



# PREVENTION

THE HEALTH & WELLNESS NEWSLETTER  
FROM THE MAKERS OF JUICE PLUS+®

# Plus+



## Researchers Agree: “Whole Food” is the Key

As a Juice Plus+® customer, you probably know that Juice Plus+® provides whole food based nutrition. But do you understand why that’s so important?

“A diet is more than the sum of its parts,” explains Dr. David Heber of the **UCLA Center for Human Nutrition**. “You can often be misled by breaking the diet into artificial pieces. We eat foods, not just nutrients.”

Charles Elson, a researcher at the **University of Wisconsin**, agrees. According to Elson, research on the link between health and nutrition historically focused on isolated nutrients like vitamin A, vitamin E and folic acid; and clinical trials with individual compounds have been inconclusive at best. “Whenever we try to pick out a single one, we fall on our faces.”

Increasingly, scientists like Heber and Elson believe that this search for “magic bullets”—single substances that have a positive health consequence—may be doomed to failure. “There are hundreds, perhaps thousands of substances in vegetables and fruits that provide protection against cancer and other diseases,” Dr. Heber adds.

Dr. Alan Kristal recognizes this as he studies prostate cancer at the **Fred Hutchison Cancer Center at the University of Washington**. “Vegetables contain

many biologically active components. We have some clues about which ones may be active in preventing prostate cancer, but it’s not likely to be lycopene or any one single compound. It’s much more likely to be the result of many compounds working together in very complex ways.”

### Does your multiple vitamin contain quercetin?

The problem with traditional vitamin and mineral supplements is that they don’t take these complex nutritional relationships into account. At best, they contain a relatively small number of pre-selected nutrients, such as beta-carotene, instead of the wide array of nutritional compounds found in whole foods.

Dr. Frederick Khachik of the **University of Maryland** points out that technological advances like High Performance Liquid Chromatography have led to the identification of 27 new carotenoids alone, bringing the total number now known to be absorbed and metabolized by the human body to 34. Beta-carotene is only 1 of the 34 carotenoids.

And carotenoids are just one class of the micronutrients found in fruits and vegetables. New research is constantly highlighting “new” nutritional compounds. Earlier this year laboratory researchers at the **Mayo Clinic** presented a study to the **American Association for Cancer Research** showing that a

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## “Whole Food” is the Key *(continued)*

### Whole foods and cancer

The **American Institute for Cancer Research** is unequivocal on the subject of whole food nutrition.

“Scientific evidence linking consumption of fruits, vegetables and whole grains is clear and convincing. In study after study, components within these foods have demonstrated the ability to protect against — and sometimes even reverse — the cancer process.

“To date, well over 4,500 studies on the link between diet and cancer have been completed. These investigations were carried out across the globe by thousands of researchers using very different methods and measurements. Their results consistently point to the health-promoting cancer-fighting benefits of diets high in fruits, vegetables, whole grains and beans.”

The AICR estimates that combined cancer rates could be reduced by 20% if people did nothing more than eat 5 servings of fruits and vegetables a day.



flavonoid compound called quercetin can prevent or stop the growth of prostate cancer cells. Where do we find quercetin? In apples, green leafy vegetables, and citrus fruits.

Makers of traditional vitamin supplements can only synthesize what science has discovered. Their products are composed exclusively of fragmented parts and arbitrary combinations. Juice Plus+® begins instead with the whole food. According to Dr. Heber, a diet rich in plant foods provides over 25,000 different phytochemicals. How can we possibly know in what combinations they all work together?

### The powerful potential of fruits and vegetables

“There is overwhelming evidence that eating fruits and vegetables can markedly reduce the risks of common forms of cancers and other diseases,” Dr. Heber continues. Consider just a small sampling of the studies published in the past year alone:

**Cancer** In the April 4 issue of the *Journal of the National Cancer Institute*, researchers from Stockholm’s **Karolinska Institutet** report that “individuals who consume very low amounts of fruit and vegetables have the greatest risk of colorectal cancer.”

