

JUICE PLUS+® PREVENTION Plus+®



Eat even more fruits and vegetables!

One of North America's biggest health and nutrition challenges just got a lot bigger.

Science continues to demonstrate the health-promoting and disease-fighting capabilities of fruits and vegetables. As a result, the new *U.S. Dietary Guidelines for Americans 2005* advises us to eat even more of them – as many as 13 servings a day.

The *Dietary Guidelines* – released earlier this year by the U.S. Departments of Health & Human Services and Agriculture – provides recommendations for choosing foods that not only meet nutritional needs, but also promote better health. It is updated every five years to reflect new research on nutrition and health. Health Canada is working on an updated version of that nation's *Guide to Healthy Eating*, scheduled to be released in Spring 2006.

Upon the release of the new guidelines, American Dietetic Association spokeswoman Dawn Jackson Blatner had this to say in *USA Today*: “The big shift from what people typically eat is to choose smaller servings of lean meats and poultry, eat whole-grain products, and pump up the fruits and vegetables.” Blatner is a registered dietitian at Northwestern Memorial Hospital Wellness Institute in Chicago.

The previous version of the *Guidelines* published in 2000 recommended that adults eat 5 to 9 daily servings of fruits and vegetables per day. In the 2005 version, the fruit and vegetable recommendation was increased to 7 to 13 daily servings for adults.

A serving is considered to be about a half-cup of cooked vegetables, a cup of leafy greens, or one medium-sized piece of fruit.

According to the new *Guidelines*, most American adults need at least nine servings of fruits and vegetables each and every day. Edith Howard Hogan – a registered dietitian in Washington, D.C. – commiserated in the same *USA Today* article: “I agree it's difficult, because most people aren't eating enough now.”

Behind the new *Guidelines* lies a simple fact: people *(continued on the following page)*

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who eat the most fruits and vegetables have the lowest risk of chronic diseases, such as heart disease, stroke, and cancer. Several long-term studies reinforce this disease-diet connection.

The largest and longest heart study to date, for example – done as part of the Harvard-based *Nurses' Health Study* and *Health Professionals Follow-up Study* – included almost 110,000 men and women whose health and dietary habits were followed for 14 years. It found that the higher the average daily intake of fruits and vegetables, the lower the chances of developing cardiovascular disease. Compared with those in the lowest category of fruit and vegetable intake (less than 1.5 servings a day), those who averaged 8 or more servings a day were 30% less likely to have had a heart attack or stroke.

One of the most convincing associations between diet and blood pressure was uncovered in the *Dietary Approaches to Stop Hypertension* [DASH] study. This trial examined the effect on



blood pressure of a diet rich in fruits, vegetables, and low-fat dairy products that restricted the amount of both saturated and total fat. The researchers found that people with high blood pressure who followed this diet reduced their systolic blood pressure (the upper number of a blood pressure reading) by about 11 mm Hg and their diastolic blood pressure (the lower number) by almost 6 mm Hg – as much reduction as medications can achieve.

Eating more fruits and vegetables can also help lower cholesterol. In the National Heart, Lung, and Blood Institute's *Family Heart Study* of over 4,400 subjects, men and women with the highest daily consumption of fruits and vegetables (more than 4 servings a day) had significantly lower levels of LDL (bad) cholesterol than those with lower consumption.

Numerous cancer studies have shown similar results. In one of the largest studies of its kind, University of California-San Francisco [UCSF] researchers recently found that eating lots of fruits and vegetables is associated with a substantial reduction in the risk of developing pancreatic cancer. The study of more than 2,200 subjects – published in the September 2005 issue of the journal *Cancer, Epidemiology, Biomarkers and Prevention* – showed that cancer risk was reduced by about 50 percent in subjects eating at least 5 servings per day of vegetables and fruit compared to those who ate two servings or less. Those eating 9 servings a day reduced their risk by another 50 percent compared to those eating only 5.

The UCSF authors also found evidence that the way foods are prepared may play a role: raw vegetables appeared to be more protective than cooked vegetables.

“The results of these studies are particularly meaningful because of their size and the statistical significance of their

How many servings of fruits and vegetables should you eat every day?

What the new *Dietary Guidelines for Americans 2005* recommends

5 servings	Young children Girls	1-3 years 4-8 years
6 servings	Boys	4-8 years
7 servings	Girls Women	9-13 years 51+ years
8 servings	Boys Girls Women	9-13 years 14-18 years 31-50 years
9 servings	Women Men	19-30 years 51+ years
10 servings	Boys Men	14-18 years 19-50 years
11 to 13 servings	Active boys and men	14-30 years

Recommendations are based on averages for each age and gender category. Actual requirements vary based on an individual's size, weight, frequency and intensity of physical activity, and other lifestyle factors.



