

JUICE PLUS+® PREVENTION Plus+®



Clinical Studies Highlight Benefits of Juice Plus+ Vineyard Blend®

As you've probably heard from us before, Juice Plus+® is the most thoroughly researched brand name nutritional product on the market today. There are now 15 published clinical studies corroborating the healthful benefits of Juice Plus+® Orchard and Garden Blends – and many more are currently underway.

You may not be aware, however, that several clinical studies also include our Juice Plus+® “berry and grape” product, Juice Plus+ Vineyard Blend®.

What is Juice Plus+ Vineyard Blend®?

Just as Juice Plus+® Orchard and Garden Blends are the next best thing to fruits and vegetables, Juice Plus+ Vineyard Blend® is the next best thing to berries and grapes.

The United States Department of Agriculture (USDA) recommends we eat 7 to 13 servings of fruits and vegetables every day. Juice Plus+® Orchard and Garden Blends help you bridge the gap between what you should eat and what you do eat by providing added whole food based nutrition from 17 different fruits, vegetables, and grains.

Juice Plus+ Vineyard Blend® adds naturally balanced whole food based nutrition from Concord grapes and eight different types of berries: blueberry, cranberry, blackberry, bilberry, raspberry, red currant, black currant, and elderberry. Nutrient-dense whole foods such as deep red and purple berries and Concord grapes are packed not only with vitamins, but also with a wide array of powerful antioxidants and other phytonutrients – including anthocyanins, polyphenols, and flavonoids – that offer clinically demonstrated benefits.

What does clinical research tell us about Juice Plus+ Vineyard Blend®?

The five clinical studies published to date on Juice Plus+ Vineyard Blend® have focused on its effects when consumed in conjunction with Juice Plus+® Orchard and Garden Blends.

(continued on next page)

Inside...

Leading-edge science conducted by leading researchers

Prevention Plus+ Profile: Tina Jones, M.D.

Juice Plus+® brings Nutrition Detectives to life

Juice Plus+ Vineyard Blend® is the next best thing to berries and grapes.

Leading-edge science conducted by leading researchers

Clinical research on Juice Plus+® has not only been conducted at leading hospitals and universities around the world and published in leading scientific journals. It has also been designed, executed, and analyzed by investigative teams led by top researchers in their respective fields.

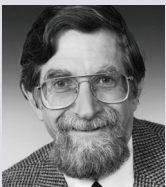
Pictured below are the four scientists who led the clinical investigations discussed in this newsletter.



Gary D. Plotnick, M.D.
*University of Maryland
School of Medicine*



Mark Houston, M.D.
*Vanderbilt University
School of Medicine*



Allan H. Goldfarb, Ph.D.
*University of North
Carolina-Greensboro*



Manfred Lamprecht, Ph.D.
*Medical University
of Graz*

In a study published in the *Journal of the American College of Cardiology* in 2003, investigators at the **University of Maryland School of Medicine**¹ reported that subjects who consumed the three Juice Plus+® blends were better able to maintain the elasticity of arteries compared to a placebo group after consuming a high-fat meal, which normally constricts blood flow.

In a cardiovascular-related pilot study published in 2007, investigators at **Vanderbilt University School of Medicine**² monitored several measures of vascular health in a low risk population who took all three Juice Plus+® blends for two years – and noted various improvements with no adverse side effects.

Researchers at both the **Medical University of Graz, Austria**³ and the **University of North Carolina-Greensboro (UNCG)**⁴ determined that the three Juice Plus+® blends consumed together are effective in reducing protein carbonyls, a previously established marker for the excess oxidative stress associated with exercise. “Oxidative stress” is the damage caused by unstable molecules known as free radicals that increases the risk of chronic diseases, such as heart disease, stroke, and cancer.

The Graz paper appeared in the *Journal of Nutrition* in December 2007. Researchers observed study volunteers from the Austrian Police Special Forces elite “Cobra” anti-terrorism unit over seven months (28 weeks) of taking the three blends or a placebo. At rest, the Juice Plus+® group showed decreasing concentrations of protein carbonyl over the study period. This group also lost fewer duty days due to illness over the course of the investigation – an indication of beneficial immune effects, which were more pronounced during the final 20 weeks of the investigation.

The UNCG study was published in 2006



in *Medicine & Science in Sports & Exercise*, the official journal of the American College of Sports Medicine. The UNCG team reported that the exercise-induced increase in oxidative stress in the form of protein carbonyls was equally well controlled by both high doses of vitamins C and E and by Juice Plus+® Orchard, Garden, and Vineyard Blends, with its much lower amounts of Vitamins C and E – and after only two weeks of use. This demonstrated once again the “synergy” of whole food based nutrition when compared to isolated vitamin supplements.

A separate, follow-up study conducted by the **Medical University of Graz**⁵ research team was published earlier this year in the journal *Medicine & Science in Sports & Exercise*. The Graz researchers again studied the effect of the three blends – Orchard, Garden, and Vineyard – on protein carbonyls. The Cobras were tested following very intense exercise after 4, 16, and 28 weeks on the three blends. This paper again reported a positive impact on protein carbonyl formation in the Juice Plus+® group compared to placebo.

What additional clinical studies on Juice Plus+ Vineyard Blend® are currently underway?

Researchers at the **University of Birmingham** in the United Kingdom are investigating the effects of the three blends on indicators of periodontal health, while investigators at the **University of Milan**, Italy are studying the effects of the three blends on oxidative stress in smokers.