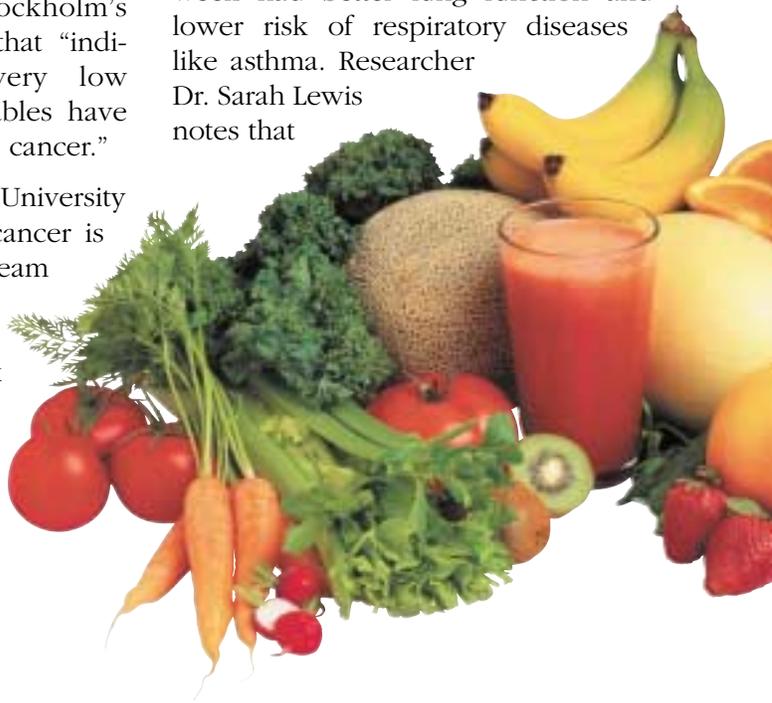
Dr. Kristal’s research at the University of Washington on prostate cancer is even more compelling. His team found that men who ate 3 or more servings of vegetables a day had a 48 % lower risk of prostate cancer, compared to men who ate less than one serving a day. Moreover, this association was independent of other dietary factors like fat intake,

and medical factors such as family history of prostate cancer.

**Heart disease and stroke** In a study published in the *Annals of Internal Medicine* this past June, researchers at the **Harvard School of Public Health** concluded: “Consumption of fruits and vegetables, particularly green leafy vegetables and vitamin C-rich fruits and vegetables, appears to have a protective effect against coronary heart disease.”

The **American Heart Association** makes its feelings very clear. “The AHA strongly endorses the consumption of diets that include a wide variety of fruits and vegetables throughout the day, both as meals and snacks. Dietary patterns characterized by a high intake of fruits and vegetables are associated with a lower risk of developing heart disease, stroke, and hypertension.”

**Lung disease and lung function** A study from the **University of Nottingham**, presented in May at the 97th International Conference of the American Thoracic Society, found that people eating 5 apples or 3 tomatoes a week had better lung function and lower risk of respiratory diseases like asthma. Researcher Dr. Sarah Lewis notes that



## Prevention Plus+ Profile: Barbara Fischer, M.D.



**Home:**  
Abbotsford,  
British Columbia,  
Canada

**Primary interest:**  
Anti-Aging  
Medicine and  
preventive health

**Medical training:**  
Graduated from

McGill University in Montreal, Quebec, Canada with a B.Sc. in Biochemistry in 1969. Graduated from University of British Columbia Medical School in 1973. Certified, American Board of Anti-Aging Medicine, 1998.

**Special interest:** Helping transform the practice of medicine in North America from the traditional “hierarchical” model in which the relatively uninformed patient depends primarily on the doctor for sick care; to a “partnership” model in which a more informed patient works with the doctor to promote wellness and to prevent disease.

**Favorite Quote:** “If you do nothing else this year...evolve.” *Lily Tomlin*

**Health Advice:** “Health is a choice, not a right. Engage daily in positive lifestyle choices.”

**On medicine today:** “Medicare is a hierarchical sick care system. Without the full engagement of the patient in healthy lifestyle changes, there can be no healing.”

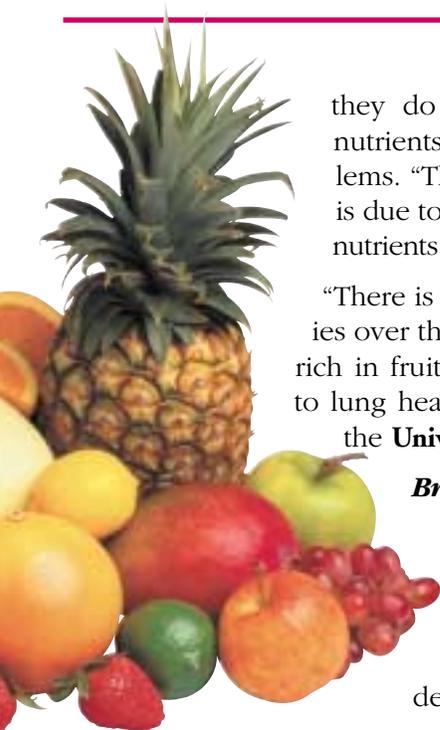
**On the future of health care:** “Patients are becoming increasingly interested in being healthy, and more knowledgeable about what it takes to get there. This will cause health care to evolve from the current ‘top down’ system to a more grass roots, ‘ground up’ system.”

