

Raise Your Rainbow® Color Guide

Color

Benefits

Kid Translation

Red

- Heart Health
- Cancer Fighter
- Joint and Bone Health

Helps protect against heart disease and also clears out potential cancer-causing “free radicals” in the lungs and prostate.

Vitamin C is found in high amounts in both red and orange colors. It helps heal cuts, keep teeth and gums healthy and assists with iron absorption. Vitamin C is also essential in producing collagen which promotes healthy joints and bones.

Red helps keep our heart healthy.

Orange

- Vision
- Skin
- Immune System
- Joint and Bone Health

Beta carotene is an antioxidant that gives produce its orange and deep yellow color. It helps your body produce **Vitamin A** which helps keep eyes and skin healthy and protect against infections. Orange colors are also rich in **Vitamin C**.

Orange helps our eyes see better.

Yellow / White

- Immune System
- Heart Health
- Vision

Produce in the yellow / white group help fight infections and may reduce the risk of certain cancers. Many are anti-inflammatory and help reduce the risk of heart disease and maintain healthy blood pressure. Deep yellow produce are also rich in **Vitamin A**.

Lutein is found in high amounts in both yellow and green produce. It helps slow down age-related eye disease (cataracts and macular degeneration.)

Yellow/White helps keep us healthy by fighting off colds and infections.

Green

- Cancer Fighter
- Vision
- Bone Health

Green vegetables, especially leafy green and those in the cruciferous group (broccoli, kale, cabbage, Brussels sprouts, bok choy) may help prevent certain cancers by detoxifying carcinogens in the body. They also contain high amounts of **Calcium** (for strong bones and teeth) and **Iron**. Green produce also contains **Lutein** (for vision health), and **Vitamin K** (heart and bone health.)

Green helps build strong bones and keep our entire body healthy and strong.

Blue / Purple

- Memory
- Healthy Aging
- Heart Health

Produce in this category protects cells from damage by destroying “free radicals”. They also have anti-inflammatory properties, may reduce the risk of certain cancers, stroke and heart disease as well as improve memory and urinary-tract health.

Blue/Purple colors help our memory!