

Juice PLUS⁺ PREVENTION Plus⁺

THE HEALTH & WELLNESS NEWSLETTER FROM JUICE PLUS⁺ • WINTER/SPRING 2011



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Two New Juice Plus⁺
Clinical Studies

Prevention Plus+ Profile:
Reginald S. Fowler, M.D.

CDC Report: Americans don't eat enough fruits and vegetables.

We've known for some time that most Americans don't come anywhere close to eating the 7 to 13 servings of fruits and vegetables every day, as recommended by the United States Department of Agriculture (USDA). But the situation is worse than we had thought.

A new report issued by the U.S. Centers for Disease Control (CDC) reveals that more than two-thirds of adults eat fruit fewer than 2 times a day, and almost three-quarters eat vegetables fewer than 3 times daily. Even more disheartening, another report issued by the CDC last year found that less than 10% of high school students manage to eat 5 servings or more of fruits and vegetables a day.

THE IMPORTANCE OF FRUITS AND VEGETABLES

Numerous studies have highlighted the connection between eating fruits and vegetables and a decreased risk of a host of chronic diseases, such as heart disease, stroke, cancer, and diabetes. A lack of fruits and vegetables is also correlated with an increased risk of obesity. That's particularly relevant, when we consider that a team of researchers at **Harvard University** just

predicted that the obesity rate in the United States will keep rising until it reaches 42%. (It is currently 34%.)

What makes fruits and vegetables so healthful? Fresh fruits and vegetables are low in calories and high in fiber. They're also a treasure trove of antioxidants and other phytonutrients – nutritional elements that work together to support health in ways that science is just beginning to explore.

"HEALTHY PEOPLE 2010" FALLS SHORT

The last time the CDC conducted a survey of eating habits of American adults was in 2000. Disturbed by the extremely low level of fruit and vegetable consumption at that time, the U.S. government launched Healthy People 2010 – a set of health objectives for the nation to achieve over the first decade of the new century.

The goals of Healthy People 2010 were modest. The project aimed to get 75% of Americans to eat at least 2 servings of fruit per day, and 50% to eat at least 3 servings of vegetables. Even though the government has made efforts to encourage people to eat better, the new CDC report found absolutely no

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change in vegetable consumption compared to ten years ago, and a slight *decrease* in fruit consumption.

The CDC's report isn't the only one to expose the woeful lack of fruits and vegetables in American diets. In 2007, researchers from the **Johns Hopkins School of Public Health** and the **Welch Center for Prevention, Epidemiology, and Clinical Research** determined that 72% of Americans did not meet even the minimal guidelines for fruit consumption (2 servings); and 68% did not meet the minimal guidelines for vegetable consumption (3 servings).

All told, fewer than 11% met Healthy People 2010's modest goal of 5 total servings per day.

HOW MUCH PRODUCE ARE WE EATING?

Clearly, people in the United States are not consuming enough fruits and vegetables. But how much are they actually eating?

According to the USDA, not much. While the Dietary Guidelines recommend eating 7 to 13 servings of fruits and vegetables per day, Americans report consuming just 4.4 servings.

Keep in mind – that's how much they *report* eating. Research has found that people typically overestimate the amount of fruits and vegetables they eat, and underestimate the amount of fats and sweets. Also keep in mind that people include less healthy "vegetable" choices, such as french fries, in these figures.

▶ PERCENT OF AMERICANS WHO...

Eat fruit less than 2 times daily	68%
Eat vegetables less than 3 times daily	74%
Are obese now	34%
Will likely be obese in the future	42%
Meet the minimal goal of 5-a-day	11%

▶ PERCENT OF HIGH SCHOOL STUDENTS WHO...

Meet the minimal goal of 5-a-day	10%
Are obese now	12%

THE JUICE PLUS+® EFFECT

We have always stressed that Juice Plus+® is not a substitute for eating fruits and vegetables, and we encourage everyone to eat a wide variety of fruits and vegetables every day. But we also recognize the reality of the situation: most people are not getting nearly enough of the real thing every day. That's why we call Juice Plus+® "the next best thing to fruits and vegetables."

Juice Plus+® helps you bridge the gap between what you should eat and what you do eat, every day.

Not only that, but the latest results from the Children's Health Study – featured at the bottom of the following page – show that taking Juice Plus+® helps both kids and adults alike to start eating better.





PREVENTION PLUS+ PROFILE:

Reginald S. Fowler, M.D.

“What we consume and what we don’t consume is the basis for many diseases.”

HOME: Atlanta, Georgia.

MEDICAL SPECIALTY: Internal Medicine.

EDUCATION AND TRAINING: Received his undergraduate degree from Brown University in Providence, Rhode Island in 1974 and his medical degree from Tufts University School of Medicine in Boston in 1978. Completed his residency in Internal Medicine at Emory University Affiliated Hospitals in Atlanta in 1979.

CURRENT POSITION: Practices at Piedmont Physicians Group in Atlanta. Acts as a clinical preceptor for first and second year medical students at Morehouse Medical School, where he also serves as a clinical assistant professor.

PROFESSIONAL SERVICE: Served as President of the Paces Ferry Medical Group for 23 years. Helped start the first Multicultural National Advisory Board at Glaxo Pharmaceuticals.

HONORS: Two-time winner of “Most Outstanding Medical Student” in the state of Rhode Island, 1975 and 1976.