**Why she recommends Juice Plus+® to her patients:** “People in North America are dying of an overdose of calories and a deficiency of micronutrients. Juice Plus+® is simple, affordable and proven micronutrient nutrition without the calories. It’s a ‘no-brainer.’”

*“Health is  
a choice, not  
a right.”*

*Dr. Barbara Fischer is one of many prominent healthcare professionals speaking to audiences around the world as part of our Prevention Plus+ Health Education Series. If you'd like to attend a Prevention Plus+ Seminar in your area, ask your Juice Plus+® distributor or call our Preferred Customer Hotline at 800-347-4014.*

*If you'd like to read more about Dr. Fischer's perspective on women's health, ask your Juice Plus+® distributor for a free copy of Fountain of Health for Women.*



they do not know which individual nutrients protect against lung problems. “The likelihood is that any effect is due to the concerted action of all the nutrients in apples and tomatoes.”

“There is extensive evidence from studies over the last 10 to 15 years that a diet rich in fruits and vegetables is beneficial to lung health,” says Dr. Carol Trenga of the **University of Washington** in Seattle.

**Brain function** Dr. Jim Joseph of **Tufts University**, addressing the Linus Pauling Institute’s Diet & Optimum Health Conference in May, shared research which demonstrated for the first time

that “compounds found in fruits and vegetables have positive effects with regard to central nervous system aging.”

**Skin damage and wrinkling** In a study from the *Journal of the American College of Nutrition* earlier this year, a multinational research team found that a high intake of vegetables appeared to be protective against sun-related skin damage.

“We have reached an important milestone,” concludes Melanie Polk, R.D., Director of Nutrition Education at the **American Institute for Cancer Research**. “Today, for the first time, those wishing to lower their risk for the world's three most pervasive and deadly diseases — heart disease, stroke and cancer — are hearing a single, clear message. The crux of that message is the tremendous disease-fighting potential of diets high in fruits and vegetables.”

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## Research Continues on Juice Plus+®

Scientists interested in whole food nutrition continue to study Juice Plus+®.

Researchers in Germany and Australia are building on the landmark Juice Plus+® bioavailability study published in *Current Therapeutic Research*, in which subjects showed marked increases in blood levels of key disease-fighting antioxidants after only 28 days on the product.

Published results from these expanded bioavailability studies are expected sometime in 2002.

The **Juice Plus+® Children's Research Foundation** is analyzing preliminary data from the first 3500 families participating in the Juice Plus+® Children's Health Study, a multi-year project designed to determine what effect adding a whole food based supplement like Juice Plus+® to the family diet can have on children's health.

The Study is measuring things like how many days of school children miss, how many doctor's visits they make, and whether using a supplement like Juice Plus+® can help reduce the amount of fast food and soft drinks they consume.

Look for results in this newsletter in your next carton of Juice Plus+®.

# “Whole Food” is the Key *(continued)*

## Variety is the spice of life

Researchers are also convinced that it's not only the amount of fruits and vegetables we eat that's important, but also the variety. Dr. Heber explains that, “every vegetable and fruit has a unique profile of nutrients and phytochemicals.” That's why, according to Dr. Kristal, it is so important “to eat a variety of different vegetables.”

Evidence that different foods interact with one another to provide extra health benefits has been building steadily for years. “After all, cancer is not one disease, but many,” Dr. Heber elaborates, “and no single food or compound can provide the different cells in the body with the unique kind of protection they require. This means that beyond eating 5 to 9 servings of fruits and vegetables a day, you need to ensure that you're getting a diverse array of these foods.”

Heber cites studies showing that the average American's total intake of fruits and vegetables is only about 3 servings a day. “And if those servings consist of iceberg lettuce, French fries, and a little ketchup for color, you're in big trouble.”

## Eat more fruits and veggies

How to avoid that trouble? Listen to the experts. Eat more fruits and vegetables, at least 5-9 servings every day. Eat a wide variety of different fruits and vegetables. And because you can't always do that, despite the overwhelming scientific evidence that you should, take whole food based Juice Plus+®. It gives you added nutrition from 17 different fruits, vegetables and grains, every day.



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