



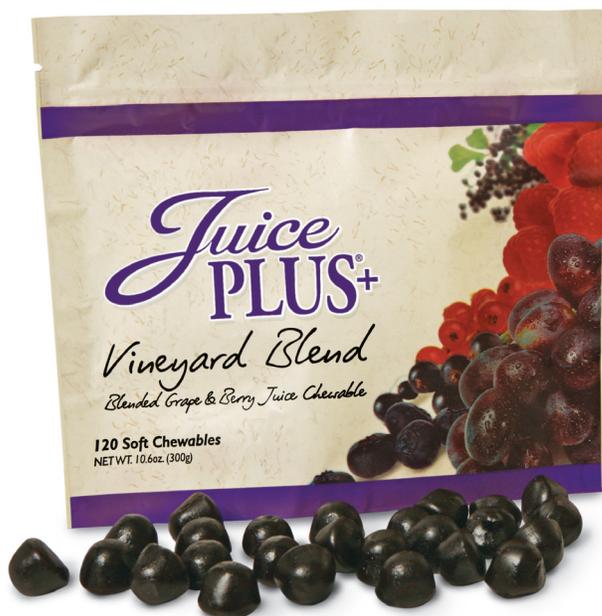
Good Nutrition That Tastes Good, Too

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Ever since we introduced our breakthrough new Juice Plus+ Orchard Blend® and Juice Plus+ Garden Blend® Chewables last fall, the follow-up question we've heard time and again is this: "When will we be able to get Juice Plus+ Vineyard Blend® Chewables?"

You asked; we listened. We're pleased to announce that new Vineyard Blend Chewables will be available for order throughout the U.S. by late summer – perhaps by the time you're reading this newsletter.

Liza Pepple, Director of Product Development for Juice Plus+®, promises that everyone who likes Juice Plus+® Orchard and Garden Blend Chewables is going to love the new Vineyard Blend Chewables, too.

"Our Vineyard Chews offer the same product attributes as our Orchard and Garden Blend Chewables – only this time in combination with our Juice Plus+ Vineyard Blend® grape and berry powder base," Pepple explains. "Juice Plus+ Vineyard Blend®" *(continued on page 3)*

“The Beauty of Juice Plus+®”

In 16 published clinical studies, researchers tell us what Juice Plus+® does *inside* your body. Two new studies test what Juice Plus+® can do to improve how you look on the *outside*, too.



Mitra Ray, Ph.D.

How Juice Plus+® contributes to healthier skin

In the first skin research conducted on Juice Plus+®, experts at the skin research center at the **University of Witten/Herdecke in Germany** monitored several indicators of skin health in 52 women over a 12-week period.

“We’ve seen the clinical data showing that Juice Plus+® reduces free radical damage and improves the immune system and the cardiovascular system,” explains **Mitra Ray, Ph.D.**, a biochemist, lecturer, and co-author of *Do You Have the Guts to Be Beautiful?* (Shining Star Publishing, 2009). “What is really exciting, though, is that as your inside becomes healthier, this eventually shows up in your skin as well.”

Dr. Ray, a longtime proponent of Juice Plus+®, has seen the positive impact of taking Juice Plus+® on people’s skin – including her own. “Now we’re about to have our first clinical data to help support this observation,” she shares appreciatively.

Among other markers of skin health, the German study analyzes the impact of Juice Plus+® on skin density and thickness, which Dr. Ray says is very important. “Increased density and thickness indicate that the structural components that make up the skin are healthier at the molecular level,” she elaborates. “Because the skin exfoliates so often, this means that the new cells coming to the skin are healthier and more resilient.”

The German researchers also measured the skin’s properties as a barrier to water loss – hydration being another key link in Dr. Ray’s skin/nutrition chain. “The skin’s ability to stay more hydrated has the effect of making wrinkles look less visible. I personally noticed this in the fine lines on my forehead.”

Dr. Ray thinks this all just makes good nutritional sense. “Improved plant nutrition helps increase ‘microcirculation’ through the tiny capillaries that come almost to the very surface of the skin. This translates to better skin color and tone – what people refer to as a ‘healthy glow.’”

