

# Berryology 101

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# Outline

## 1. Introduction:

- ❖ Natural Products
- ❖ Plant Foods/Berries and Human Disease: Obesity, Cancer, Diabetes

## 2. Berry Research :

- ❖ Terminologies
- ❖ Challenges and Issues

## 3. Discussion

# Plant Medicines

- ❖ Plant medicines have been used by ancient cultures for centuries e.g. Traditional Chinese Medicine, Ayurveda, etc.
- ❖ The WHO estimates 80% of developing countries currently use plants as basis of medicinal systems
- ❖ Used as foods, extracts, teas, tinctures, soups, herbs, spices, etc.

# Natural Products from Plants



# Colors in Plants

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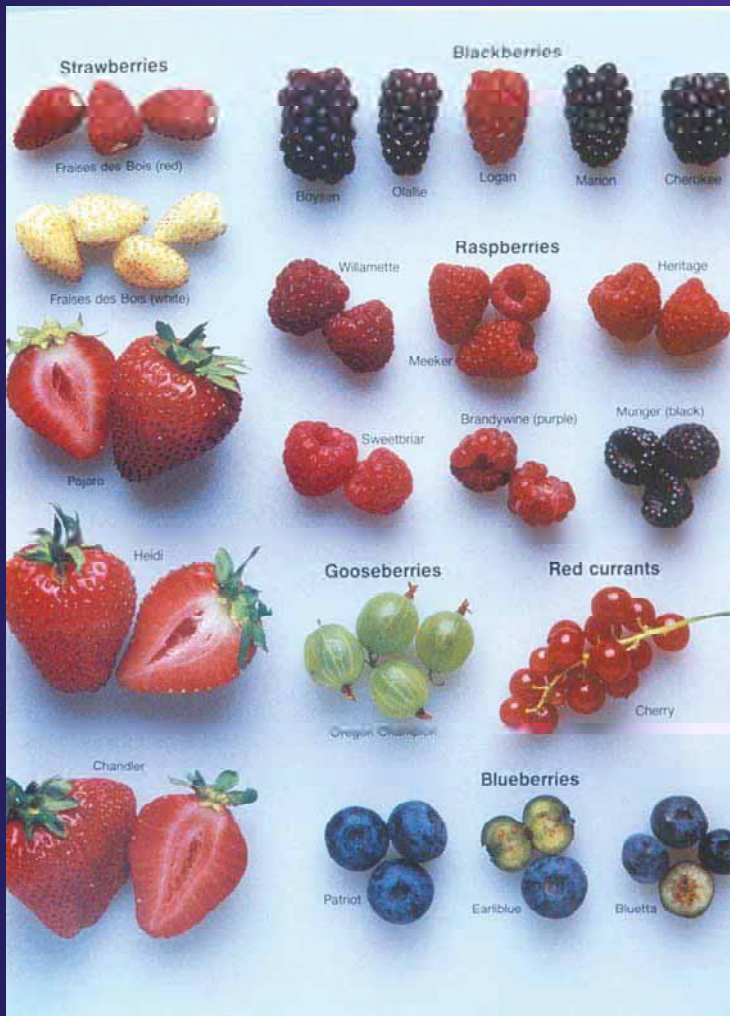
Protects from solar irradiation & oxidative damage.



# Dietary Phytochemicals (Phyto = Plant)

- ❖ Epidemiological data suggest that phytochemical-rich diet reduces risk of human diseases e.g. certain cancers, heart disease, neurodegenerative diseases, etc.

# Berries : 'Super-Fruit'; rich in phenolics



Phenolics

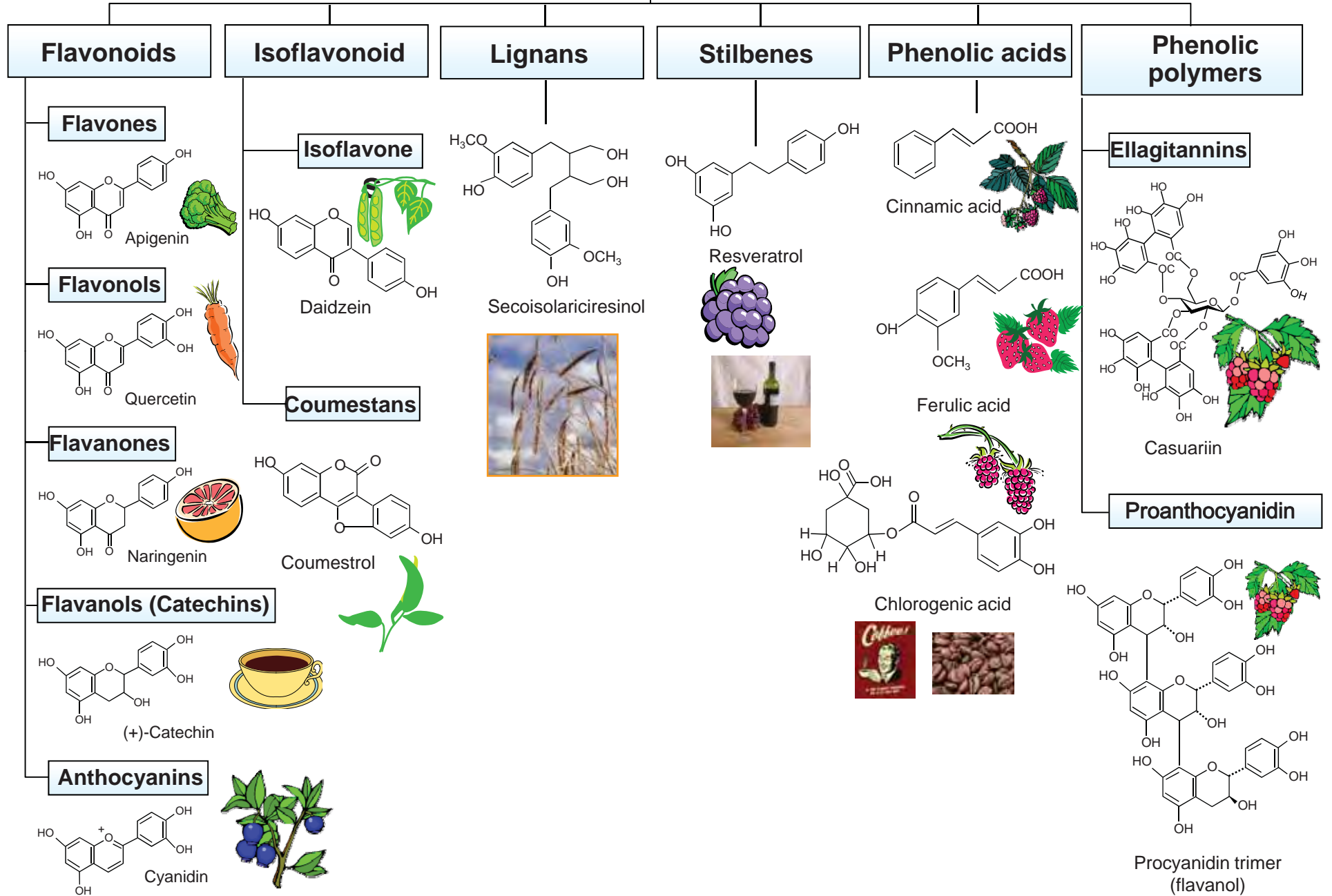
Flavonoids

- Anthocyanins
- Flavonols
- Flavanols

Simple Phenolics

Tannins:  
Hydrolyzable  
Condensed

# Examples of Dietary Polyphenols



# Importance of Plant-Based Diets: Ancient Man vs. Modern Man

- In tropical Africa, man wandered over large areas and ate over 800 varieties of foods, providing over 25,000 different phytochemicals
- Fewer than 20% of all Americans eat five or more servings of fruits and vegetables a day, as recommended by the National Cancer Institute (NCI)

# Similar DNA, different diets!



# Diets Then and Now

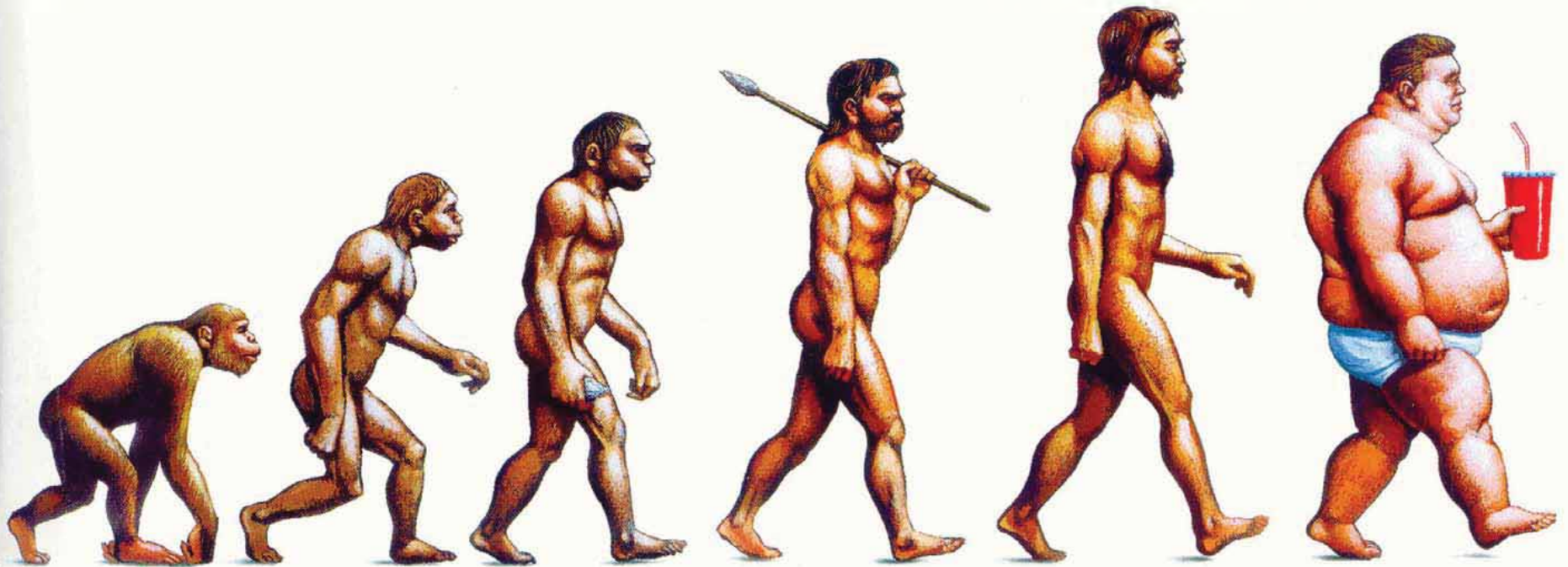
## 50,000 Years Ago

- ❖ Fruits, nuts, seeds, roots, tubers, flowers, leaves, stalks, beans
- ❖ (Hunter/Gatherers)

