

JUICE PLUS+® PREVENTION Plus+®



New Studies in Japan and Austria Tout Benefits of Juice Plus+®

Scientists around the world continue to demonstrate in clinical investigations the healthful benefits of taking Juice Plus+®.

Two recently published studies – from investigators at **Tokyo Women's Medical University** and the **Medical University of Graz** in Austria – are the latest examples.

Tokyo Women's Medical University (Japan)

The Tokyo study reinforced earlier findings in three important areas: the bioavailability of key antioxidants in the bloodstream after taking Juice Plus+®; a reduction in levels of homocysteine, a potential risk factor for heart attack and stroke; and a reduction in lipid peroxides, which are a key indicator of the oxidative stress that is thought to contribute to premature aging and degenerative disease.

In the Tokyo study – the first Juice Plus+® clinical research conducted in an Asian country – 60 healthy Japanese men and women (average age 27) took either Juice Plus+® Orchard and Garden Blend capsules or placebo for 28 days. About half of the 60 test subjects were smokers. Blood samples were drawn at both the start of the study and at the end of the 28-day test period.

When compared to the non-Juice Plus+® placebo group, researchers reported that the Juice Plus+® subjects, on average, showed:

- significant increases of 40% or more in folate and important antioxidants such as beta carotene, lycopene, and Vitamin E. This bioavailability of key nutrients after taking Juice Plus+® has been demonstrated in six previous clinical investigations.
- a 19.9% decrease in homocysteine levels. Homocysteine is an amino acid that can accumulate to unhealthy levels in the bloodstream.

(continued on next page)



Inside...

A Growing Body of Scientific Evidence

Prevention Plus+ Profile: Erica Angyal

Juice Plus+® Helps Raise \$1,000,000 for St. Jude

The Tokyo and Graz studies are just the latest in a growing body of peer-reviewed, published clinical studies on Juice Plus+®.

Elevated homocysteine is a risk factor for developing blocked blood vessels that can lead to adverse effects such as heart attack and stroke. This reduction in homocysteine was consistent with that seen in previously published Juice Plus+® clinical studies from Australia and Italy.

- a 10.5% reduction in lipid peroxides, a key indicator of the oxidative stress that occurs when there are not enough antioxidants present in the blood.

All of these positive changes occurred in both smokers and nonsmokers alike.

This study was peer-reviewed and published by the *Asia Pacific Journal of Clinical Nutrition* in their September 2007 issue.

Medical University of Graz (Austria)

The Graz study involved 41 anti-terrorist policemen (average age 34) in the Austrian Special Forces “Cobra” unit. It was conducted over a 28-week period between November 2005 and June 2006 in a cold, alpine climate. The results reinforced earlier findings in two important areas: a reduction in a marker of exercise-induced oxidative stress first seen in a previous clinical study of Juice Plus+® at the University of North Carolina-Greensboro; and an improvement in a key indicator of immunity called TNF-alpha.

The subjects were divided into a test group who consumed Juice Plus+® Orchard, Garden, and Vineyard Blend capsules each day and a control group who consumed placebo capsules. Both groups ate a standardized diet and participated in an extremely rigorous standardized training regimen for the dura-



Austrian Special Forces “Cobras” in action.

tion of the investigation. (Physical activity increases oxidative stress, which should be offset by consuming even more antioxidants from foods such as fruits and vegetables.)

Even among this fit, healthy group, researchers “found inadequate mean daily fruit and vegetable consumption” – an average of only 3.2 servings per day of fruits, fruit juices, and non-starchy vegetables.

After the 28 weeks, the Juice Plus+® Cobra group showed a significant reduction in carbonyl proteins – a marker of protein damage caused by oxidative stress – compared to the placebo group. This reduction occurred despite the Cobras’ rigorous training regimen and a steady increase in their assigned duty hours between the beginning and the end of the study – making it a “torture test” in terms of the capacity of Juice Plus+® to reduce the negative impact of oxidative stress.

“People who are in physically and/or psychologically stressful roles are in particular need of more nutrition from fruits and vegetables,” lead investigator **Manfred Lamprecht** explains. “This applies not just to Cobras or professional athletes, but also to businesspeople, mothers – just about anyone living in today’s fast-paced, rapidly changing world. While a product such as Juice Plus+® should certainly never be viewed as a replacement for the consumption of fruits and vegetables, it has clearly demonstrated its worth in supporting the beneficial effects of these foods.”



Manfred Lamprecht

As for immunity, the Juice Plus+® Cobra group showed steadily improving concentrations of TNF-alpha – an indicator of normal, healthy immune system status – following the first eight weeks of taking the product. This effect was mirrored by a trend for fewer duty days lost due to illness during the final 20 weeks of this 28-week study.

This study was peer-reviewed and published by the *Journal of Nutrition* – an official publication of the American Society for Nutrition – in their December 2007 issue.

