



AXIA
COGNITIVE™

AXIA COGNITIVE™
RESEARCH SERIES

THE KIWI SERIES

KIWI

SMALL FRUIT. POWERFUL NUTRITION.



SCIENCE • NUTRITION • PERFORMANCE • WELLBEING

Evidence-led educational content exploring the biological
power of kiwi and the naturally occurring compounds
that support a healthier, more resilient you.

STABILITY BEFORE CLARITY.



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ENGINEERED HYDRATION.
COGNITIVE CLARITY. BEHAVIOURAL FREEDOM.

Most people eat the golden flesh of a kiwi and discard the skin.

But nutritionally, that may mean throwing away part of the fruit's value.

Golden kiwi skin is edible. Compared with the noticeably fuzzy skin of many green kiwifruit varieties, golden kiwi typically has a thinner, smoother exterior, making eating the whole fruit a practical option.

And that skin deserves a closer look.

BEYOND THE FLESH

Golden kiwifruit is already recognised as a nutrient-dense whole food, providing vitamin C, dietary fibre and a range of naturally occurring plant compounds.

However, nutrients are not distributed evenly throughout a fruit.

The outer tissues of many fruits are particularly interesting because they form part of the plant's protective interface with its environment. Kiwifruit skin contains fibre and a variety of phytochemicals, including phenolic compounds associated with antioxidant activity.

Eating the skin therefore changes the nutritional profile of the portion we consume.

Instead of eating only the flesh, we consume more of the whole fruit matrix.

A RICHER SOURCE OF FIBRE

One of the simplest advantages of keeping the skin on is additional dietary fibre.

Fibre contributes to normal bowel function and provides substrate that can be utilised by parts of this gut microbiota.

This matters within the AXIA Cognitive™ philosophy because nutrition is not simply about isolated vitamins or individual ingredients.

Whole fruits deliver water, fibre, micronutrients and phytochemicals together within a natural biological matrix.

THE AXIA PERSPECTIVE



Better nutrition does not always require adding something new. Sometimes it means reconsidering what we routinely throw away.

The skin of a golden kiwi may appear insignificant, yet it contains fibre and antioxidant-associated plant compounds that form part of the fruit's natural protective infrastructure.

Eating the whole fruit is a small behavioural change. But small choices, repeated consistently, are exactly where better nutrition begins.

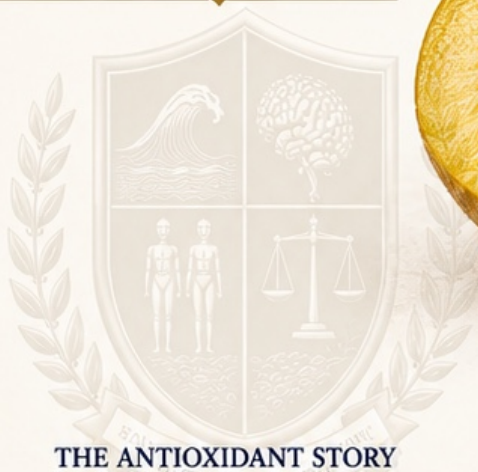


AXIA Cognitive™ Natural Hydration Research Series

GOLDEN KIWI SKIN ON OR SKIN OFF?

PART 1 — THE GOLDEN INTRODUCTION

*We Take a Closer Look at the Skin and
Its Rich Antioxidant Compounds*



THE ANTIOXIDANT STORY

Kiwifruit contains several classes of compounds capable of contributing to antioxidant activity. These include:



Vitamin C

Golden kiwi is particularly well known for its naturally high vitamin C content.



Phenolic compounds

Plant-derived compounds found throughout fruits, with meaningful concentrations often occurring in or around outer tissues.



Flavonoids and related phytochemicals

Part of the wider family of bioactive plant compounds being investigated for their roles within healthy cellular systems.

Antioxidants help protect cells from oxidative damage caused by reactive molecules generated through normal metabolism and environmental exposure.

The important point is not that kiwi skin is a magical antioxidant shield.

It isn't.

Rather, eating more of the whole fruit can increase exposure to the diverse mixture of plant compounds naturally present within it.

SKIN ON OR SKIN OFF?



SKIN OFF

You still receive an excellent nutrient-dense fruit containing vitamin C, water, fibre and naturally occurring phytochemicals.



SKIN ON

You retain more of the whole fruit and gain additional fibre and skin-associated plant compounds.

For people comfortable with the texture, skin on is the more complete whole-fruit approach.

HOW TO EAT IT

- ✓ Wash the golden kiwi thoroughly under clean running water.
- ✓ Gently rub the surface to remove visible dirt or residue.
- ✓ Then simply: **Wash. Slice. Eat.**

There is no nutritional requirement to peel a golden kiwi before eating it.

For many people, slicing it thinly also makes the texture of the skin almost unnoticeable.



FIBRE



PHENOLICS



VITAMIN C



WATER



WHOLE-FRUIT
MATRIX

Skin on. Whole fruit.
More of what nature provided.

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This beauty can be surprisingly hard to find.
So when I find one, I eat it all.

Skin included.

Red kiwifruit is immediately distinctive:
golden-green flesh surrounding a striking
red centre, with a sweet flavour and an
edible outer skin.

But just as we discovered with golden kiwi,
removing the skin means removing part
of the whole fruit.

WHY KEEP THE SKIN?

