

JUICE PLUS+[®] PREVENTION *Plus*+[®]



The Next Best Thing to Berries and Grapes

Juice Plus+[®] has always been the next best thing to fruits and vegetables. Now it's the next best thing to berries and grapes, too.

New Juice Plus+ Vineyard Blend[®] provides the nutritional essence of nine varieties of berries and grapes in convenient capsule form. Vineyard Blend contains juice powders from blueberries, blackberries, bilberries, raspberries, cranberries, and elderberries, as well as from black currants, red currants, and Concord grapes.

These foods provide some of nature's most powerful and healthful antioxidant flavonoids and polyphenols.

"Like our other Juice Plus+[®] products, Juice Plus+ Vineyard Blend[®] provides the wide variety of antioxidants and other phytonutrients found only in whole foods," reports John Blair, Vice-President of Product Research and Development at NSA, the maker of Juice Plus+[®].

"Nutrient-dense foods such as deep red and purple berries and grapes are packed not only with lots of vitamins but also with many, many other powerful phytonutrients. And scientific research increasingly shows that phytonutrients work together in combination to strengthen our immune systems, impede the development of disease, and contribute to good health in any number of ways.

"Isolated vitamins and multivitamin combinations simply can't deliver the wide range of nutrients that whole foods provide," Blair explains. "That's why, unlike typical vitamin supplements, Juice Plus+ Vineyard Blend[®] – like all Juice Plus+[®] products – is whole food based, specifically designed to provide more of the nutrition from healthful whole foods so lacking in today's diets."

Blair points out that Juice Plus+ Vineyard Blend[®] is also specifically formulated with cardiovascular (heart and circulatory) health in mind. In addition to its whole food berry-and-grape-powder base, Vineyard Blend contains a proprietary mixture of other natural powders and extracts that are derived from green tea, ginger root, grape skin, grape seed, and artichoke; and, include L-arginine, L-carnitine, coenzyme Q10, and vitamins C and E.

The impact of this unique combination of ingredients on vascular health has already been demonstrated in a clinical study conducted at the University of Maryland School of Medicine and published in the *Journal of the American College of Cardiology*. The American College of Cardiology is a 28,000-member nonprofit professional medical society and teaching institution dedicated to fostering optimal cardiovascular care and disease prevention. *JACC*, the organization's official journal, publishes original peer-reviewed clinical

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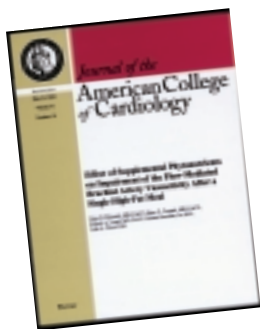
**Juice Plus+ Vineyard Blend[®]
Commonly Asked Questions**

**Prevention Plus+ Profile:
Tamara M. Sachs, M.D.**

**New U.S. Guideline:
Five to 13 Servings of
Fruits and Vegetables a Day**



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and experimental reports on all aspects of cardiovascular disease (www.acc.org).

“Simply stated, the study shows that taking Juice Plus+ Vineyard Blend® in conjunction with Juice Plus+® Orchard and Garden Blends can help improve circulation,” Blair summarizes.

The Maryland team – headed by cardiologists Gary D. Plotnick, M.D. and Robert A. Vogel, M.D. – have shown in previous research that eating a high-fat meal impairs circulation. Normally, arteries expand when there’s a sudden increase in blood flow. After a high-fat meal, however, the ability of the arteries to properly respond is diminished for at least four hours.

The same research team analyzed the effect of Juice Plus+® products on post-meal constriction of the arteries. Taking Juice Plus+® Garden and Orchard Blends alone proved helpful. Researchers found that the blood vessels of subjects receiving just original Juice Plus+® – but no Vineyard Blend – were better able to respond to changes in blood flow compared to the blood vessels of volunteers receiving placebo capsules.

“But the combination of all three types of Juice Plus+® capsules – Orchard, Garden, and Vineyard Blends – virtually eliminated the negative blood flow effects of eating a high fat meal,” Blair continues. “And these results were achieved after only 28 days.

“Of course this is just the first of several clinical studies involving Juice Plus+ Vineyard Blend®,” Blair adds. “Additional Vineyard Blend research is being conducted on coronary heart disease patients at Vanderbilt University, on athletes at the University of North Carolina at Greensboro, and on subjects with symptoms of metabolic syndrome – often a precursor to both coronary heart disease and Type 2 diabetes – at the Yale University-Griffin Hospital Prevention Research Center.

“As you can see, we’re committed to supporting the same type of quality, independent, peer-reviewed clinical research on Juice Plus+ Vineyard Blend® that we’ve consistently supported on our Juice Plus+® Orchard and Garden Blend capsules.”

Blair stresses the common sense of Juice Plus+ Vineyard Blend®. “We know that we all need to eat a better and more varied diet for improved health and wellness,” he concludes. “But who eats nine varieties of berries and grapes every day?”

Juice Plus+ Vineyard Blend® provides a convenient and inexpensive way to add more whole food based nutrition from these foods to your diet, every day.

“It’s the next best thing to berries and grapes.”

For more information about Juice Plus+ Vineyard Blend® or Vineyard Blend clinical research, please contact your Juice Plus+® representative. You can also order Juice Plus+ Vineyard Blend® through your Juice Plus+® representative or by calling Juice Plus+® Preferred Customer Care at 1-800-347-6350.



Commonly asked questions about Juice Plus+ Vineyard Blend®

How is Juice Plus+ Vineyard Blend® made?

