

JUICE PLUS+[®]



A new look . . . and more!

As you've probably noticed, Juice Plus+® now comes in a new-look carton and brand-new bottles. What hasn't changed, of course, is the healthful variety of whole food based nutrition inside those bottles that makes Juice Plus+® "the next best thing to fruits and vegetables."

"We've continually improved the Juice Plus+® product ever since we introduced it in 1993," explains John Blair, NSA's Vice President of Product and Research, "but the packaging has stayed basically the same. We felt it was time to update the Juice Plus+® look."

We hope you like it.

Blair points out that NSA has done more than just give Juice Plus+® packaging a fresh new face. "We've added features that make the daily Juice Plus+® habit easier than ever," he adds. "For example, each bottle is now capped by a convenient flip-open top that you unscrew just one time – when you open the new bottle to remove the protective inner seal. After that, all you need to do is flip open the new top to access the capsules (or chewable tablets) inside.

"We've also added a new inner seal with a semi-circular tab that makes the seal easier to remove – and leaves a clean opening around the edges of the bottle."

Blair also notes that the new Juice Plus+® cartons are environmentally friendly. "The cartons are made from post consumer-recycled material – which helps *(continued on next page)*

Inside...

Product Update

Prevention Plus+ Profile:

Janet M. Roberto, M.D.

Clinical research continues

(continued from page 1)

support consumer recycling programs and reduce the overall volume of solid discarded waste. They are also fully *recyclable* themselves.

"When you consider the number of cartons we ship out, this means that Juice Plus+® is contributing not only to the nutritional health of people around the world, but also to the health of the environment," Blair concludes.

The new look and improved features not only encompass Juice Plus+® Orchard and Garden Blends, but Juice Plus+® Vineyard Blend® and Juice Plus+® Chewables as well.

The new Juice Plus+® packaging is being rolled out in the more than 20 countries around the world where Juice Plus+® is sold.



Product Update

Rice bran replaces barley bran in Juice Plus+ Garden Blend®.



NSA constantly strives to improve what's inside the Juice Plus+® bottles, too – from the way the juice powders are sourced, produced, and encapsulated to the fine-tuning of the formulas themselves.

One refinement recently made to the Juice Plus+ Garden Blend® formula is the replacement of barley bran with rice bran – a change already reflected in the Garden Blend product now being shipped to you.

The motivation behind the change is to further reduce the already low "gluten" content of Juice Plus+® – an important consideration for millions of North Americans who suffer

from celiac disease, a chronic inflammatory disorder of the small intestine. Celiac disease is triggered when genetically susceptible individuals ingest certain proteins commonly referred to as "gluten," which are naturally present in some cereal grains – including barley.



John Blair

The U.S. Food and Drug Administration estimates that as many as 3 million people suffer from celiac disease in the United States alone.

According to John Blair, NSA's Vice President of Product and Research, Juice Plus+® has always fallen well within the definition of "gluten-free" established by Codex Alimentarius, an international agreement on food standards. "They set the upper limit for a 'gluten-free' product at a pretty low level – only 200 parts per million," Blair advises. "But there has never been an official definition of 'gluten-free' here in the U.S."

In March of this year, however, the FDA published a proposal to set the definition for gluten-free products in the U.S. as anything that falls below 20 parts per million.

"In anticipation of this proposal – and in response to numerous requests from customers with celiac disease – we analyzed our formula and identified barley bran as the most significant source of gluten in our product," Blair continues. "We determined that by replacing the barley bran with rice bran – a suit-



Prevention Plus+ Profile: Janet M. Roberto, M.D.

Home: Springfield, Ohio.

Medical Specialty: Family medicine.

Education and Training: Graduated from Wright State University School of Medicine in Dayton, Ohio in 1985. Completed residency in Family Practice at Miami Valley Hospital in Dayton in 1988. Board-certified by the American Academy of Family Practice since 1989.

Current Positions: Full-time family practice. Serves as managing partner of a six-physician group. Also serves as a member of the medical staff at two hospitals in Springfield: Community Hospital and Mercy Medical Center.

Key Personal Accomplishments: Providing testimony for a U.S. Congressional briefing on health care policy sponsored by the National Center for Policy Analysis; and, in her own words, "raising a son of sound character, alongside a loving and supportive husband."