KEY PERSONAL ACCOMPLISHMENTS: First African-American physician to serve as Medical Director of IBM in Atlanta, and first African-American physician in the coun-

try to be selected to participate in MDVIP – an organization that emphasizes personalized healthcare with an emphasis on prevention.

HOBBIES: Playing bass guitar and alto saxophone, fishing, photography, reading, and sports.

WHY HE RECOMMENDS JUICE PLUS+®: “I recommend Juice Plus+® because it helps to provide the nutritional elements that are missing in our daily diets. Juice Plus+®, along with adequate amounts of vitamin D and vitamin B-12, helps to fill in the gap between our nutritional needs and our nutritional intake, on a daily basis.”

HEALTH PERSPECTIVE/HEALTH ADVICE: “One piece of advice that I give to all my patients is that what we consume and what we don't consume is the basis for many diseases. Combining appropriate nutrition and exercise is the best prescription that I can give them.”

FAVORITE QUOTE: “My favorite quotation is biblical: ‘Seek and ye shall find.’ I have used this since I began seeing patients. As a primary care physician, this is the mantra that should be applied to every patient.”

Dr. Reginald S. Fowler is one of the many leading health professionals who recommends Juice Plus+®. If you'd like to hear one of our health professionals speak at a Prevention Plus+ meeting in your area, ask your Juice Plus+® representative or visit our website at JuicePlusEvents.com.

▶ PEOPLE WHO TAKE JUICE PLUS+® EAT BETTER IN GENERAL.

AFTER 4-8 MONTHS:

Eat more fruits and vegetables in addition to taking Juice Plus+®

CHILDREN

51%

ADULTS

61%

Consume less fast food and drink fewer soft drinks

64%

65%

Drink more water

63%

68%

Are more aware of their health in general

81%

82%

Based on 150,000 respondents to the Juice Plus+® Children's Health Study (www.ChildrensHealthStudy.com)

Two New Juice Plus+® Clinical Studies Published

JUICE PLUS+® REDUCES UPPER RESPIRATORY SYMPTOMS.

Just in time for the winter season, a new study – conducted by the **Charité University Medical Centre** in Berlin, Germany and published in the *British Journal of Nutrition* – found that healthcare professionals who took Juice Plus+® over the cold winter months reported 20% fewer days with moderate or severe upper respiratory symptoms compared to those receiving placebo.



Over 500 healthcare professionals with direct patient contact – a population considered to be at particular risk of exposure – were recruited for the study. Half were randomly assigned to take Juice Plus+® during the winter months, while the other half received placebo.

Throughout the study, participants documented their upper respiratory symptoms every day and rated the intensity of each as none, light, moderate, or severe. Because the benefits of Juice Plus+® take time to develop, the researchers allowed for an eight-week run-in phase before a six-month comparison period.

During the six-month test period, subjects taking placebo capsules reported having moderate to severe upper respiratory symptoms an average of 9.5 days. Meanwhile, those taking Juice Plus+® reported just 7.6 days – a 20% decrease. Additionally, participants in the Juice Plus+® group did not need to take over-the-counter medications for as many days as those in the placebo group, providing further evidence that their symptoms were not as severe.

“The 20% reduction in moderate to severe symptom days is very meaningful to those of us who go to work even if we’re feeling under the weather,” said **Anita Boddie, Ph.D.**, Senior Scientist and Director of Clinical Research for Juice Plus+®. “You may still succumb to the elements while taking Juice Plus+®, but the symptoms probably won’t be as severe as they would be if you weren’t in such good nutritional status.”

The British Journal of Nutrition is a leading international peer-reviewed journal covering research on human and clinical nutrition. You can find the online version of this Juice Plus+® study at PubMed, a service of the U.S. National Library of Medicine (www.ncbi.nlm.nih.gov/pubmed/20727236).

JUICE PLUS+® REDUCES OXIDATIVE STRESS CAUSED BY STRENGTH TRAINING.

Exercise is an excellent health habit to cultivate, but it does have its downside. Whenever you exercise, your body produces free radicals that contribute to oxidative stress.

A 2006 study conducted by researchers at the **University of North Carolina-Greensboro** had previously reported that Juice Plus+® helps reduce oxidative stress resulting from aerobic exercise. Now, a new study by the same researchers – published online (ahead of print) in the journal *Medicine & Science in Sports & Exercise* – has found that Juice Plus+® also helps reduce oxidative stress resulting from resistance exercise such as strength training.

A total of 41 healthy young men and women were randomly assigned to take either Juice Plus+® or placebo for 28 days. On the 29th day, both groups completed a round of resistance exercise (elbow flexion of the non-dominant arm). Blood samples were analyzed for levels of several markers of oxidative stress, including protein carbonyls (PC) and malondialdehyde (MDA), before and after the exercise was performed.

Following completion of the exercise, PC and MDA levels steadily increased in the placebo group, as one would expect after exercise. However, they did not significantly change in the Juice Plus+® group. The researchers concluded that, thanks to the natural array of antioxidants it contains, Juice Plus+® “was effective in attenuating the increase in several markers of oxidative stress within the blood.”

Medicine & Science in Sports & Exercise, an official journal of the American College of Sports Medicine, features original investigations, clinical studies, and comprehensive reviews on current topics in sports medicine and exercise science. You can once again find the online version of this Juice Plus+® study at PubMed (www.ncbi.nlm.nih.gov/pubmed/16775552).

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