

# JUICE PLUS+® PREVENTION *Plus*+®



## The longer you take Juice Plus+® . . .

The latest results from the Juice Plus+® Children's Health Study show that the longer you take Juice Plus+®, the more positive changes you're likely to see in your overall health and wellness.

The Juice Plus+® Children's Health Study is a large-scale, multi-year health survey designed to determine what effect adding Juice Plus+® to the family diet can have on the health and nutrition of children and their parents.

According to responses collected and analyzed to date from the ongoing study, more children and more adults experience improvements in specific measures of diet and lifestyle after a full year on Juice Plus+® than report these same improvements after only a few months on the product. For example:

- 46% of parents in the survey report that their children are making fewer doctor visits after only 4-8 months on either Juice Plus+® capsules or chewables, but that number increases to 65% of children who have been on Juice Plus+® for at least a full year.
- Similarly, while 39% of the children in the study are missing less school after a few months on Juice Plus+®, that number grows to 58% of children after a full year.
- After a few months on Juice Plus+®, 41% of parents note their children taking fewer prescription or over-the-counter medications, but after a full year that number increases to 59%.

This summary data and the table on the following page are based on the now more than 25,000 families who have returned initial follow-up questionnaires.

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## . . . the more benefits you'll see.

## “Adult respondents show the same improvements as children.”



Kathryn Boschert, R.D.

“These latest results – our first analysis of data from families who have been taking Juice Plus+® for a year or more – show that good nutrition has a cumulative effect,” says Kathryn Boschert, Executive Director of the Juice Plus+ Children’s Research Foundation®. “Improving your diet isn’t about making changes for a few months and then reverting to old behaviors. It’s about how you eat for the rest of your life.”

Families consuming Juice Plus+® are apparently headed in the right direction diet-wise. For example, 73% of parents say that their children are eating less fast food or drinking fewer soft drinks after a full year on Juice Plus+® – up from 61% after 4-8 months on the product. Also, 62% report that their children are actually eating more fruits and vegetables after a full year of taking Juice Plus+®, up from 43% after a few months.

“The message here is that Juice Plus+® helps you make other important changes in your diet,” Boschert – herself a Registered Dietician – explains.

“While our study is called the *Children’s Health Study*, we also collect data on adults,” Boschert expounds. “That’s because for every child 6-18 who participates, there is a parent or other adult who takes Juice Plus+® along with the child. We set it up

this way because we believe that parental support and involvement are key to successfully establishing good health habits in children – ‘monkey see, monkey do,’ if you will. This means that we’re collecting the same kinds of data on adults as well.

“Adult respondents show the same improvements as children,” Boschert continues. “Almost half [49%] report that they themselves are missing less work or school after a year of Juice Plus+®, up from 31% after only a few months. And 49% also say that they are visiting the doctor less often after a full year, up from 29% after 4-8 months.

“This is proof that it’s never too late to get started down the road to better health,” Boschert concludes.

It’s also proof that the longer you take Juice Plus+®, the more likely it is that good things are going for happen to you health-wise.

*For more information about the Juice Plus+® Children’s Health Study – including complete survey results to date – please visit the Juice Plus+ Children’s Research Foundation® web site at [www.childrensresearch.org](http://www.childrensresearch.org).*

## The longer you take Juice Plus+® the more benefits you see.



	After 4-8 months of taking Juice Plus+®		After a full year of taking Juice Plus+®	
	Children	Adults	Children	Adults
Eating less fast food/ Drinking fewer soft drinks	61%	60%	73%	75%
Eating more fruits and vegetables	43%	54%	62%	73%
Fewer doctor’s visits	46%	29%	65%	49%
Taking less prescription or Over-the-counter medication	41%	23%	59%	41%
Less school or work missed	39%	31%	58%	49%
Positive benefit of some kind	90%	85%	92%	87%
Increased awareness of health	80%	78%	90%	90%



## Prevention Plus+ Profile: Peter Nieman, M.D.

**Home** Calgary, Alberta

**Medical Specialty** Pediatrics

**Education** 1979: obtained undergraduate degree at Tygerberg Hospital in Capetown, South Africa. 1987: completed residency at Alberta Children's Hospital; received FRCP (medical) degree from the University of Calgary.

**Professional History** Practicing pediatrician in Calgary since 1987. Clinical Assistant Professor in the Department of Pediatrics at the University of Calgary.

