

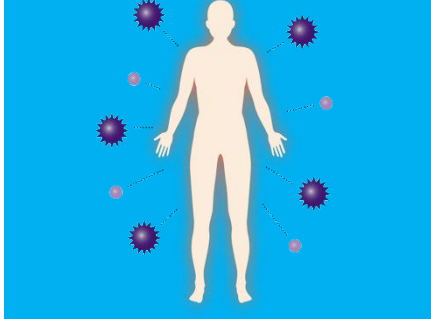
Tomato

Example of key message:



“Tomatoes make your skin more beautiful”

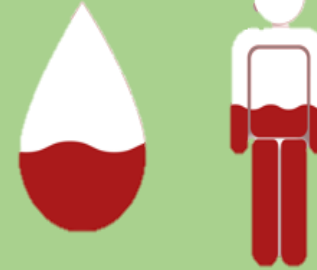
Protects from  
infections



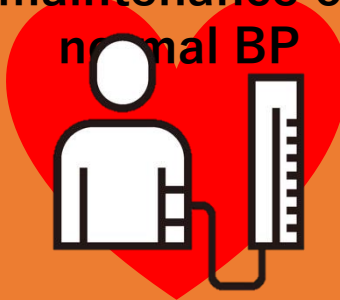
Improves skin  
tone



Prevents  
anemia



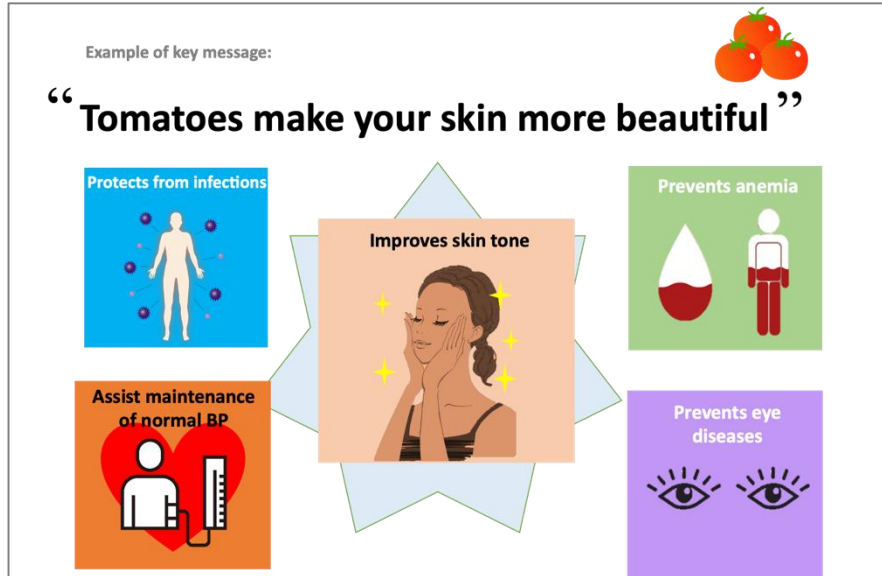
Assist  
maintenance of  
normal BP



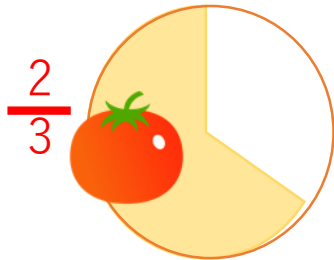
Prevents eye  
diseases



# Health effects of tomatoes



One tomato contains two-thirds of an adult's daily requirement of vitamin C



Q

Why is it good for the skin?

A

It contains a nutrient (vitamin C) that improves skin condition.

Q

Why does it protect us from infections?

A

It contains a nutrient (lycopene) that boosts the immune system.

Q

Why does it prevent anemia?

A

Tomatoes help to produce blood and prevents anemia.

Q

Why does it help to maintain normal blood pressure?

A

It contains a nutrient (potassium) that helps to reduce blood pressure elevation (BPE).

Q

Why is it good for the eyes?

A

It contains a nutrient (vitamin A) that is necessary for visual functions

# Tips for cooking and eating tomatoes

Suitable for  
cooking at  
high  
temperatures

Eat with  
iron-rich  
foods

Important  
to eat  
with a  
variety of  
foods

...but avoid  
overheating  
for too long

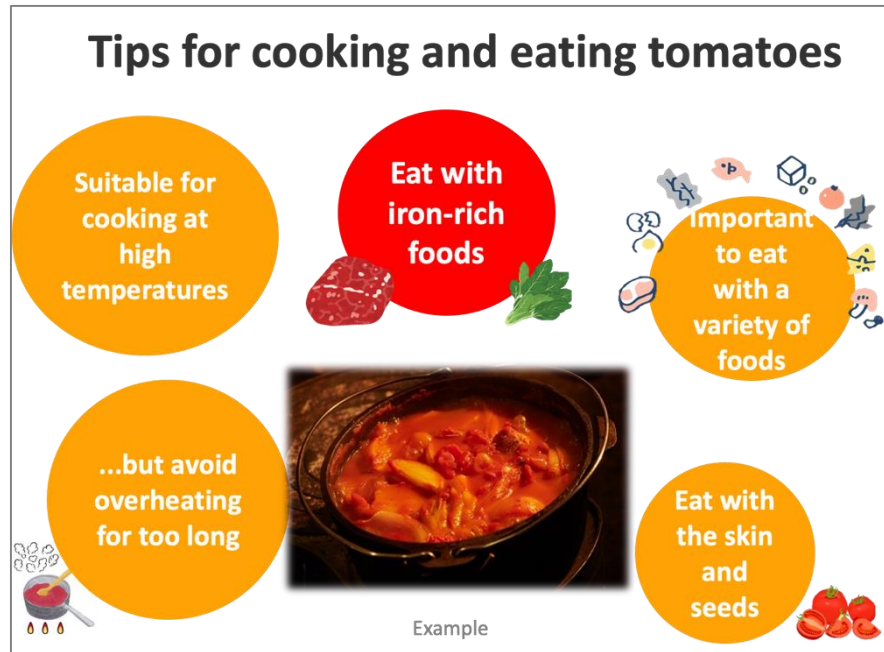
Eat with  
the skin  
and  
seeds



Example



# Tips for cooking and eating tomato



Eat with iron-rich foods (e.g., meat, spinach) to help the absorption of iron.

Processing and cooking tomatoes can increase nutritional value, but after 2, 15, and 30 min. of heating at 88 °C, the vitamin C content dropped 11, 16, and 28%, respectively.

The longer a food is cooked, the greater the loss of nutrients.

The skin and seeds of tomatoes have more anti-aging effects than that of fruits.

Eat a combination of different foods, including **staple foods** (e.g., cereals such as wheat, barley, rye, maize, or rice), or **starchy tubers or roots** (e.g., potatoes, yams, taro or cassava), **legumes** (e.g., lentils, beans), **vegetables, fruit, and foods from animal sources** (e.g., meat, fish, eggs, and milk).

Eat a variety of whole (i.e., unprocessed) and fresh foods every day to help obtain the right amounts of essential nutrients.