A Growing Body of Scientific Evidence

The Tokyo and Graz studies are just the latest in a growing body of peer-reviewed, published clinical studies on Juice Plus+® – 13 published studies with 11 more underway. The results from the two latest are especially impressive, says **John Blair**, Vice-President of Product and Research for Juice Plus+®.

(continued on next page)



Prevention Plus+ Profile: Erica Angyal

Home: Tokyo, Japan

Birthplace: Sydney, Australia

Occupation: Nutritionist, health consultant, writer

Education and professional affiliations: Bachelor of Health Science Degree from the Sydney University of Technology. Diploma in Nutrition from Nature Care College in Sydney. Member of the Australian Traditional Medicine Society.

Professional passions: Preventative nutrition and natural anti-aging strategies

Key personal accomplishment #1: Official nutritionist for the reigning Miss Universe 2007, Riyo Mori.

Key personal accomplishment #2: Created her own fully organic line of herbal tea blends under the “ELIXA” brand, now available throughout Japan.

Publications: Featured in numerous magazines, including *Vogue*, *Woman’s Day*, and *Cosmopolitan Hair and Beauty* in Australia and *Metropolis* in Japan. Health columnist for several Japanese magazines. Regular contributor to *The Japan Times*.

Books: Author of *Gorgeous Skin in 30 Days* (September, 2005) and the forthcoming *Gorgeous Skin for Teens: Eat Your Way to Radiant, Clear Skin* (September 2008).

Health advice: “Vitality and health radiate from the inside out; there is an intrinsic relationship between inner health and outer beauty. Your face and body are constant visible monitors

of how well (or how badly) you are aging. Aging is inevitable, of course, but the way we age and how quickly we do so isn’t necessarily predetermined. A diet rich in fruits and vegetables is the foundation of healthier aging, radiant skin, and looking and feeling better.”

Why she recommends Juice Plus+®: “Good health (and the benefits thereof) is not a matter of what you do now and then. It’s what you do on a daily basis that really counts. It amazes me how many people have a daily regimen for their skin “from the outside in” but never even consider the importance of taking care of their skin from the inside out. Juice Plus+® is an easy and convenient way to get more of the nutrition we need from fruits and vegetables – every day – in order to look better, feel better, and take better care of our health in general.”



Erica Angyal 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+ health talk in your area, ask your Juice Plus+® representative or call our Juice Plus+® information line at 1-877-JUICEPLUS (1-877-584-2375).

“There is an intrinsic relationship between inner health and outer beauty.”



John Blair

“Like most clinical investigations of Juice Plus+® – and all of those started since 2001 – the Tokyo and Graz studies were ‘gold standard’ – randomized, double-blind, and placebo-controlled. Both were especially telling, in that otherwise healthy, younger adults achieved similar positive results from taking

Juice Plus+® as we’ve already seen in other populations.”

For a complete listing of all Juice Plus+® clinical studies – both the 13 already published and the 11 others currently underway – ask your Juice Plus+® representative for a copy of our *Juice Plus+® Clinical Research Summary*.

Juice Plus+® Helps Raise \$1,000,000 for St. Jude Children's Research Hospital®



The “eat more fruits and vegetables” philosophy of Juice Plus+® underscores the importance of diet and whole food nutrition in helping prevent disease. NSA, the maker of Juice Plus+®, also supports the treatment and cure of childhood diseases by serving as presenting sponsor of the St. Jude Memphis Marathon Weekend each year.

St. Jude Children's Research Hospital® is the premier center for the research and treatment of pediatric cancer and other catastrophic childhood diseases. It has a 40-year history of taking on the most difficult pediatric diseases from around the world, treating children from all 50 states and more than 60 foreign countries. Discoveries made at St. Jude have not only completely changed how the world treats childhood cancers and other diseases, but have proven beneficial to the treatment of adult cancers as well.

St. Jude also has the distinction of being the only pediatric research center where families never pay for treatment beyond what is covered by insurance, and families without insurance are never asked to pay.

This year's St. Jude Memphis Marathon Weekend raised more than \$1 million,” **Dwight Drinkard**, coordinator of the event for St. Jude, announced recently. “The money raised will help us care for more than 5,100 young patients who are battling cancer and other life-threatening illnesses.” More than 85 cents of every dollar raised by St. Jude goes directly to research and treatment.

“The financial sponsorship and the volunteer support of NSA and Juice Plus+® have allowed us to raise the profile of our Memphis Marathon Weekend and increase the funds it generates for us every year,” Drinkard continued.

“When Juice Plus+® first stepped up as our lead sponsor in 2002, we had less than 800 runners,” he explained. “By 2006, that number had expanded more than ten-fold to 8,500 runners. This past year, race participation grew again to more than 11,300.

“We would never have gotten there without the ongoing support of NSA and Juice Plus+®.”

You can read more about St. Jude Children's Research Hospital® at www.stjude.org. For more information about the St. Jude Memphis Marathon Weekend presented by Juice Plus®, please visit www.stjudemarathon.org.



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