## Today

- ❖ Processed foods: refined pasta, cereals white rice & flour
- ❖ Added fat and sugar
- ❖ Tobacco and alcohol
- ❖ (Sedentary Lifestyle)

# Divergence from Plant- Based Diet



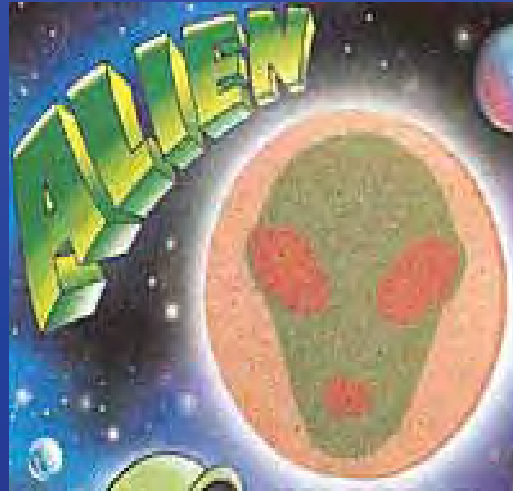
# Instead of these colors.....



We eat these colors...



And these colors...



And Sedentary Lifestyles.....





**Newsweek**

July 3, 2000 | \$3.50

**LIES ABOUT  
SOCIAL  
SECURITY  
BY ALLAN  
SLOAN**

newsweek.msnbc.com

**WATER ON MARS  
New Hints of Life**

**'ME, MYSELF & IRENE'  
The Wild Men of  
Comedy**

P002550  
005657

# Fat for Life?

**Six Million Kids  
Are Seriously Overweight.  
What Families Can Do.**

By Geoffrey Cowley & Sharon Begley

**“Childhood obesity is at epidemic levels  
in the United States.”**

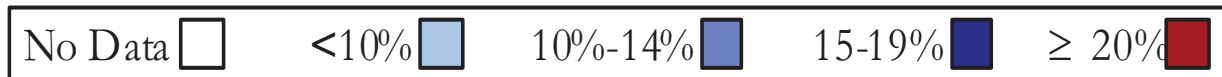
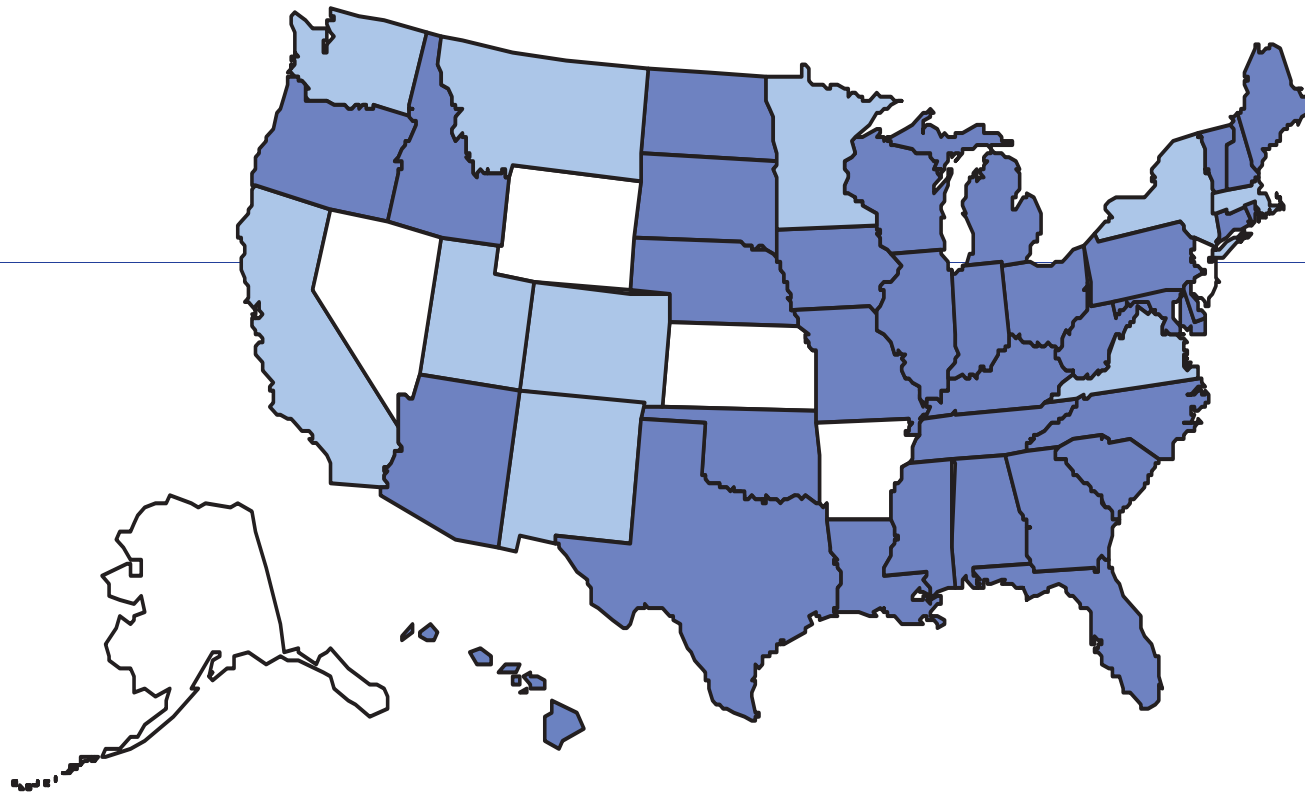
*- David Satcher  
US Surgeon General*



# Obesity Trends\* Among U.S. Adults

## BRFSS, 1990

(\*BMI  $\geq 30$ , or  $\sim 30$  lbs overweight for 5'4" woman)



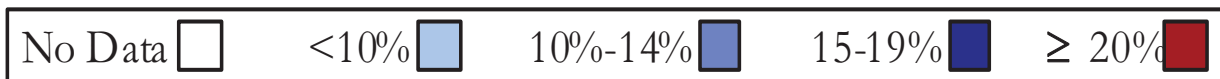
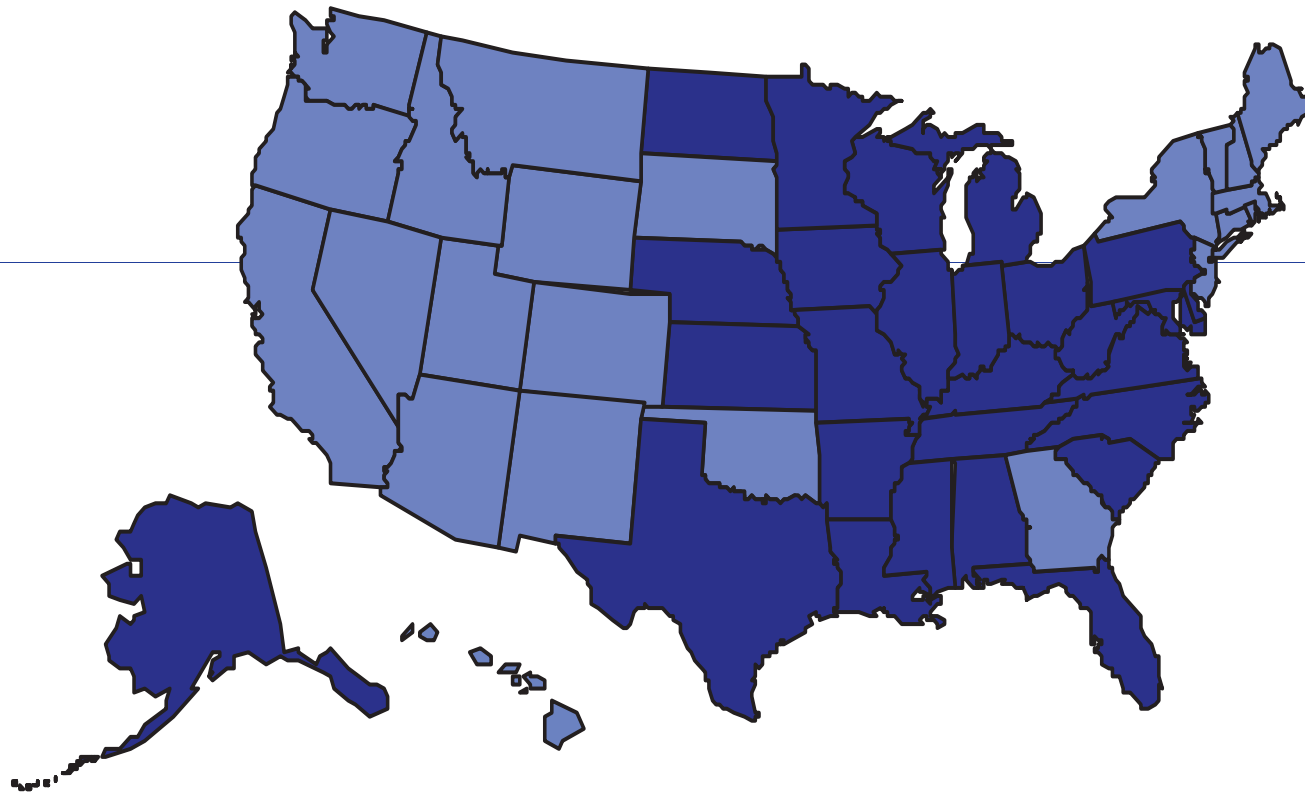
Source: Mokdad AH.