**Professional Service** Serves on the National Advisory Committee on Physical Activity and Healthy Active Living for Children and Youth and on the Canadian Pediatric Society's Psychosocial Committee. Previously served on the Executive Committee of the Canadian Pediatric Society's Community Pediatrics Section and on the Obesity Management and Prevention Committee of the Alberta Medical Association. Regular medical contributor to

newspapers, radio and television.

**Hobbies** Marathon running (completed 49 to date, including two Boston Marathons and two New York City Marathons).

**Health Advice** "The general principle is that fad diets should be avoided. A balanced diet rich in fruits and vegetables is the best; it would be difficult to eat too much of this food group. The brighter their colors, the healthier those fruits and vegetables are. And although good nutrition remains the ultimate goal, remember to always combine it with moderate, comfortable, realistic, and consistent physical activity."

**Why he recommends Juice Plus+® to his patients and their parents:** "As both a pediatrician and a parent of four children, I recognize the many challenges involved in raising healthy (and happy) children. One of the most critical but often overlooked factors is the importance of good nutrition.

"Juice Plus+® is a great way to get more good nutrition from fruits and vegetables into the bodies of children (and their parents) every day. Sharing Juice Plus+® with my patients is the start of an educational process that pays even greater dividends down the road."

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*Dr. Peter Nieman 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-JUICEPLUS (1-877-584-2375).*

## Turning the tide of children's nutrition

According to **The National Center for Health Statistics**, fewer than 15% of elementary school children eat the recommended five or more servings of fruits and vegetables daily. On any given day, 45% eat no fruit and 20% eat less than one serving of vegetables. "We find that kids are getting their vegetables from sandwich condiments such as iceberg lettuce, onions, pickles, and tomatoes," says Jeff Hampl, Ph.D., R.D., spokesperson for the **American Dietetic Association**.

**Fortunately, the tide may be starting to turn:**

- In the United Kingdom, **McDonald's** has introduced sliced fresh fruit as a substitute for french fries in children's Happy Meals. **Subway** now sells a "Kids' Pak" with 100%

juice. **Romano's Macaroni Grill** offers a chicken breast with broccoli and pasta on its kids' menu. **Tony Roma's** kids' meals come with celery and carrot sticks.

- In 1996, chef **Alice Waters** started the "Edible Schoolyard" initiative ([www.edibleschoolyard.org](http://www.edibleschoolyard.org)) in a Berkeley, CA middle school. Now her idea is going district-wide. By 2014, every school in the district will have its own garden growing fresh fruits and vegetables and a cafeteria serving locally grown fresh produce.

- Some 62% of respondents to the **Juice Plus+® Children's Health Study** report that their children eat more fruits and vegetables after a full year of taking Juice Plus+®.

## More Juice Plus+® clinical research underway



Researchers at leading hospitals and universities around the world continue to evaluate a wide range of health and nutritional benefits associated with taking Juice Plus+®.

Investigators at the **University of Florida** are conducting a randomized, placebo-controlled study of the effect of Juice Plus+® on markers of immune function in healthy young adults. This investigation builds upon a previous clinical study conducted at the University of Arizona and published in 1999 in the journal *Integrative Medicine*. The earlier study showed that Juice Plus+® significantly improved several key markers of immune system function in an older population.

A double-blind, placebo-controlled study is being performed by researchers at the **University of Würzburg** in Germany on the effects of Juice Plus+® on the outcome of established periodontal treatment in patients with poor gum health. While the importance of good nutrition to good dental health in general has been well established in scientific literature, this marks the first clinical study of Juice Plus+® in the dental health field.

A double-blind, placebo-controlled investigation of the bioavailability of the nutrition provided by Juice Plus+® in an Asian population is being conducted at **Tokyo Women's University** in Japan. The bioavailability of key phytonutrients delivered by Juice Plus+® has already been demonstrated in six separate published clinical studies conducted by investigators on three other continents: North America, Europe, and Australia.

A double-blind, placebo-controlled crossover study at **Yale University-Griffin Hospital Prevention Research Center** is focused on the effects of Juice Plus+® on endothelial function in insulin resistant adults, a condition often referred to as "Metabolic Syndrome" or "Syndrome X." The Yale-Griffin Study marks the first clinical investigation of Juice Plus+® on this population.

There are a total of eleven clinical studies of Juice Plus+® currently underway. The focus of other studies include the effects of Juice Plus+® on cardiovascular health; on pregnancy health; on exercise-induced oxidative stress; and, on the nutritional status and quality of life of cancer survivors.

Juice Plus+® continues to be the most thoroughly researched nutritional product in the world.

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