Community Service: Founding board member of Emmanuel Christian Academy – a private, non-denominational, K-12 school.

Health Perspective: "The time I spent learning about prevention was less than 1% of my medical training. I didn't really appreciate the value of prevention until a health crisis occurred in my own family. I now understand and fully embrace the need for physicians everywhere to share the message of preventive health.

"Patients need to hear the importance of making diet and a healthy lifestyle a priority. I encourage my patients to view better nutrition not just as a *commitment* but also as an *investment* – in a healthier future, a potentially longer life, and lower health care bills."

able nutritional substitute in every other respect – we could reduce the gluten in Juice Plus+ Garden Blend® comfortably below even the proposed new standard."

On a related topic, Blair also advises that Juice Plus+® will return temporarily to using gel caps for its Orchard, Garden, and Vineyard Blend products. "We've had occasional problems with some of our new vegetarian capsules breaking during shipping," Blair explains. "We're switching back to our previous capsules until we solve the problem."

Health Advice: "Don't wait for a crisis to learn what is important in your life. It is never too late to begin making changes that can significantly affect both your current and future health."

Why she recommends Juice Plus+® to her patients: "I see in my practice that people are becoming more and more aware of the importance of fruits and vegetables in their daily diets. Unfortunately, that knowledge does not usually translate into action. Current statistics from the U.S. Centers for Disease Control and Prevention indicate that less than 25% of people are consuming even five or more servings of fruits and vegetables a day – let alone the recommended 7-13 servings.

"Once I understood that Juice Plus+® is whole food based nutrition in a capsule – and that it is being studied by serious researchers at hospitals and universities all over the world – I felt a responsibility to share it with my patients. The fact that 11 studies documenting the benefits of Juice Plus+® have now been published in peer-reviewed medical and scientific journals is just the icing on the cake.

"Everyone can benefit from the daily 'safety net' of consistent nutrition provided by Juice Plus+®."

"Better nutrition is an investment – in a healthier future, a potentially longer life, and lower health care bills."

Janet Roberto 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).

Blair reiterates the company's commitment to vegetarian capsules and expresses optimism that the problem will be solved in the coming months.

"Being the pioneer isn't always the easiest path to take," he reflects. "But it's the only way to ensure that the Juice Plus+® product enjoyed by our customers remains on the leading edge of nutritional science."

The Science of Juice Plus+®

Juice Plus+® clinical research continues

Many of the healthful benefits of taking Juice Plus+® have been corroborated in clinical investigations conducted by researchers at leading hospitals and universities around the world. Eleven studies published to-date in the peer-reviewed literature have demonstrated that:

- Juice Plus+® delivers key phytonutrients that are absorbed by the body.
- Juice Plus+® reduces markers of oxidative stress.
- Juice Plus+® positively impacts several key indicators of cardiovascular wellness.
- Juice Plus+® helps support a healthy immune system and protect DNA.

In addition to the 11 studies already published, there are 12 additional clinical investigations involving Juice Plus+® currently underway or in some stage of the publication process – from the U.S., Japan, Germany, Canada, Italy, Austria, and the United Kingdom.

The results of one such investigation, conducted by researchers at **Tokyo Women's Medical University** on the bioavailability of Juice Plus+® in an Asian population, have

been accepted for publication this September in the *Asia Pacific Journal of Clinical Nutrition*.

In May, investigators from the **University of Milan** presented findings from their study assessing the impact of Juice Plus+® on smokers to members of the Federation of American Societies for Experimental Biology at their annual meeting in Washington, D.C.

Researchers from the **Medical University of Graz** in Austria presented their findings on the effects of Juice Plus+® on oxidative stress and antioxidant status under conditions of intense exercise to professional conferences on both sides of the Atlantic: at the annual meeting of the American College of Sports Medicine in New Orleans in June and at the annual congress of the European College of Sport Science in Jyväskylä, Finland in July.

The most recent addition to the list of Juice Plus+® investigations is being conducted in the United States by investigators at the **University of South Carolina**. This study will measure the effects of Juice Plus+® on markers of chronic or systemic inflammation.



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