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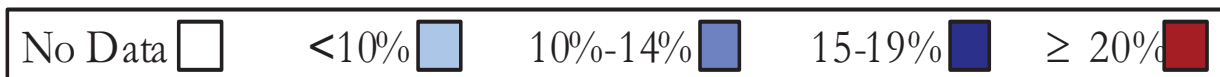
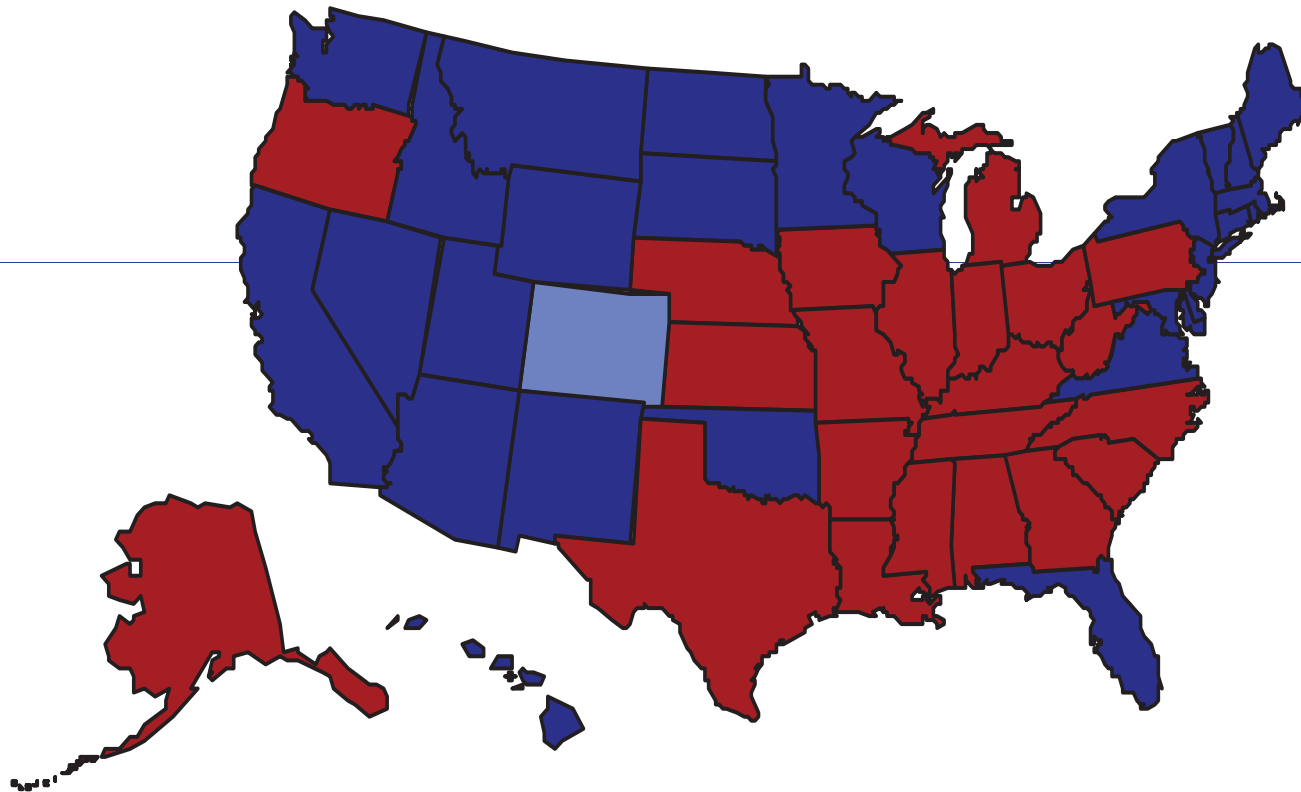
Source: Mokdad AH, et al. *J Am Med Assoc* 1999;282:16.



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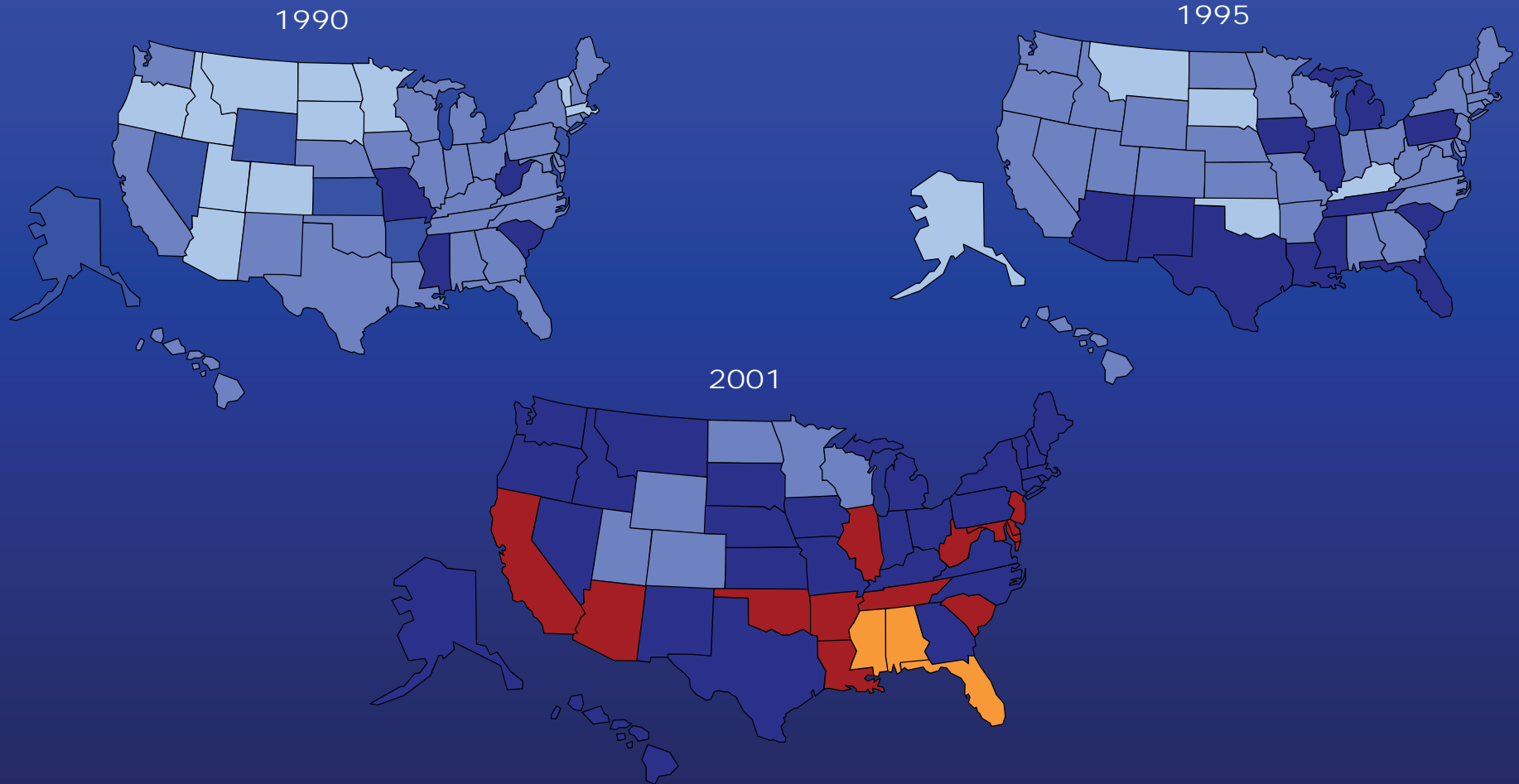
Source: Mokdad A H, et al. *J Am Med Assoc* 2001;286:10



# Diabetes Trends\* Among Adults in the U.S.,

(Includes Gestational Diabetes)

