

Xenohormesis— phenomena, as magical as it sounds!

This scientifically validated idea reveals that when plants go through stress—like **drought, extreme sunlight, injury**, or even the need to stand out attractively—they don't just survive; they thrive by producing more **phytonutrients, antioxidants, and bioactive compounds** that help them cope.



And here's the beautiful twist when we eat these resilient plants, their survival traits get passed on to us. We literally absorb their strength.

Think about it—plants with **bold colors** are often those who've fought harder. Their skins are **richer, deeper, more vibrant**. For example:



Purple eggplants outperform white ones.



Red hibiscus trumps the white.



Black or crimson grapes beat pale green grapes in antioxidant power.



Carrots, red radish, and violet cabbages?

They're your skin's and heart's best friends.

During tough conditions, grapevines pump out resveratrol, a magical antioxidant linked with tissue repair and longevity—perhaps that's why **red wine** has been given a thumbs-up by doctors (**in moderation, of course**).

But **pesticides** are ruining wine, nowadays!



These **radiant colors** in fruits and veggies come from **carotenoids, anthocyanins, flavonoids, lycopene**, and more. They are your shield against **oxidative damage, inflammation, and early ageing**. They balance **cholesterol, boost your heart, and brighten your cells** from within.



So next time you go veggie shopping, reach out with intention for the **violet cabbage**, **crimson grapes**, **ruby bell peppers**, and **magenta radish**.



Violet cabbage



Ruby bell peppers



Crimson grapes



Magenta radish



Don't overboil

it sends the nutrients down the drain (literally).



Steam or sauté

Steam or sauté lightly to preserve pigments and antioxidants.



Minimal water and cook covered

Use minimal water and cook covered to lock in the goodness.



Lower heat

Lower heat, shorter time is your mantra when dealing with bright veggies.



squeeze of lemon

A squeeze of lemon post-cooking boosts absorption of certain nutrients like iron and makes flavonoids more bioavailable.



Colors are good. Colors are life. Cook them gently, eat them joyfully.



Have a radiant, colorful week ahead!