The skin contributes additional dietary fibre
and contains naturally occurring phenolic and
other plant compounds associated with
antioxidant activity.

The flesh remains highly nutritious without it.

But eating the skin allows us to consume more
of the fruit's natural nutritional matrix rather
than automatically discarding the outer layer.

THE AXIA PERSPECTIVE

Sometimes better nutrition isn't about
searching for another supplement or
adding another ingredient.

It can be as simple as throwing less
of the good stuff away.

Red kiwi may be harder to find.
But when I find this beauty?

I eat it all.



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RED KIWI SKIN ON OR SKIN OFF?

PART 2

How Do You Eat Yours?



THE WHOLE-FRUIT APPROACH



FIBRE



VITAMIN C



PHENOLICS



PHYTO-
CHEMICALS



WHOLE-FRUIT
MATRIX

- ✓ Wash it thoroughly.
- ✓ Slice it.
- ✓ Then eat the whole thing.

For those who find the texture unusual,
thin slices make the skin much
less noticeable.



SKIN ON
— PART 2 —

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THE FURRY QUESTION

Green kiwi skin is edible.

The texture is certainly more noticeable than the smoother skin of golden and some red kiwifruit varieties, which explains why many people prefer to remove it.

Nutritionally, however, keeping the skin means retaining more of the whole fruit.

The outer layer contributes additional dietary fibre and contains naturally occurring phenolic and other plant compounds.

So while peeling isn't wrong, it does remove something nutritionally useful.



BUT WHAT ABOUT THE FUZZ?

This is where green kiwi differs.

If the furry texture puts you off, give the fruit a thorough wash and gently rub or brush the surface.

Then slice it thinly.

The combination of juicy flesh and a much smaller proportion of skin in each slice can make the texture considerably less noticeable.

And if you still don't enjoy it?

Peel it.

A nutritious fruit you genuinely enjoy eating is more valuable than a theoretically "better" version you avoid.

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THE KIWI SKIN ON OR SKIN OFF?

PART 3 — MY FURRY GREEN FRIEND

Well, in This Case, I Must Say...

Skin on.

Yes — even the furry one.

After golden kiwi and the striking red kiwi, we arrive at perhaps the most familiar member of the family: the green kiwifruit.

Bright green flesh. Tiny black seeds.
Distinctive sweet-sharp flavour.

And that unmistakably furry brown coat.

For many of us, peeling it has always seemed automatic.

But does it actually need to come off?



THE AXIA PERSPECTIVE

Golden kiwi made skin-on easy.

Red kiwi made it beautiful.

Green kiwi makes you work for it.

But perhaps that's the point.

Sometimes our food habits exist simply because that's how we've always done things.

So, my furry green friend:

Skin on or skin off?

Well, in this case I must say...

SKIN ON.

Fuzz and all.



THE WHOLE-FRUIT APPROACH



FIBRE



VITAMIN C



PHENOLICS



PHYTOCHEMICALS



WHOLE-FRUIT MATRIX

✓ Wash it.

✓ Rub it.

✓ Slice it.

✓ Give the skin a chance.

SKIN ON

— PART 3 —

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THE KIWI SKIN ON

THE THREE-PART SUMMARY

Golden, Red. Green.

Three varieties. Three different personalities. One simple question:

Skin on or skin off?

Across this series, we looked beyond the colourful flesh and considered something many of us routinely discard — the skin.



GOLDEN KIWI — PART 1

The Golden Introduction

Smooth, thin-skinned and naturally sweet, golden kiwi makes the whole-fruit approach easy.

Its edible skin provides additional fibre and retains more of the fruit's naturally occurring phenolic and other plant compounds.



Verdict:
SKIN ON.



RED KIWI — PART 2

The Beauty That's Hard to Find

Distinctive red-centred flesh makes this one of the most visually striking members of the kiwi family.

And because this beauty can be surprisingly difficult to find:

*When I find one,
I eat it all.*

Skin included.



Verdict:
SKIN ON.



GREEN KIWI — PART 3

My Furry Green Friend

The familiar green kiwi presents the biggest challenge: that unmistakably furry brown coat.

But the skin is edible and contributes additional fibre and naturally occurring plant compounds.

Wash it. Rub it. Slice it.

And if you enjoy it:
Fuzz and all.



Verdict:
SKIN ON —
if you like it.



FIBRE



VITAMIN C



PHENOLICS



PHYTOCHEMICALS



WHOLE-FRUIT
MATRIX

THREE KIWIS. ONE WHOLE-FRUIT PRINCIPLE.

Peeling a kiwi doesn't suddenly make it unhealthy.

The flesh remains a nutritious whole food.

The lesson from this series is simpler:

*When we automatically remove the skin,
we also remove part of the fruit.*

THE AXIA PERSPECTIVE



Golden made it easy.
Red made it beautiful.
Green made us question an old habit.

Better nutrition doesn't always require adding something.
Sometimes it begins by appreciating *more of what is already there.*

AXIA Cognitive™ Research Series

WASH. SLICE. EAT.
SKIN ON.

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“SMALL CHOICES
FEEL ORDINARY.
THEIR RESULTS
ARE ANYTHING BUT.”

— STABILITAS ANTE LUCIDITATEM™ —

STABILITY BEFORE CLARITY



HYDRATION



NUTRITION



BRAIN HEALTH



WELLBEING



EVIDENCE