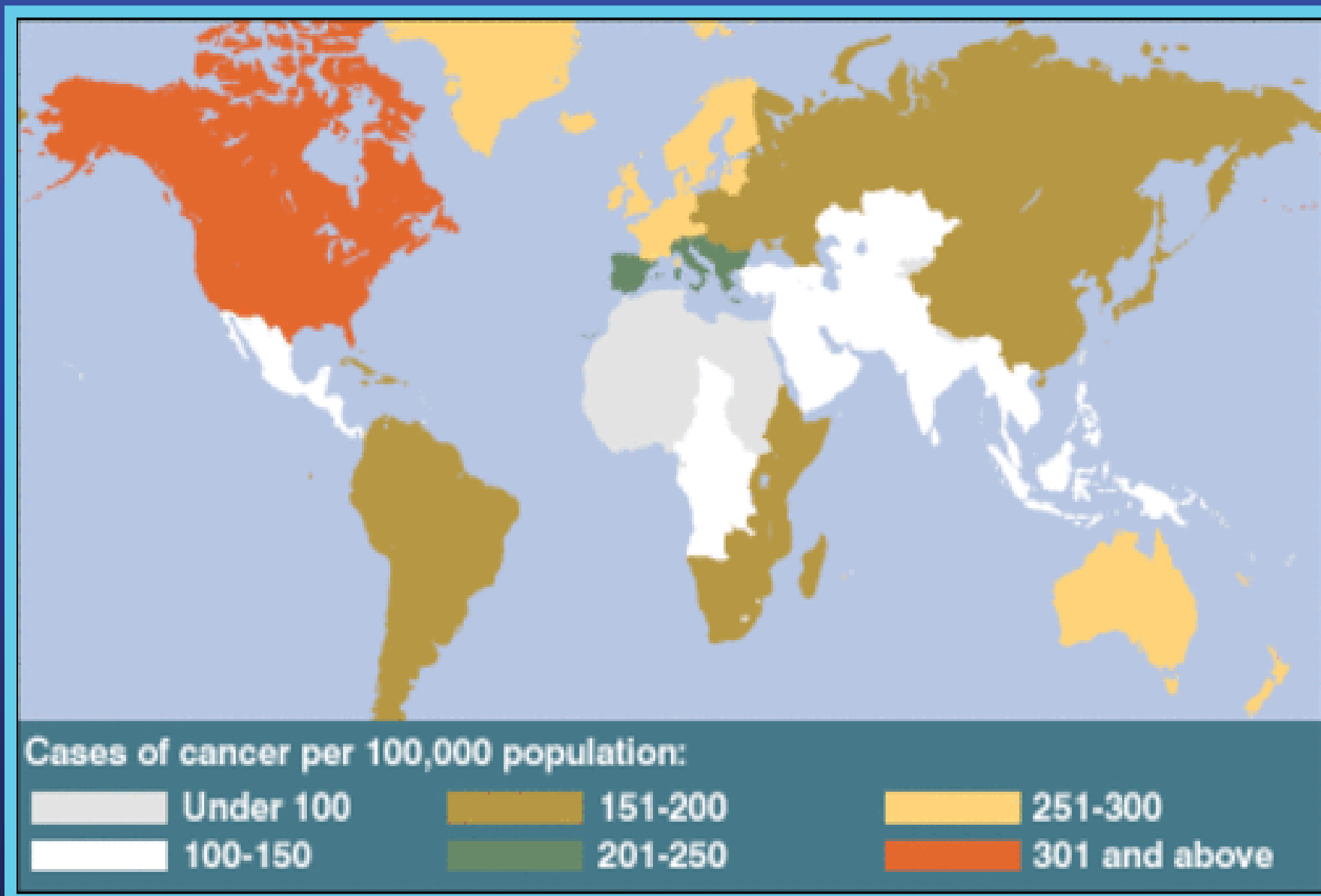
BRFSS, 1990, 1995 and 2001



Legend: No Data, <4%, 4%–6%, 6%–8%, 8%–10%, >10%

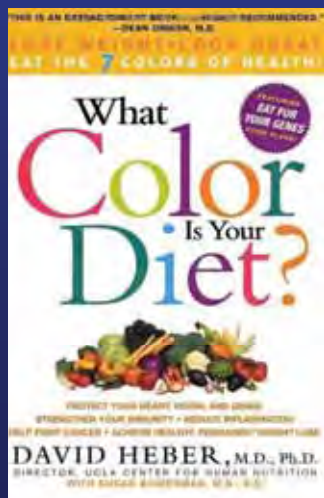
Source: Mokdad et al., *Diabetes Care* 2000;23:1278-83; *J Am Med Assoc* 2001;286:10.

# Cancer Incidence Worldwide



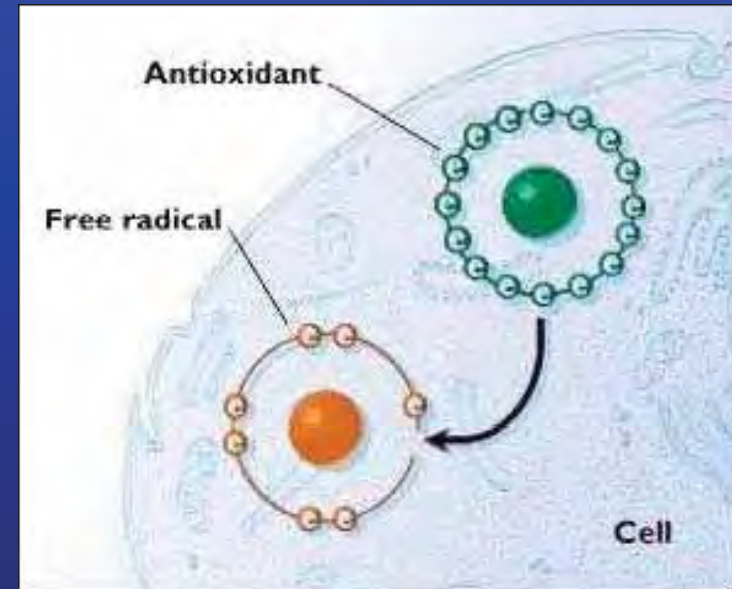
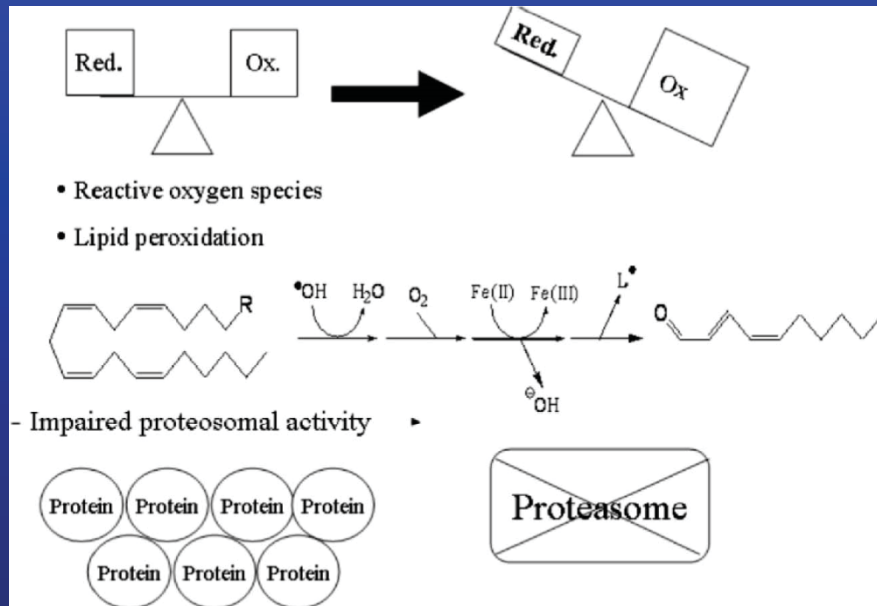
*From Parkin DM, EJC, 37, 2000, 4-66*

# THE COLOR WHEEL OF FOODS



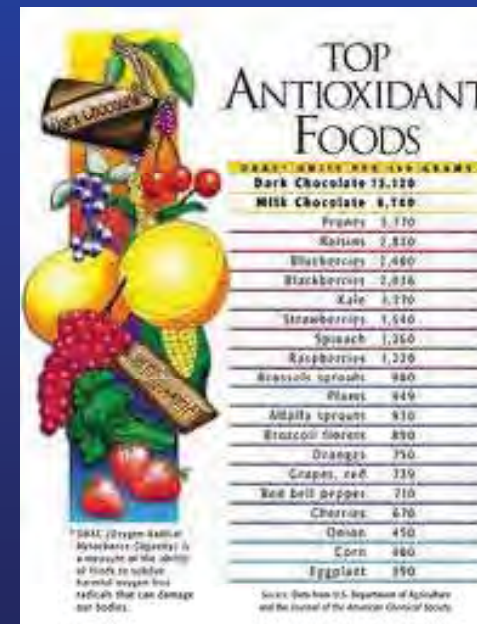
Adapted from "What Color Is Your Diet?"; Harper Collins 2001

# Plant Foods (Berries) are Antioxidants



# Antioxidant Measures

- ORAC, DPPH, TEAC, FRAP, etc.
- Cellular tests
- Combinations



# The 'Contradictory Science of Antioxidants'

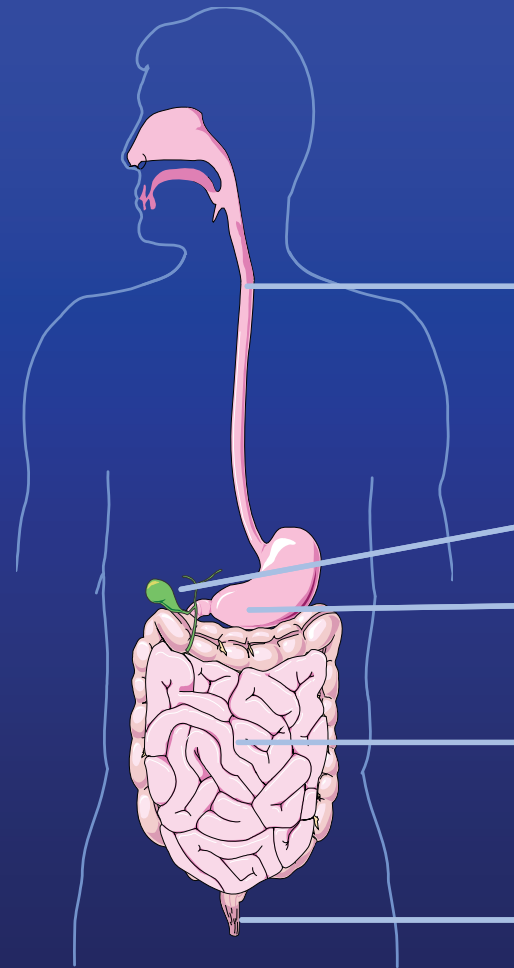
- Conflicting studies from observational studies and randomized controlled trials

