

## “The Beauty of Juice Plus+”

In 16 published clinical studies, researchers tell us what Juice Plus+ does *inside* your body.

Two new studies test what Juice Plus+ can do to improve how you look on the *outside*, too.

### Juice Plus+ contributes to healthier skin

In the first skin research conducted on Juice Plus + , experts at the skin research center at the **University of Witten/Herdecke in Germany** monitored several indicators of skin health in 52 women over a 12-week period.

*“We’ve seen the clinical data showing that Juice Plus + reduces free radical damage and improves the immune system and the cardiovascular system,”* explains **Mitra Ray, Ph.D.** , a biochemist, lecturer, and co-author of [\*Do You Have the Guts to Be Beautiful?\*](#) *“What is really exciting, though, is that as your inside becomes healthier, this eventually shows up in your skin as well.”*



Dr. Ray, a longtime proponent of Juice Plus + , has seen the positive impact of taking Juice Plus + on people’s skin – including her own. *“Now we’re about to have our first clinical data to help support this observation,”* she shares appreciatively.

Among other markers of skin health, the German study analyzes the impact of Juice Plus + on skin density and thickness, which Dr. Ray says is very important. *“Increased density and thickness indicate that the structural components that make up the skin are healthier at the molecular level,”* she elaborates. *“Because the skin exfoliates so often, this means that the new cells coming to the skin are healthier and more resilient.”*

The German researchers also measured the skin’s properties as a barrier to water loss – hydration being another key link in Dr. Ray’s skin/nutrition chain. *“The skin’s ability to stay more hydrated has the effect of making wrinkles look less visible. I personally noticed this in the fine lines on my forehead.”*

Dr. Ray thinks this all just makes good nutritional sense. *“Improved plant nutrition helps increase ‘microcirculation’ through the tiny capillaries that come almost to the very surface of the skin. This translates to better skin color and tone – what people refer to as a ‘healthy glow.’”*

The Witten/Herdecke skin research team has completed their study and analyzed the results. The resulting scientific paper is now being prepared for peer review and publication.

## Juice Plus+ contributes to a healthier smile

In the first clinical study of Juice Plus + from a dental perspective, researchers at the **University of Birmingham, United Kingdom** recently completed the clinical phase of their analysis of the impact of Juice Plus + on measures of gum health in 60 adults.



*“Everyone knows about brushing and flossing,” explains **Frank Eggleston, D.D.S . and President of the American Academy of Restorative Dentistry.** “But good nutrition is just as critical to dental health. It helps you build a healthier mouth from the inside out – healthier bone, healthier nerves, and healthier gum tissue.”*

Dr. Eggleston has been eagerly anticipating the Birmingham results. *“They analyzed two things that are very important to us dentists – pocket depth and gingival attachment .”*

Dr. Eggleston explains each term. *“There is a pocket around every tooth, like a moat around a castle. If that pocket gets too deep, then we get into dental problems. But if that pocket is shallow, then we can actually get to that area through flossing and brushing and keep it clean. The second term – gingival attachment – is like a belt around the tooth that keeps it planted rock solid in the bone.”*

*“Improved gingival attachment leads to improved bone attachment underneath.”* Dr. Eggleston continues. *“Improving both pocket depth and gingival attachment means that the tooth is planted more firmly in the bone and supported by strong, pink tissue that can be kept healthy and clean.”*

*“If Juice Plus + is shown to improve either of these factors, it would be impressive,”* Dr. Eggleston suggests. *“But if it improves both – as I expect – it simply corroborates what I’ve experienced in my own practice. I’ve put so many patients with unhealthy, bleeding gums on Juice Plus + – and then they come back a few months later either not bleeding at all or bleeding very little. Their gum tissue is no longer red and beefy, but pink and beautiful.”*

*“To a dentist, it’s the look of health,”* Dr. Eggleston concludes. *“And healthier gums lead to healthier teeth and a more beautiful smile.”*

## Juice Plus+ Research

Juice Plus+ is the most thoroughly researched brand name nutritional product in history and the #1 selling nutritional product in a capsule in the world.

Attached is an [overview](#) of the published and ongoing research on Juice Plus+.