When you hydrate the seeds in water the seeds shell opens up and absorbs up to nine times its volume in water. This then forms a gel, which is called Chia Seed Gel. The gel helps keep your body hydrated. The gel is also 90% soluble fibre, which is beneficial for your digestive track. People use the seeds when they are involved in sports or physical activities for endurance.

One day my stomach was hurting real bad because of the acid. I took one tablespoon of dried seeds with just enough water to get them down. I waited for five minutes and then I drank more water to finish hydrating the seeds. It worked! **The seeds hydrated from the acid in my stomach. The pain stopped. :)**

<http://www.chiativity.org/files/chiaseedrecipesgoodcausewellness.pdf>

Since the seeds absorb significant amounts of water, the lower calorie and nutritious chia gel gives you a "filled up" feeling. For many, this means eating smaller quantities and ingesting fewer calories. **The regular consumption of chia seeds has been a successful weight-loss strategy for many.**

http://www.chiativity.org/files/saturday_evening_post2005.pdf

In chia's previous, more glorious existence, it served as the power food of the ancient Aztec civilization. According to Spanish manuscripts, the Aztecs ate the seeds of this semitropical plant to improve their endurance. They called chia their "running food" because messengers reportedly could run all day on just a handful. **The Aztecs prized chia more highly than gold.**

<http://www.chiativity.org/files/seedsearchreview.pdf>

Recently, chia seeds have made a comeback due to their many beneficial properties that are being rediscovered. **The seed is being touted as a super food due to its high protein content and appropriate balance of all essential amino acids.** It is high in triglycerides, calcium, boron, vitamins A,B,C & E and antioxidants as well as omega 3 & 6 essential oils.

To find out more about this ancient superfood please contact Rob Mumford at:
rmumford@richardson.com.ar www.richardson.com.ar