A follow-up study at the **University of**



Prevention Plus+ Profile: Tina Jones, M.D.

“We need to meet our health challenges from a position of strength. Juice Plus+® helps us do that.”

Home: Smyrna, Georgia

Medical Specialty: Internal medicine

Education and training: Graduated from Pennsylvania State University in 1972 with a Bachelor of Science degree in Microbiology. Received her medical degree from the University of Cincinnati College of Medicine in Cincinnati, Ohio in 1978. Completed her residency in Internal Medicine at Jewish Hospital of Cincinnati in 1981.

Current Positions: Staff physician, Emory Adventist Hospital of Smyrna. Solo medical practice for 22 years.

Personal Mission Statement: “My passion is to empower my patients to take ownership of their health through preventive measures such as diet and exercise.”

Health Advice: “Strive to make sure that at least two-thirds of every meal comes from the plant world (i.e., fruits, vegetables, and whole grains).”

Why she recommends Juice Plus+® to her patients: “Adding Juice Plus+® to the diet provides the daily opportunity to consistently consume added nutrition from high-quality, nutrient-dense fruits and vegetables.

“Clinical research shows that Juice Plus+® helps support the immune system.

“None of us knows when health challenges will come our way. A nutritionally sound body heals itself better than a malnourished body. We need to meet our health challenges from a position of strength. Juice Plus+® helps us do that by adding the ‘nutritional plus’ we all need.”

Favorite Personal Quote: “To feel well, we must eat well.”

Dr. Jones 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+ health talk in your area, ask your Juice Plus+® representative or visit our website at www.JuicePlusEvents.com.

North Carolina-Greensboro (UNCG) is looking into the effects of the three blends on exercise-related muscle fatigue.

Scientists at the **University of South Carolina** are investigating the effects of the three blends on inflammatory markers in healthy people. Markers of chronic systemic inflammation are emerging in other clinical research as risk factors for development of a variety of medical conditions.

Except for the pilot study conducted at Vanderbilt University, all clinical studies involving Juice Plus+ Vineyard Blend® – both those already published and those now underway – are randomized, double-blind, placebo-controlled investigations.

How do I find out more about Juice Plus+ Vineyard Blend® and Juice Plus+® clinical research?

Your Juice Plus+® representative can provide you with additional information about Juice Plus+ Vineyard Blend®, including links from his or her Juice Plus+® website to each of the

published clinical studies mentioned above. If you are unable to contact your Juice Plus+® representative for any reason, please call Juice Plus+® Customer Care at 800-347-6350 for additional information.

¹ Plotnick GD, et al. Effect of supplemental phytonutrients on impairment of the flow-mediated brachial artery vasoactivity after a single high-fat meal. *Journal of the American College of Cardiology* 2003; 41:1744-1749

² Houston MC, et al. Juice powder concentrate and systemic blood pressure, progression of coronary artery calcium and antioxidant status in hypertensive subjects: a pilot study. *eCAM* 2007; 4: 455-462

³ Lamprecht M, et al. Several indicators of oxidative stress, immunity, and illness improved in trained men consuming an encapsulated juice powder concentrate for 28 weeks. *Journal of Nutrition* 2007; 137: 2737-2741

⁴ Bloomer RJ, et al. Oxidative stress response to aerobic exercise: comparison of antioxidant supplements. *Medicine & Science in Sports & Exercise* 2006; 38:1098-1105

⁵ Lamprecht M, et al. Protein modification responds to exercise intensity and antioxidant supplementation. *Medicine & Science in Sports & Exercise* 2009; 41: 155-163

Juice Plus+® brings *Nutrition Detectives* to life

David Katz, M.D. created a classroom program called *Nutrition Detectives* that teaches children how to make healthier food choices. He wanted to convert it from a slide presentation into a video, so that he could get the program into the hands of more schools, more quickly, and in a form that would have greater appeal to elementary school-age kids.

Dr. Katz had “big food” companies who were happy to underwrite the effort, but he understood their involvement might undermine the credibility of his project. So he turned to Juice Plus+® to bring his vision to life.

The result is a *Nutrition Detectives* DVD, which is now available to teachers and classrooms everywhere at www.NutritionDetectives.com.



Dr. David Katz and his team of young "Nutrition Detectives"

A product of Dr. Katz' non-profit **Turn the Tide Foundation**, the 53-minute video is available free as a “streaming” video online or as a DVD for a small shipping and handling charge. The entire production was arranged, overseen, and financially underwritten by Juice Plus+®, working in close conjunction with Dr. Katz.

“I am profoundly grateful to my friends at Juice Plus+®,” Katz says. “We are partners in the same mission: educating others about the importance of good nutrition and preventive health.”

Juice Plus+® is proud to be associated with Dr. Katz, one of the most popular and respected physicians in North America today. An Associate Professor (adjunct) at the Yale University School of Medicine, he serves as nutrition columnist for *O, The Oprah Magazine*; as a medical contributor for ABC News; and as a syndicated health/nutrition columnist for *The New York Times*. He also writes a daily blog for *Prevention* magazine and has published nearly 100 scientific articles and chapters; as well as nine books, including a nutrition textbook used by the Harvard School of Medicine, among others.



Dr. Katz was elected to the governing board of the American College of Preventive Medicine in 2002 and as President of the Association of Teachers of Preventive Medicine in 2004.

