



PREVENTION

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

Plus+



CACE joins Juice Plus+® as “Partner in Prevention”



“In 23 years, we have never endorsed a product,” explains **Susan Silberstein, Ph.D., Executive Director of the Center for Advancement in Cancer Education (CACE)**. “However, NSA’s commitment to education and emphasis on prevention has convinced us to join them as a Juice Plus+® ‘Partner in Prevention.’”

CACE is a non-profit cancer information, counseling and referral agency. Their mission is: 1) to provide resources for cancer prevention through lifestyle education; 2) to offer individualized counseling, information and referrals to cancer patients; and 3) to help educate healthcare professionals regarding nutritional intervention and other “alternative” approaches to cancer prevention and recovery.

“Partnering with Juice Plus+® helps us in all three areas,” says Silberstein. “The Juice Plus+® product is an excellent nutritional resource. And NSA’s ‘Prevention Plus+’ health education programs and their relationships with thousands of forward-thinking medical professionals give us an excellent platform for spreading our message.”

CACE’s message is simple. “We believe that nutrition – especially whole food based nutrition – plays a critical role in the prevention of cancer and its recurrence. Much of our educational activity is geared towards making people aware of this, through programs like our Whole Foods Expo in Philadelphia each year.”

“Unfortunately, despite the overwhelming evidence linking the incidence of cancer to the quality of our nutrition – particularly the importance of eating more fruits and vegetables – Americans are eating more poorly than ever. And all the education in the world won’t do any good if people refuse to act upon it.”

“That’s why Juice Plus+® is so valuable: it gives people a way to get more nutrition from fruits and vegetables into their diets every day.”

“I like the fact that NSA markets Juice Plus+® by educating people much like we do,” Silberstein observes. “I’m impressed that Juice Plus+® is backed by third party research that has been published in peer-reviewed scientific journals. And just look at the number of physicians and other healthcare professionals recommending it to their patients.”

“23 years ago my young husband died of cancer, and I dedicated my life to helping other families avoid the terrible tragedy that mine had endured,” Silberstein concludes. “Since 1977, the Center for Advancement in Cancer Education has reached thousands of families and touched tens of thousands of lives. Now Juice Plus+® gives us an opportunity to reach even more families and touch even more lives.”

To learn more about CACE and their cancer programs, call them at 610-642-4810 or visit their website at www.beatcancer.org.

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21st Century Prevention

by Guy Fain, III, M.D.

Juice Plus+® and antioxidants

Research published in the medical journal *Current Therapeutic Research* shows that supplementing your diet with Juice Plus+® increases the level of antioxidants in your bloodstream.

Research subjects showed significant increases in the blood plasma levels of several key antioxidants measured after only 28 days on Juice Plus+®:

- o Beta-carotene levels among test subjects increased 510% on average.
- o Alpha-carotene levels increased 119%.
- o Vitamin E (alpha-tocopherol) levels in test subjects increased 58%.
- o Levels of lycopene increased 2046%.

The research also showed that Juice Plus+® reduced lipid peroxides (a key indicator of oxidative stress) in the bloodstream of test subjects by 75% overall, and to undetectable levels in a third of the cases.

The study's conclusion: "Juice Plus+® raises blood antioxidant levels into the ranges associated with reduced risk of disease."



Despite all of our great medical advances, more Americans are dying of diseases like coronary heart disease, stroke, and cancer than ever before. At current rates, 50% of us will develop some form of cardiovascular disease in our lifetime. 33% of us will develop some form of cancer.

The worst part of all is that these diseases are preventable.

Not only are we dying from preventable diseases, but we are suffering from things that don't kill us but make us miserable: conditions like osteoarthritis and macular degeneration, and an overall weakening of our immune systems that leads to infections and autoimmune conditions. These diseases – degenerative diseases – aren't an inevitable part of growing old. They are quite preventable by lifestyle changes, especially by good nutrition.

The Culprit: Oxidative Stress

"Oxidative stress" is the process that causes every one of these things I've just mentioned. It is the gradual destruction of our bodies over time by free radicals produced by oxidation. When we metabolize food we produce free radicals. When we exercise we produce free radicals. When we smoke or breathe polluted air we produce free radicals. Even exposure to sunlight produces free radicals.

This process of oxidation – and the resulting oxidative stress – occurs throughout our bodies all of our lives, eventually wearing the various parts of our bodies down. When it occurs in the eye, we often get something called macular degeneration, the leading

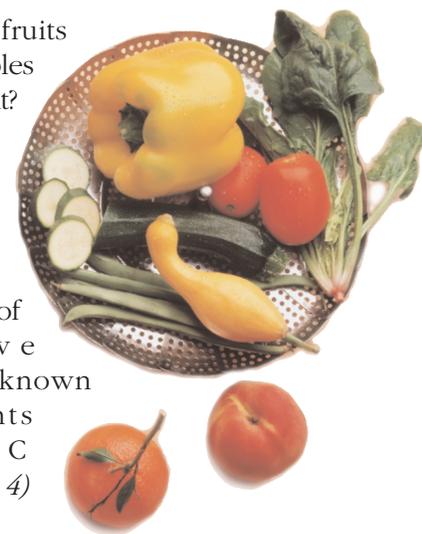
cause of blindness in people age 65 and older. When it wears away at the cartilage in our joints, we get degenerative arthritis. When it happens in the skin, we get wrinkles and various kinds of skin cancer. When it occurs in the blood vessels, we get atherosclerosis and strokes. When it occurs in our chromosomes, we get cancer. And so on.