Like all Juice Plus+® products, Juice Plus+ Vineyard Blend® is made from fresh, high quality produce. The berries and grapes are juiced, then reduced to powder using the same proprietary process used to make Juice Plus+® Orchard and Garden Blends. This low temperature process is designed to ensure that we preserve as much of the nutritional value of the berries and grapes as possible.

We also carefully test our products every step of the way to ensure that no pesticides, herbicides, or other contaminants affect the natural purity of the product.

How is Juice Plus+ Vineyard Blend® sold?

Juice Plus+ Vineyard Blend® is sold separately from Juice Plus+® Orchard and Garden Blend and is shipped in its own, separate carton. However, you may arrange to have Vineyard Blend shipped at the same time as your Juice Plus+® Orchard and Garden Blend if that works best for you.



Prevention Plus+ Profile: Tamara M. Sachs, M.D.

Home New Milford, CT

Specialties Internal Medicine; Medical Nutrition and Integrative Care

Education Graduated with honors in 1985 from the Mount Sinai School of Medicine in New York City. Completed internship and residency in Internal Medicine in 1988 at Saint Raphael Hospital and Yale University in New Haven, CT.

Professional History 1988-91: Attending Physician in the Department of Emergency Medicine at Saint Raphael Hospital. 1991: Began practicing Internal Medicine in New Milford. 2002-04: Took sabbatical to study clinical nutrition and molecular genetics. 2004: Opened private practice in Functional Medicine and Integrative Care.

Professional Service Served on the Scientific Advisory Board of Womenheart, the National Coalition for Women with Heart Disease. Member of the Multidisciplinary Committee for Cancer Care for the Regional Cancer Center of Columbia Presbyterian Hospital. Chairman of the Collaborative Practice Committee and member of the Ethics

Committee at New Milford Hospital. Frequent lecturer in the U.S. and Canada on the topic of heart disease and nutrition.

Philosophy of Medicine “Our genes, what we eat, how we exercise and react to stress – all of these things affect our health. This suggests that we should take a more integrative approach to medicine. It is more important to assess the entire person rather than focus on the symptoms or the diagnosis.”

Health Advice “Health is more than the absence of disease: it is a balance between wellness and the many stressors in your life. The more active a participant you are in this dynamic process the healthier a person you will become.”

Why she recommends Juice Plus+® “Knowing what you need to do and actually doing it are two different things. In my practice, I try to bring the two closer together with practical, realistic, and flexible programs that really help people make healthy changes in their lifestyles.

“Juice Plus+® is a perfect example. Knowing that we should eat more fruits and vegetables is one thing, but actually doing it is quite another. That’s why I recommend Juice Plus+® to all of my patients. It’s a practical, realistic, and flexible addition to anyone’s health program.”

“Knowing what you need to do and actually doing it are two different things.”

Dr. Tamara Sachs is one of the many prominent 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-JUICE PLUS (1-877-584-2375).

Is Juice Plus+ Vineyard Blend® only for people concerned about cardiovascular health?

No, not at all. Just as Juice Plus+® Orchard and Garden Blends give you a wide variety of antioxidants and other phytonutrients from 17 different fruits, vegetables, and grains every day, taking Juice Plus+ Vineyard Blend® along with them provides you an even wider array of antioxidants and other phytonutrients from additional whole food sources.

When should I take Juice Plus+ Vineyard Blend®?

Many people take Juice Plus+ Vineyard Blend® capsules at the same time that they normally take their Juice Plus+® Orchard Blend and/or Garden Blend capsules.

Other people take Juice Plus+ Vineyard Blend® at mealtime, particularly with the evening meal. Blood flow tends to slow or become more constricted after eating, especially after a high fat meal. Juice Plus+ Vineyard Blend® contains a combination of ingredients that may help to minimize this tendency and improve circulation.

Some people – especially those with a consistent daily exercise routine – take Juice Plus+ Vineyard Blend® when they exercise. Blood flow tends to slow or become more constricted following exercise. Again, Juice Plus+ Vineyard Blend® contains a combination of ingredients that may help minimize this tendency and improve circulation.

Experts Urge Americans to Eat More Fruits and Vegetables.

Five to 13 servings a day will be the new guideline.

AUGUST, 2004 – A 13-member panel of experts is recommending that Americans eat five to 13 servings of fruits and vegetables daily, compared with the five to nine servings currently recommended.

After a year's work, the Dietary Guidelines Advisory Committee is in the final stages of overhauling the Dietary Guidelines for Americans, which will be formally issued in 2005.

Since 1980, the guidelines have been published every five years by the U.S. Departments of Agriculture and Health and Human Services. School menus must comply with the guidelines. The food pyramid, currently receiving its own overhaul, is also based on the guidelines.

“We've got good science,” said Eric Hentges, executive director of the U.S. Center for Nutrition Policy and Promotion, which is responsible for updating the food pyramid. “Our challenge is to implement this into good policy.”

It's a major challenge. While about 80 percent of people know about the current pyramid, less than 5 percent follow its dietary suggestions, Hentges explained.

Although eating fruits and vegetables has always been part of



the guidelines, the link between diet and disease was not always as clear as it is today. As recently as 1979, the Agriculture Department's "Hassle-Free Guide to a Better Diet" told readers that many scientists felt diet contributed to chronic disease, but that others did not, "so the choice is yours."

Even though there is still considerable debate about some of the Dietary Guidelines for America, one thing that science has clearly taught us – and upon which experts today consistently agree – is that a diet rich in a variety of fruits, vegetables, and grains helps reduce the risk of chronic diseases such as cancer and heart disease.

–As reported by the *Associated Press* and *Los Angeles Times*

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