# In *Vitro* vs. In *Vivo*

- *In vitro* ('test-tube') studies commonly use high/non-physiologically achievable concentrations
- Does not always translate into *in vivo* (living) situation

# In Vitro vs. In Vivo

- ❖ Absorption
- ❖ Distribution
- ❖ Metabolism
- ❖ Excretion



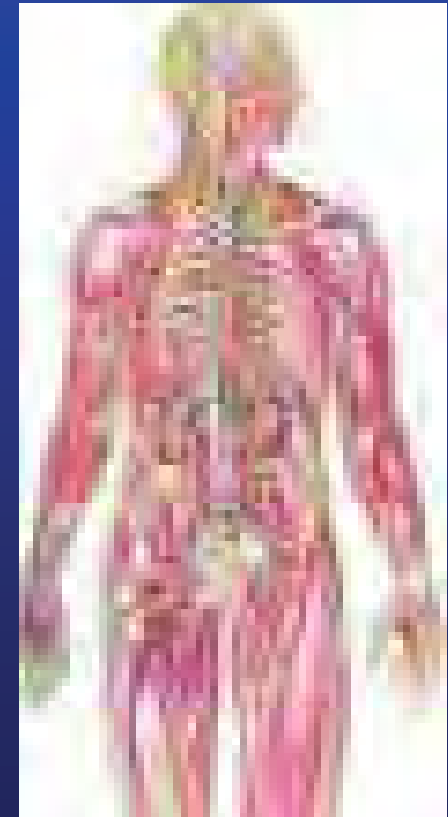
**'the tissue is the issue'**

# *In Vivo* Studies

## Animals: Rodents



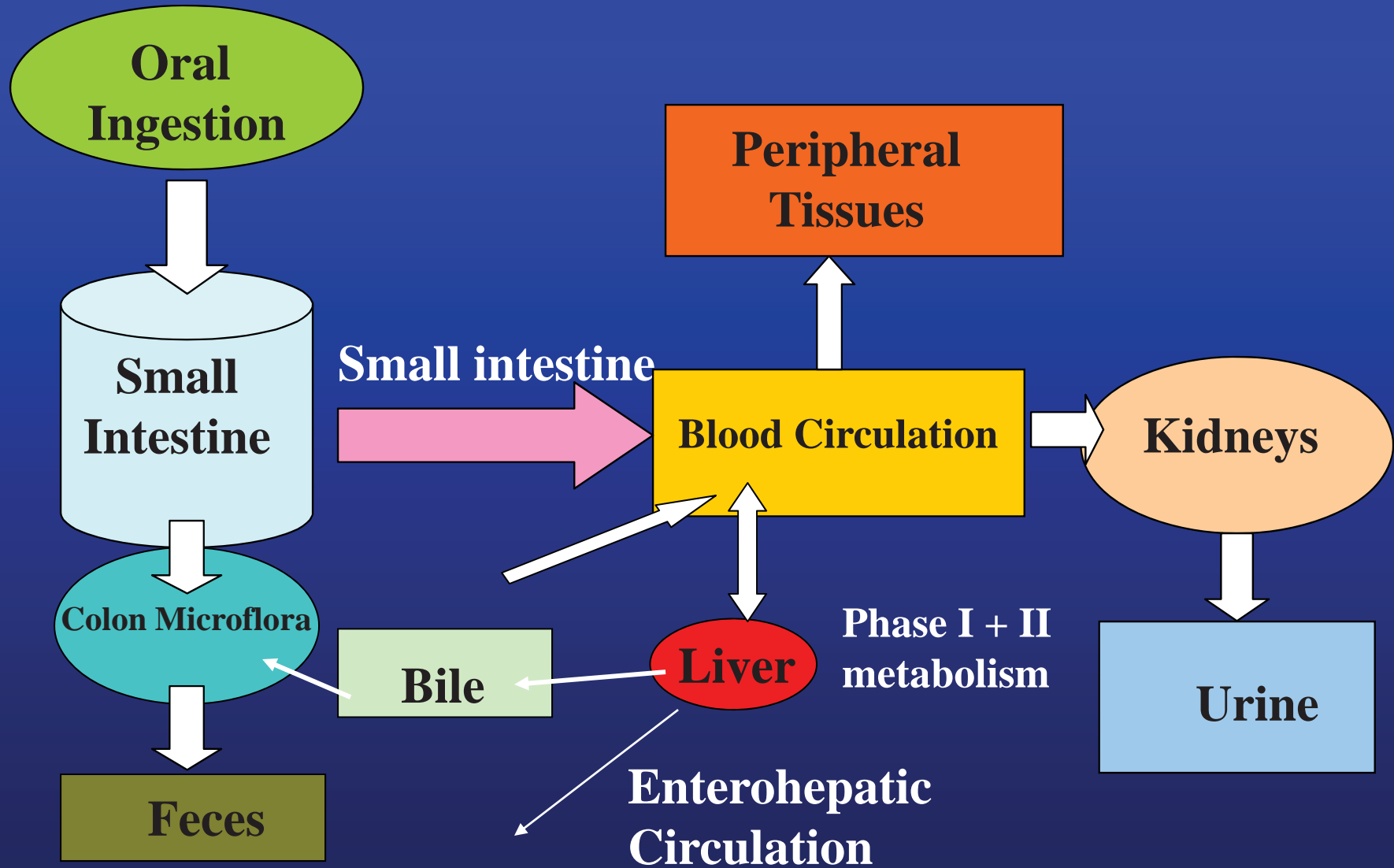
## Humans



# Challenges

- Analytical challenges in estimation of levels in biological fluids and tissue
- Limited human tissue bioavailability data available : animal = human?
- Lack of correlation with blood/tissue levels and bio-activities relevant to disease states

# Berry Polyphenol Metabolism



Phase II Conjugation: Glucuronidation; Sulfation; Methylation

# Issues in Evaluating Polyphenol Bioavailability

- Chemical sub-class:
  - Type and extent of food processing
- Food matrix, stability, digestive release and solubility
- Food pairings
- Metabolism : Phase 1 & 2
- Inter-individual variability:
  - Genetic polymorphisms, Gut microflora

# Beyond .....Antioxidant

- ❖ Anti-Inflammatory
- ❖ Anti-neurodegenerative
- ❖ Anti-cancer
- ❖ Cardiovascular disease
- ❖ Effects on enzyme metabolizing pathways, signaling transduction pathways etc.

*Seeram NP and Heber D. Impact of berry phytochemicals on human health: Effects beyond antioxidation. Chapter 21.; American Chemical Society (ACS) Symposium Series No. 956I; Oxford University Press, UK, 2006.*

# Inflammation & Disease

FEBRUARY 23, 2004

**TIME**

**BUSH'S MILITARY RECORDS IS DISNEY MOUSETRAPPED?**

**THE SECRET KILLER**

■ The surprising link between **INFLAMMATION** and **HEART ATTACKS, CANCER, ALZHEIMER'S** and other diseases

■ What you can do to fight it

www.time.com AOL Keyword: TIME

HEALTH

By **CHRISTINE GORMAN** and **ALICE PARK**

## The FIRES Within

Inflammation is the body's first defense against infection, but when it goes awry, it can lead to heart attacks, colon cancer, Alzheimer's and a host of other diseases

**W**HAT DOES A STUBBED TOE OR A splinter in a finger have to do with your risk of developing Alzheimer's disease, suffering a heart attack or succumbing to colon cancer? More than you might think. As scientists delve deeper into the fundamental causes of those and other illnesses, they are starting to see links to an age-old immunological defense mechanism called inflammation—the same biological process that turns the tissue around a splinter red and causes swelling in an injured toe. If they are right—and the evidence is starting to look pretty good—it could radically change doctors' concept of what makes us sick. It could also prove a bonanza to pharmaceutical companies looking for new ways to keep us well.

Most of the time, inflammation is a lifesaver that enables our bodies to fend off various disease-causing bacteria, viruses and parasites. (Yes, even in the industrialized world, we are constantly bombarded by pathogens.) The instant any of these potentially deadly microbes slips into the body, inflammation marshals a defensive attack that lays waste to both invader and any tissue it may have infected. Then just as quickly, the process subsides and healing begins.

Every once in a while, however,

the whole feverish production doesn't shut down on cue. Sometimes the problem is a genetic predisposition; other times something like smoking or high blood pressure keeps the process going. In any event, inflammation becomes chronic rather than transient. When that occurs, the body turns on itself—like an angry child who can't resist picking a scab—with ailments that seem to underlie a wide variety of diseases.

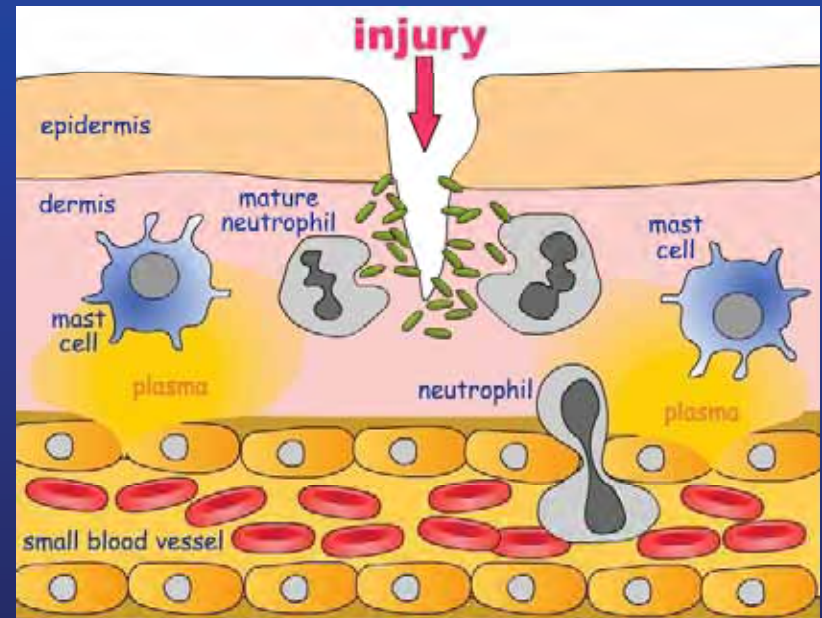
Suddenly, inflammation has become one of the hottest areas of medical research.

