

## Editorial

We are pleased to launch the first issue of the Juice PLUS+<sup>®</sup> Sports Newsletter. This document forms part of a programme started a few months ago with the aim of highlighting and emphasising the connection between nutrition and health and the world of sport through the valuable contribution of Juice PLUS+<sup>®</sup>.

Our website [www.juiceplussports.eu](http://www.juiceplussports.eu) lists internationally renowned athletes who use the product, each a champion in their own discipline, together

with interviews which testify the role played by Juice PLUS+<sup>®</sup> in contributing to achieving important victories. For an athlete to achieve and maintain a high level of performance, correct nutrition and diet are without a doubt a basic requirement. Playing sport demands maximum physical effort before, during and after performance, and Juice PLUS+<sup>®</sup> can be the decisive factor to ensure that the athlete is in peak condition.

The objective of this newsletter is to share with you the news, programmes and scientific research associated

with Juice PLUS+<sup>®</sup> in relation to the world of sport, a very important part of which is made up of interviews with the athletes and their testimonies on the benefits of Juice PLUS+<sup>®</sup>.

Happy reading!



## Athletes' performance

**Dorian van Rijsselberghe**, The Netherlands, is a surfer and a member of the Royal Dutch Sailing Federation who has also competed in the Olympic Games.

In 2011, with the support of Juice PLUS+<sup>®</sup>, Dorian won 2 important international competitions for the second year in succession:

- The Princesa Sofia Trophy, held in Majorca from the 2nd to the 9th of April 2011 ([www.trofeoprincesasofia.org](http://www.trofeoprincesasofia.org))
- The Miami Rolex Cup, held in Florida from the 23rd to the 29th of January 2011 (<http://rmocr.ussailing.org/>)

We are very proud of his success, which is a perfect preparation for the London Olympic Games of 2012!



## [www.juiceplussports.eu](http://www.juiceplussports.eu): news



**Max Tonetto**, Italy, is a footballer whose career highlights include playing in the Italian first division (Serie A) for A.S. Roma, where he has played as a left back and as a left midfielder. In 2010 he played regularly in the Italian first division, 3 times in the Europe League and once in the Italian Cup (Coppa Italia).

Max started taking Juice PLUS+<sup>®</sup> 6 months ago, and quickly noticed an improvement in stamina and in recovering from muscle soreness; a common complaint after physical exercise and exertion resulting from his sporting activity. He has admitted increasing his fruit and vegetable intake, which he now deems essential to his current and future physical condition.

Welcome to the Juice PLUS+<sup>®</sup> athletes team!

For additional information on this athlete or on the other members of the Juice PLUS+<sup>®</sup> Sports Team, please see the web page <http://www.juiceplussports.eu/uk/athletes.htm>

## What the expert says...



Dr **Paolo Liistro**, Italy, specialized in Sports Medicine at Milan University. He is the founder and current Director of the Centro Ambrosiano for Sports Medicine in Milan and has many years of experience related to the consumption of Juice PLUS+® in the sports environment.

This is what he had to say in reply to the most frequently asked questions.

**Q:** Can Juice PLUS+® influence an athlete's diet?

**A:** Yes it can, and for the better. Normally a diet consists of the right combination of macronutrients, i.e. carbohydrates, proteins and lipids. Juice PLUS+® on the other hand delivers micronutrients, i.e. vitamins, minerals and antioxidants, naturally present in the 26 varieties of fruits, vegetables and berries making up the product. A correct and balanced diet can enhance athletic performance and ensure that the body reaps the maximum benefit from exercise taken.

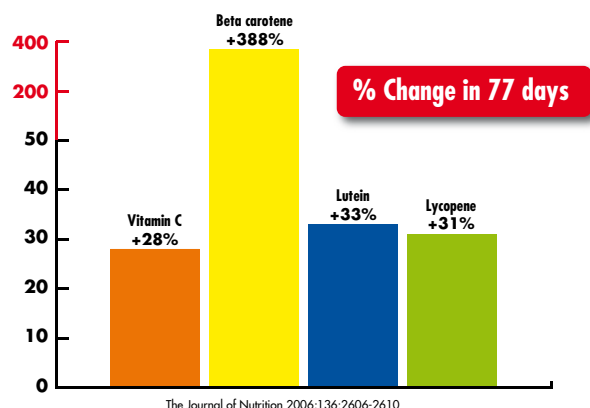
The benefits deriving from Juice PLUS+® have been demonstrated by no less than 20 scientific studies conducted on the product. For example:

- It is bioavailable in that it is effectively processed and absorbed by the body
- It helps to reduce oxidative stress
- It helps to support a healthy immune system
- It helps to maintain DNA integrity
- It positively conditions many of the cardiovascular health markers
- It has a positive effect on many systemic inflammation markers

**Q:** How long before I start noticing the benefits?

**A:** The results of studies published in the Current Therapeutic Research 1996; 57(6): 445-461 and in the Journal of Nutrition; 136(10):2606-2610 (see below graph) reveal that after just one week and after 77 days respectively, there was a considerable increase in the level of antioxidants tested. Bioavailability is practically immediate. Since Juice PLUS+® is a natural product, it should be left to act spontaneously and on a day by day basis. In fact, our body needs a daily intake of all the thousands of phytonutrients offered by fruits and vegetables. The benefits will follow naturally, depending on the needs and the original condition of each individual.

**Bioavailability of selected nutrients after 77 days on Juice PLUS+®**  
Study carried out by the University of Florida, USA



If you have any query about Juice PLUS+® related to sport that has remained unanswered after visiting the web site [www.juiceplussports.eu](http://www.juiceplussports.eu), please send an email to [info@juiceplussports.eu](mailto:info@juiceplussports.eu). The answers to the most interesting questions will be published in the next issue of this newsletter.

## The interview



**Kristian House**, United Kingdom, is a professional cyclist. Kristian rides for the Rapha Condor Sharp team and has been taking Juice PLUS+® for the last two years, which has turned out to be the most successful period of his competitive career to date.

**Q:** Have you noticed any improvement in your performance since you started taking Juice PLUS+®?

**A:** Most certainly. I started taking Juice PLUS+® fruits, vegetables and berries two years ago and not only do I feel in good health and in top form, but as a professional cyclist it has been very important for me to return to my normal energy and vitality levels shortly after training and racing.

**Q:** Which have been the best results obtained since you started taking Juice PLUS+®?

**A:** For the last two years, I have been able to compete

on a regular basis, more frequently and at an optimum performance level which I had never experienced before I complemented my daily diet with Juice PLUS+®!

**Q:** Why is Juice PLUS+® important to you?

**A:** I think it's very important as it keeps my immune system in check, which has really impressed me. Maintaining a healthy body throughout the racing season is no easy task!



**Juice PLUS+®**

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