

**TOMATO PRODUCTS  
AN OPPORTUNITY FOR  
OPTIMAL HEALTH**

When consumers think about tomato products, they find them **Simply. Irresistible.** That's the bottom line from recent comprehensive qualitative and quantitative research studies conducted by the Tomato Products Wellness Council. Here are some research highlights:

Informed consumers readily accept that tomato products are a good heart-healthy source of the antioxidant lycopene. "I know that I'm taking care of my family, providing more vegetables while giving them the foods they love." **Simply. Irresistible.**

Over 60% of all tomato users simply eat more tomato products more often and usually are more aware of their health benefits. Everyone can use a reminder that there are some simple steps they can take to better care for themselves or their loved ones: serve foods that are really good for them and that are **Simply. Irresistible.**

More information on research studies, recipes and insights are available at [www.TomatoWellness.com](http://www.TomatoWellness.com)



**tomato products**  
*wellness council*

*Simply.  
Irresistible.*  
**tomato products**

At [www.TomatoWellness.com](http://www.TomatoWellness.com) you will find:

- More than 470 research studies published in peer reviewed scientific journals on the health benefits of tomato products.
- Recipes, videos and cooking tips for including more healthy, delicious tomato products into your diet.
- Nutrition information on tomato products' wellness, from a return to preservation in the kitchen to letting tomato products help you lose weight.
- The latest news on tomato wellness, such as the inclusion of a "red" vegetable category in the Dietary Guidelines Advisory Committee Report.



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