Prevention Plus+ Profile: Rick K. Wilson, M.D.

Home: Plano, Texas.

Specialty: Board-certified in dermatology and dermatologic surgery.

Education: Doctor of Medicine degree from The University of Texas Health Science Center at San Antonio.

Current position: Private practice in North Dallas, specializing in problems associated with aging and sun-damaged skin.

Previous positions: Instructor in the dermatology department of The University of Texas Southwestern Medical School in Dallas, emphasizing advanced laser surgery techniques. Investigator of advanced laser technologies for the U.S. Food and Drug Administration.

Professional service: Member of the New Technologies Committee of the American Society of Dermatologic Surgery.

Continuing education: Recently certified in Age Management Medicine.

Seen and heard on: The Cooper Clinic's *Healthy Living Radio*; Dallas TV station WFAA's *Good Morning Texas* and *Channel 8 Medical News*.

Health advice: "People need to eat more fruits and vegetables. Sometimes it is hard for me to believe that we knowingly choose foods of unhealthy convenience over fresh, whole foods such as fruits and vegetables – foods that are proven to provide a whole range of health benefits, including improved immunity, weight control, and disease prevention."

Why he recommends Juice Plus+®: "The new *Dietary Guidelines for Americans* advises that adults should consume 7-13 servings of fresh fruits and vegetables a day. But for most people, the expense, time, and effort to consume that many fruits and vegetables is just too great. Juice Plus+® helps us get closer to the goal of 7-13 servings a day by providing the nutritional essence of 17 fresh fruits, vegetables, and grains in convenient capsule or chewable form."

"Juice Plus+® helps us get closer to the goal of 7-13 servings a day."

Dr. Rick Wilson is one of the many health professionals speaking to audiences around the world as part of our Juice Plus+® Prevention Plus+ Health Education Series. If you'd like to attend a Prevention Plus+ Seminar in your area, ask your Juice Plus+® representative or call our Juice Plus+® information line at 1-877-JUICE-PLUS (1-877-584-2375).



Kathryn Boschert, R.D.

findings," points out Kathryn Boschert, a registered dietitian who advocates the importance of fruits and vegetables in our diets as Executive Director of the Juice Plus+® Children's Research Foundation. Scientists in the cancer study, for example, reported that the likelihood that chance alone accounted for the correlation between eating particular vegetables and cancer was less than one in a thousand for many vegetable categories, and was statistically significant for most of the vegetables studied.

"The evidence is overwhelming and the message is clear,"

Boschert continues. "Science is telling us. The U.S. government is telling us. Major health organizations are telling us.

"Whole food nutrition is where it's at. We need to eat more fruits and vegetables.

"Of course that's easier said than done," Boschert concludes, "especially in today's 'fast food' culture. So for those of us who can't, don't, or won't eat enough fruits and vegetables, there's a convenient and inexpensive way to help fill that gap in our diets – every single day.

It's called Juice Plus+®."

Check out our new Juice Plus+® website!



NSA recently changed the face of Juice Plus+® on the Internet by flipping the cyber-switch on a newly redesigned *juiceplus.com* website.

“We’re proud of our new site,” exclaims Juice Plus+® marketing manager Tia Hall. “We’d had the same ‘Road To Better Health’ website for several years. We just felt that it was time

to refresh our look a bit and offer some additional information, especially regarding Juice Plus+® clinical research.”

The new site at www.juiceplus.com provides a brief introduction to the importance of whole food nutrition and the healthful benefits of Juice Plus+®. It also features information and video clips from prominent health professionals who recommend Juice Plus+®, including Dr. Richard DuBois, Dr. Delia Garcia, Dr. Mitra Ray, and Dr. William Sears.

Juiceplus.com is the perfect place to learn more about the growing body of clinical research being conducted on Juice Plus+® at leading universities and hospitals around the world. The site includes information about studies that have already been published in scientific journals, as well as investigations that are currently underway. “Those wishing to dig deeper into individual studies have access to additional details about each published clinical study, including the study abstracts themselves,” Hall advises.

A number of Juice Plus+® distributors maintain their own, personalized versions of *juiceplus.com*. Ask your Juice Plus+® representative for his or her web address.