Illustration for TIME by Brian Stauffer

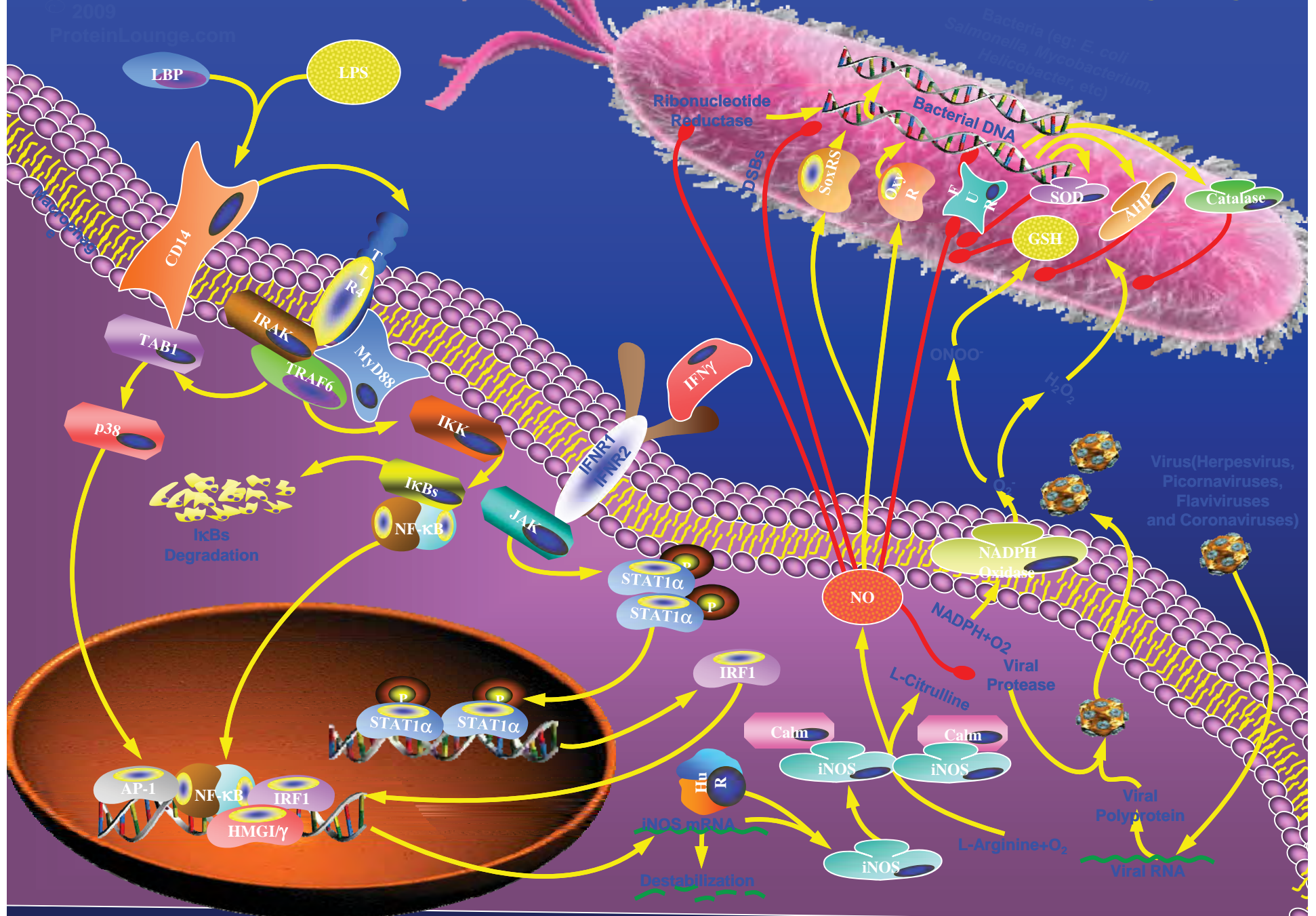
TIME Feb. 23, 2004

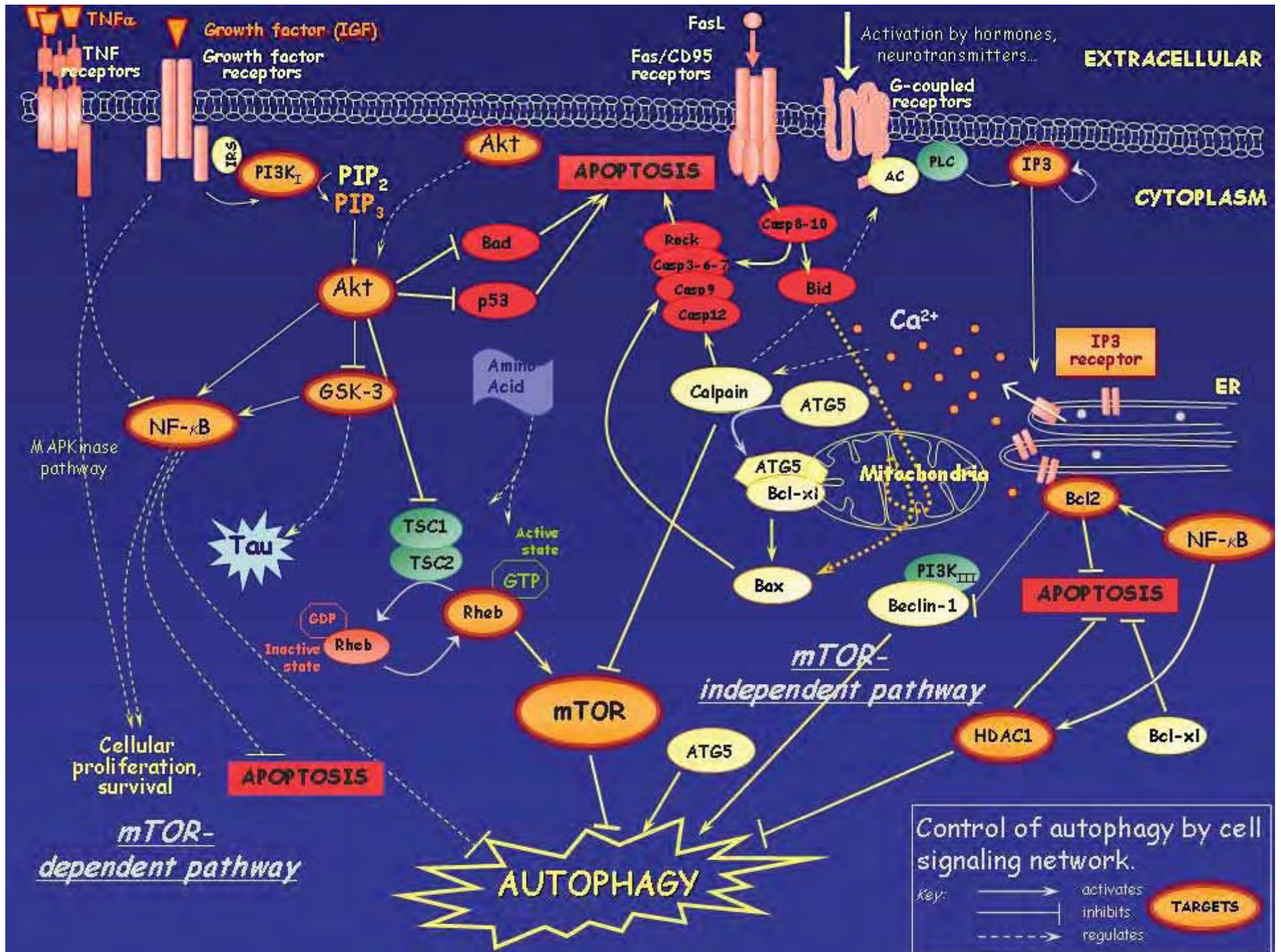
# What is Inflammation?

