



CACAO AS MEDICINAL

Nicholas M. Hellmuth

CHOCOLATE DRINKS

to deliver natural medicine to your body (and to your mind)

Medicinal flowers

Medicinal seeds

Medicinal fruits and nuts

Use Chocolate Drinks to deliver natural medicines
to your body (and to your mind)

Chocolate as medicine?

Cacao as medicinal for Aztec and Maya
for thousands of years

Photographs by Nicholas Hellmuth and Sofia Monzon



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Medicinal Plants of Prehispanic Cultures

Excellent work already available on medicinal plants of Mexico and Guatemala: but more is needed.

One by one, the specific medicinal plants used with cacao.

Appendix A: Medicinal Flavorings for Cacao in local Mayan names.

Appendix B: Medicinal Flavorings for Cacao in Nahuatl, the language of the Aztec empire.

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Cassia grandis, Cañafistula, bucute

Introduction

Cocoa (*Theobroma cacao*), chocolate, is a favored food, drink, and candy to millions of people around the world. Our institute of Mesoamerican research has experience with how the Aztec and Maya flavored their cacao a thousand years ago. We have taken the several dozen flavorings and divided them into separate book topics. The present book topic is for chocolate ingredients which have beneficial medicinal value since probably three thousand or more years ago.

The excellent monographs which already exist on general medicinal plants of Mexico, and medicinal plants of Guatemala are numerous. Those authors have labored for decades to produce these helpful lists. There is plenty of money from eager pharmaceutical companies to fund research to find and identify the beneficial chemicals in wild plants out in the remote jungles.

We know these books and informally cooperate with the author of the most comprehensive book on medicinal plants of Guatemala.

Every year there are book books on chocolate. Last year (2012) Dr Philip K. Wilson and Dr W. Jeffrey Hurst produced a well researched book on Chocolate as Medicine. Our independent research at FLAAR began several years before we were aware of this book. It was Dr Michael Coe who suggested that I focus on studying flavorings for cacao. He said this aspect of his book on cacao could use even more investigation. Since I have lived and worked in Guatemala for decades, I have advantages: I know cacao from living with cacao literally surrounding my home. Plus I raise many of the seasonings which flavored cacao.

After graduating from Harvard and then receiving an MA in Teotihuacan influence on Maya art from Brown University, I had three research positions at Yale University: two in the Dept of History of Art (with Dr George Kubler) and a third at Yale's Peabody Museum (arranged by Dr Michael Coe).

Already several years ago I realized that cacao was a vehicle for ingesting other plant ingredients. All

the PR, all the fame, all the buzz is about chocolate. But the real truth is that it is the various special ingredients which make the difference.

Out of the suggestion of Dr Coe to me, I dedicated four years of research in El Peten, Alta Verapaz, San Marcos, and the Costa Sur, and of course in libraries and with colleagues. All this together has led to an improved knowledge. Since Wilson and Hurst have done such a good job, what I can produce is comparable to a "Volume II" (in other words, no need to repeat what they have done well; but there is a thematic difference: we produce the ingredients plant by plant).

And more, we produce fine art giclee quality images of the flowers or fruits of these ingredients.

Since the book Chocolate as Medicine is already a good product associated with Hershey's, it would make more sense to have our "Volume II" for Hershey's, rather than a "Volume II" for Mars (who already has a monograph on cacao flavorings but more as a list; missing a complete study of each ingredient one by one).

Also, none of these informative books on cacao or chocolate have awesome photographic insights into these plant which provide the flavoring. In today's busy world, people like a photo-essay style of presentation. Plus, the photos can be used as exhibits to tour the world. So we can offer Hershey's more than just a book.

Plus we can offer an "ingredient" to beat Mars, Nestles, Ghirardelli, Lindt and all the others: namely using friendly cacao characters in educational cartoon stories. Since our background is Maya (and Teotihuacan, Olmec, Aztec, Mixtec, Zapotec, Classic Veracruz and their neighbors) we have the knowledge to be more realistic than "imaginary tourist-style" reconstructions of prehispanic cultures.





Cassia grandis, Cañafistula, bucute



Cassia grandis, Cañafistula, bucute

Cartoons for improving education of Children

Creating chocolate-related cartoon characters is an ideal manner to instill cultural values: family values and ethical values

We have been developing cacao and cacao-flavoring cartoon characters since last year. We do this as an educational goal, but also because we realize that "children can educate their parents" often better than parents can educate their children.

So we wish to inform children about cacao (cocoa, chocolate, and their flavorings).

We already have artists trained to do these. We would focus on cacao, pataxte, and five major flavorings, so a staff of 14 students. As a former university institute, we have plenty of experience.

The attached budget is for the coffee table book research plus electronic editions to gain even more audience. The budget for adding cartoon characters would be in addition: modest, yet can be effective, worldwide.

Budget is two artists per flavoring. Student artists are best (reasonable cost and they know what young people look for in both images and concepts).

When we work in the world of wide-format inkjet printers, the major companies who wish to benefit from our services fly one or two of us to visit their offices so an initial meeting can take place: a hosted visit is economy class airfare for me + one illustrator/graphic designer, plus local hotel near corporate headquarters. We do this around the world all year every year.

A chocolate company is always welcome to visit our institute in Guatemala to inspect our capabilities (our staff and their work to date). We are (in Zone 15) within 23 minutes of the international airport and 15 minutes from comfortable hotels in Zone 10.



Cacao family



Achiote



Canak

Chirantodendron pentadactylon,
flor de manitas



Chirantodendron pentadactylon,
flor de manitas



Chirantodendron pentadactylon, flor de manitas

Chirantodendron pentadactylon, flor de manitas





Guazuma ulmifolia



Guazuma ulmifolia



Guazuma ulmifolia



Ceiba species, pochote



Ceiba species, pochote



Ceiba species, pochote



Tagetes lucida,
Pericón

Tagetes lucida,
Pericón





Tagetes lucida,
Pericón



Use Chocolate Drinks or
chocolate bars to deliver natural folk medicines
to your body (and to your mind)

Learn about these remarkable
plants of Mexico and Guatemala:

- *Cassia grandis*, Cañafistula, bucute
- *Ceiba* species, pochote
- *Chirantodendron pentadactylon*, flor de manitas, Canec
- *Curatella americana*, lengua de vaca
- *Guazuma ulmifolia*, guácima
- *Tagetes lucida*, Pericón, marigol

Archaeologist and ethnobotanist Dr Nicholas Hellmuth will introduce you to the medicinal aspects of natural eco-friendly cacao (cocoa), for a chocolate you will always remember.

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