The Antidote: Fruits and Vegetables

There is one clear, simple antidote for oxidative stress that reduces your risk of getting every one of these diseases or conditions: fruits and vegetables. The same thing that your great grandmother was telling your parents or grandparents at the beginning of the 20th century is what medical science is beginning to prove today: you need to eat your fruits and vegetables.

Why are fruits and vegetables so important? Because they contain natural antioxidants that help fight the effects of oxidative stress. Well-known antioxidants like Vitamin C



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Prevention Plus+ Profile: Russell L. Blaylock, M.D.



Home: Jackson, Mississippi

Occupation: Neurosurgeon, in private practice for over 20 years

Medical training: Graduated from the Louisiana State University

School of Medicine in 1971. Interned at the Medical University of South Carolina in Charleston.

Teaching position: Clinical Assistant Professor, University of Mississippi Medical Center in Jackson

Author of: "Excitotoxins: The Taste that Kills", an examination of food additives and their effects on human health

Primary interests: The role of nutrition in neurodegenerative diseases like Alzheimer's disease, Parkinson's disease, and Huntington's chorea, and the rela-

tionship between brain disease and aging

Insight: "Disease begins years before people or their doctors ever see any symptoms: 10 to 20 years before in the case of Alzheimer's disease or Parkinson's disease. You have to lose about 80 per cent of the cells in the affected part of your brain before you start to develop symptoms. By the time you and your doctor get into the act, all you're able to do is try to save the remaining 20 per cent."

On medicine today: "Drugs and pharmaceuticals don't 'cure' diseases. They treat symptoms. They're just keeping you from screaming so loud from the pain."

Why he recommends Juice Plus+® to his patients: "Immunity is directly connected to nutrition. If you're not eating the right things and re-supplying them every day, you dramatically increase your risk of developing a major degenerative disease. Yet only 8% of adults even know we need at least 5 to 9 servings of fruits and vegetables a day, let alone comply with it."

"Immunity is directly connected to nutrition."

Dr. Russell Blaylock is one of many prominent healthcare professionals speaking to audiences across the country 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 1-800-347-4014. If you'd like to hear Dr. Blaylock's latest Prevention Plus+ talk, ask your Juice Plus+® distributor for a free copy of his new Prevention Plus+ audiotape "I Haven't Got Time for the Pain."

NSA to sponsor 3rd Annual Nutraceuticals and Medicine Conference



nutraceutical *n* any of a class of functional foods that have potentially disease-preventing and health-promoting properties.

More and more healthcare professionals are recognizing the link between nutrition and disease and the need for nutritional supplementation. That's why NSA, the maker of Juice Plus+®, is once again helping fund through an unrestricted educational grant the **3rd Annual Nutraceuticals and Medicine Conference** March 30-31, 2001 in San Diego.

Doctors and healthcare professionals from across the country will earn continuing education credits as they hear the latest research and learn from colleagues about how they are using nutraceuticals like Juice Plus+® in their practices. Speakers include **Russell Blaylock, M.D.**, who is presenting "The Medicinal Benefits of Plant Flavonoids on the

Prevention and Treatment of Neurodegenerative Diseases."

The Conference is sponsored by the Foundation for Care Management and the Department of Continuing Education, College of Pharmacy, Medical University of South Carolina, in cooperation with the American Nutraceutical Association. It meets the criteria for 8 hours of Category 1 Continuing Medical Education Credit for medical doctors. It is also approved for continuing medical education credit for nurses and pharmacists, and has been submitted for continuing education credit for registered dietitians.

For more information and a conference brochure, contact ANA Customer Service at 800-566-3622, or visit their website at www.ana-jana.org.

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and beta-carotene. Lesser-known antioxidants like alpha-carotene, lycopene, lutein and zeaxanthin. And thousands of other antioxidants and plant chemicals that support one another in ways we have just begun to understand.

Getting too much of one kind of antioxidant and not enough of another – or none at all of hundreds or thousands of other antioxidants – won't get the job done. We need to get our antioxidants in their natural "whole food" balance.

Fruits and vegetables provide a wide variety of thousands of antioxidants.

How Much? How Many?

The leading medical associations – the American Cancer Society, the National Cancer Institute, the American Heart Association, the American Diabetes Association – all recommend that we eat at least 5 to 9 servings of fresh, raw fruits and vegetables a day. Not frozen, because commercial freezing processes destroy nutrients. Not cooked to death, because cooking does, too. Not irradiated, like much of our store produce is today, for the same reason.

Here at the beginning of the 21st century, Americans are suffering and dying from too many diseases that are entirely preventable.

Why don't we do something about it?

Guy F. Fain, III, M.D., is Medical Director of Emergency Services at East Ridge Hospital in Chattanooga, Tennessee, where he has also served as Chief of Family Practice and Chief of Staff. He is a graduate of the Wake Forest University School of Medicine.

Because he knows most people can't (or won't) eat 5 to 9 servings of fresh fruits and vegetables every day, Dr. Fain recommends Juice Plus+® to his patients.