- ◆ Inflammation is an immune response to injury or infection causing pain, redness, heat, and swelling in the affected area.
- ◆ Two types:
  - ✧ Acute Inflammation
  - ✧ Chronic Inflammation
- ◆ Causes of Inflammation
  - ✧ Trauma
  - ✧ Endogenous antigens
  - ✧ Chemical agents
  - ✧ Microbial pathogens

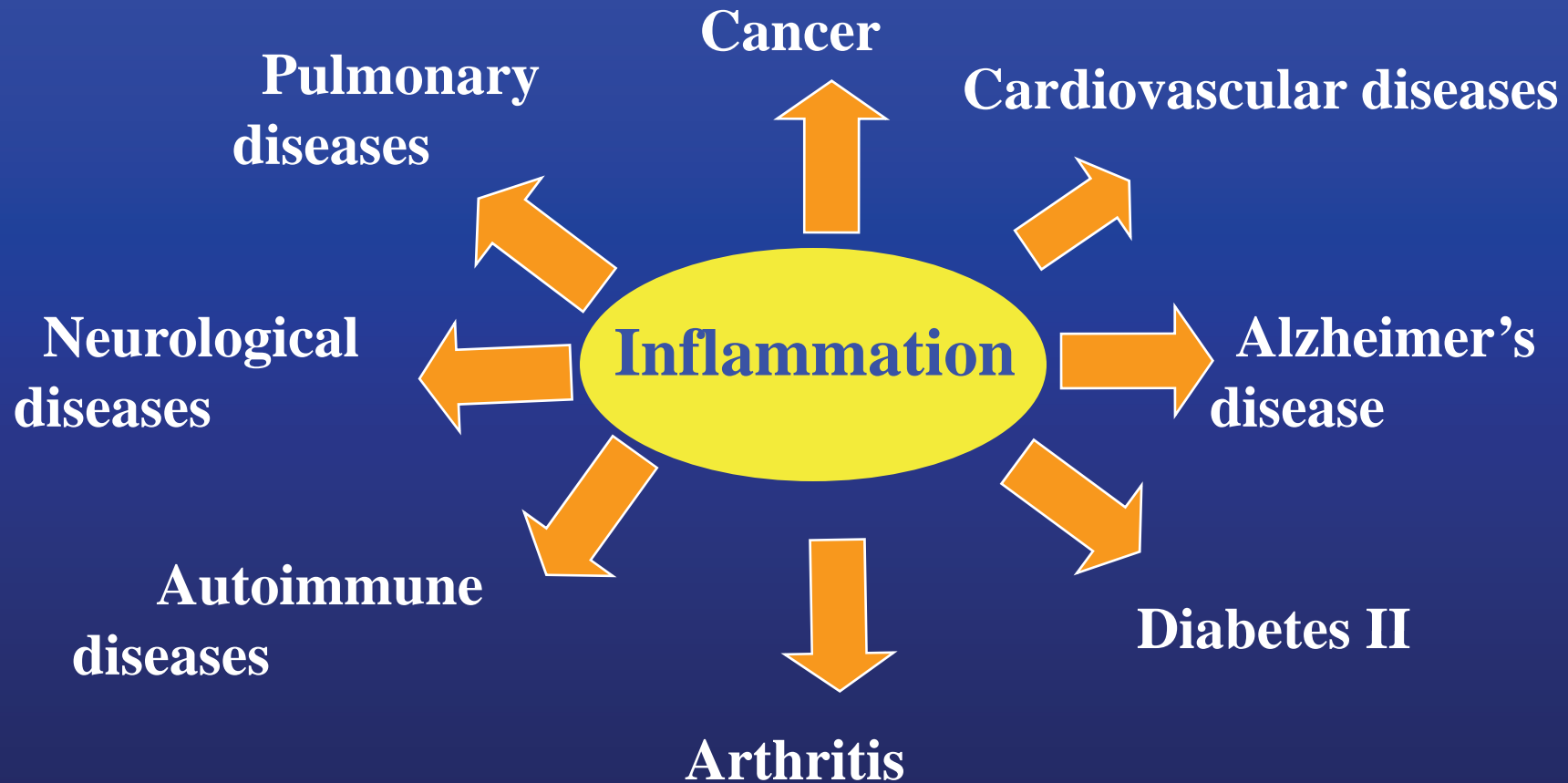


**Cells involved:** Macrophages, Mast cells, Neutrophils, Lymphocytes, etc



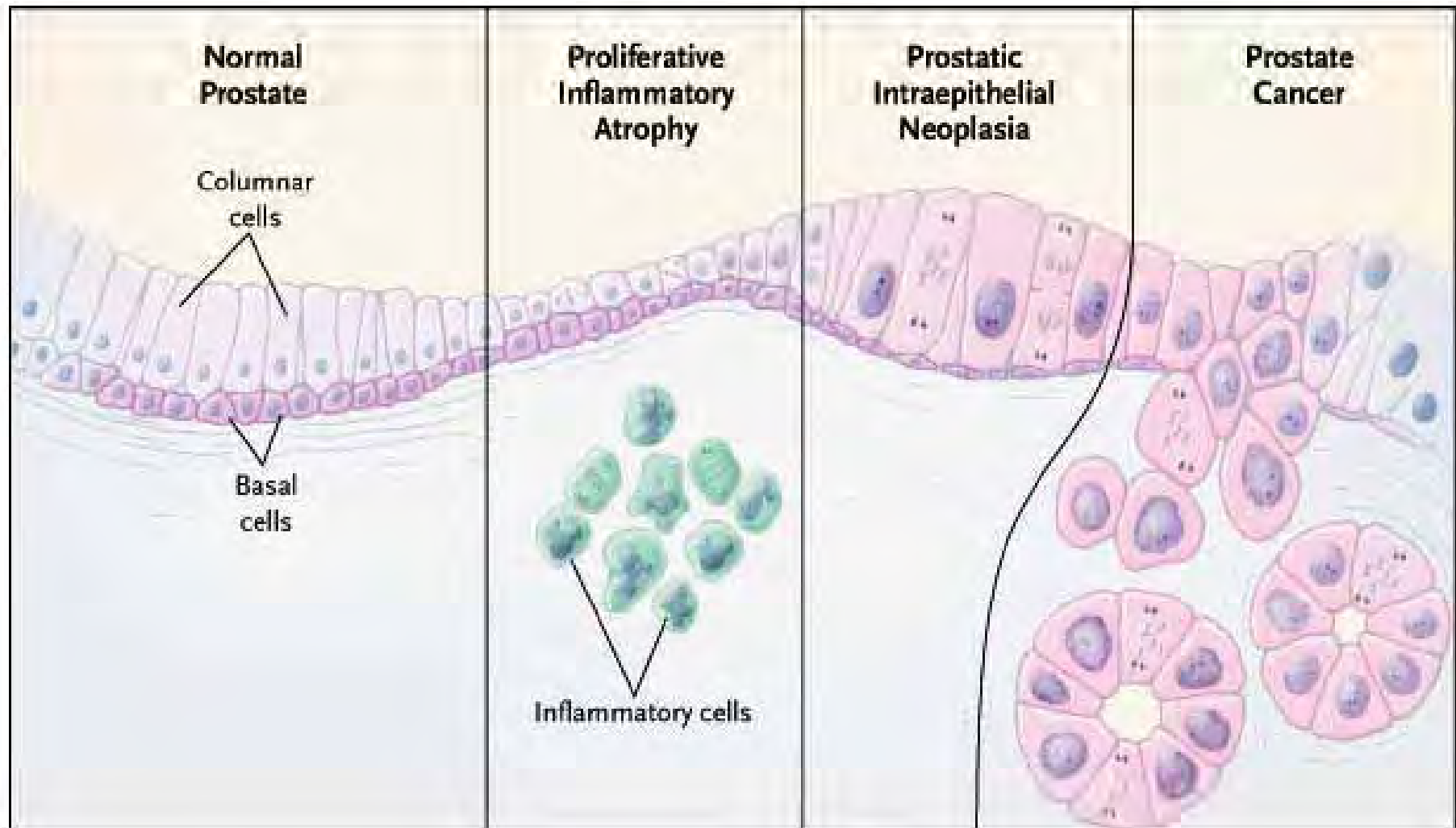


# Inflammation linked to most diseases

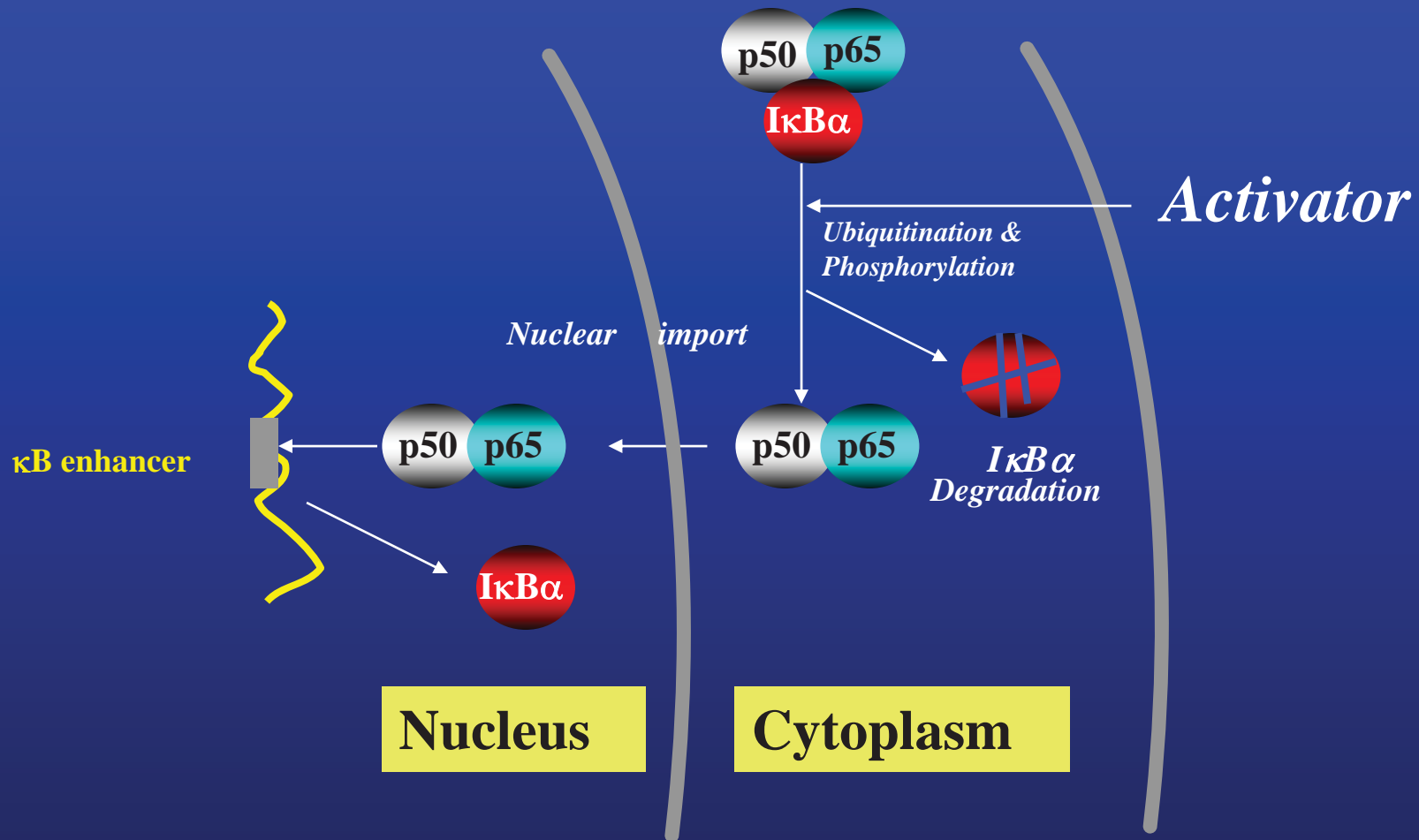


# Inflammation and CaP

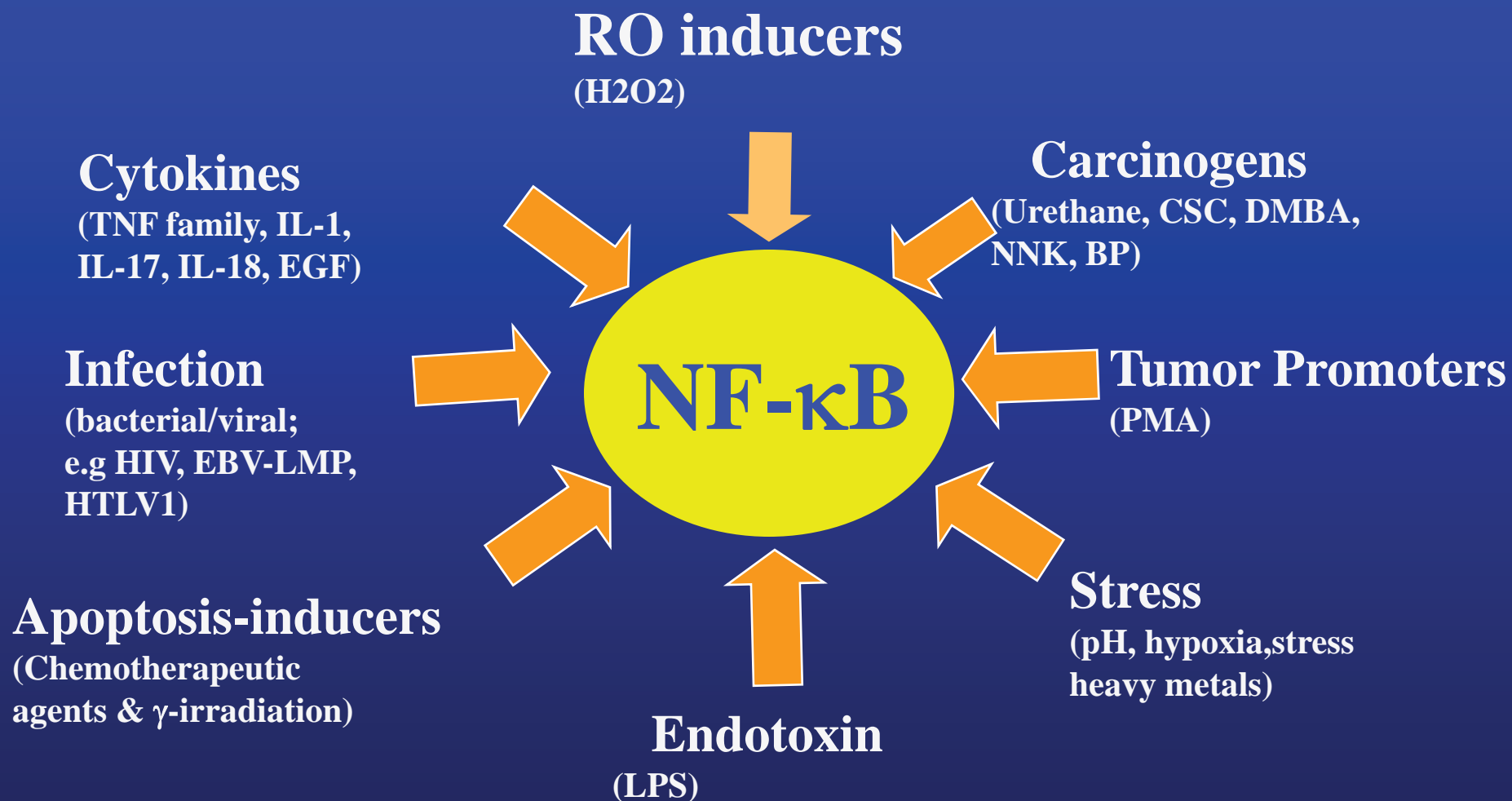
Proliferative Inflammatory Atrophy: Possible precursor to CaP



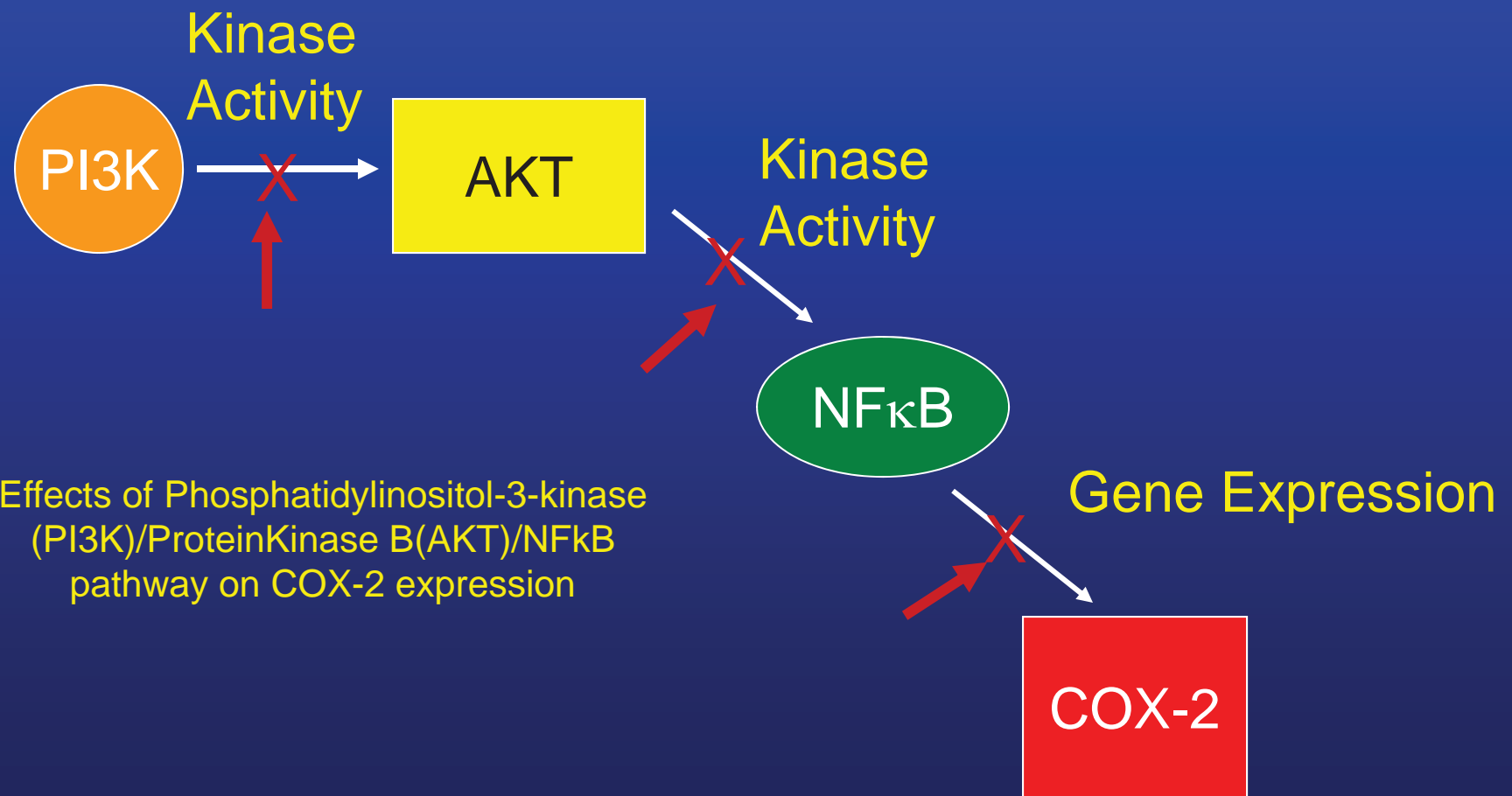
# Nuclear Factor Kappa Beta (NF- $\kappa$ B)



# What activates NF- $\kappa$ B?



# Berry Polyphenols Inhibit Pro-Inflammatory Cell Signaling *In Vitro*



Adams, L; Seeram, N; Aggarwal, B; Takada, Y, Sand, D;  
Heber, D. *J. Agric. Food Chem.* 2006, 54, 980-985

# Research Directions

- Probe for mechanistic insights into anti-inflammatory at cellular levels
  - At the 'cytokine' and 'gene expression' level, As direct inhibitors of COX-2 and iNOS, etc.
  - Regulatory pathways and sub-cellular signaling

# Berry Science & Marketing

Inflammation and  
Oxidative Stress are  
Associated With  
Chronic Disease

Single Berry Compounds  
Reduce Inflammation and  
Oxidative Stress

Combinations of  
Berry Compounds  
Reduce  
Inflammation and  
Chronic Disease  
Risk

# QUESTIONS?

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