The Witten/Herdecke skin research team has completed their study and analyzed the results. The resulting scientific paper is now being prepared for peer review and publication.

How Juice Plus+® contributes to a healthier smile

In the first clinical study of Juice Plus+® from a dental perspective, researchers at the **University of Birmingham, United Kingdom** recently completed the clinical phase of their analysis of the impact of Juice Plus+® on measures of gum health in 60 adults.

“Everyone knows about brushing and flossing,” explains **Frank Eggleston, D.D.S.** and **President of the American Academy of Restorative Dentistry**. “But good nutrition is just as critical to dental health. It helps you build a healthier mouth from the inside out – healthier bone, healthier nerves, and healthier gum tissue.”

Dr. Eggleston has been eagerly anticipating the Birmingham results. “They analyzed two things that are very important to us dentists – *pocket depth* and *gingival attachment*.”

Dr. Eggleston explains each term. “There is a pocket around every tooth, like a moat around a castle. If that pocket gets too deep, then we get into dental problems. But if that pocket is shallow, then we can actually get to that area through flossing and brushing and keep it clean. The second term – gingival attachment – is like a belt around the tooth that keeps it planted rock solid in the bone.

“Improved gingival attachment leads to improved bone attachment underneath.” Dr. Eggleston continues. “Improving both pocket depth and gingival attachment means that the tooth is planted more firmly in the bone and supported by strong, pink tissue that can be kept healthy and clean.”

“If Juice Plus+® is shown to improve *either* of these factors, it would be impressive,” Dr. Eggleston suggests. “But if it improves *both* – as I expect – it simply corroborates what I’ve experienced in my own practice. I’ve put so many patients with unhealthy, bleeding gums on Juice Plus+® – and then they come back a few months later either not bleeding at all or bleeding very little. Their gum tissue is no longer red and beefy, but pink and beautiful.

“To a dentist, it’s the look of health,” Dr. Eggleston concludes. “And healthier gums lead to healthier teeth and a more beautiful smile.”



Prevention Plus+ Profile: Frank Eggleston, D.D.S.

“Back in the 1980s, I’d say ‘start taking 1,500 milligrams of vitamin C.’ Now, of course, I have them take Juice Plus+®.”

Home: Houston, Texas.

Medical Specialty: Restorative and Operative Dentistry.

Education and Training: Graduated from Texas Christian University, 1965. Received D.D.S., Baylor University College of Dentistry, 1970.

Current Positions: Private practice in Houston since 1972.

Professional Service: Current President of The American Academy of Restorative Dentistry, 2010. Previously served on the American Dental Association Board of Trustees, and as President of the Texas Dental Association. Public speaker for getting sugar out of the diet and for wellness and prevention.

Honors: Named Dentist of the Year by the Texas Academy of General Dentistry, 1995. Texas Dental Association Distinguished Service Award, 1996, and Gold Medal for Distinguished Service, 2004.

Community Service: Volunteer at San Jose Clinic in Houston. Member of the Board of Trustees for the Retina Research Foundation and the University Area Rotary Club. Teaches conflict resolution.

Hobbies: Travel, tennis, snow skiing, and – above all – playing with his grandchildren.

Health Advice: “We have to start talking to moms and dads about their kids and about nutrition and getting off sugar. Certainly from my standpoint, I don’t want to see children with cavities, but I also don’t want their bodies to be affected. I mean, when we see cavities in the mouth, 10 and 12 cavities, we know that equally bad things are occurring in their general health. So, I feel that we need to step up and say that our nutrition as a country is very bad and work to correct it.”

Why he recommends Juice Plus+: “What you eat plays a major role in the overall health of your teeth and gums. Back in the 1980s, I’d say ‘start taking 1,500 milligrams of vitamin C,’ because that’s all we knew about nutrition back then. Now, of course, I have them take Juice Plus+®.”

Dr. Frank Eggleston 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 JuicePlusEvents.com.

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Liza Pepple

Chewables is pectin-based, is completely vegetarian, and contains similarly low levels (4 grams per adult serving) of the same two all-natural sweeteners – tapioca syrup and organic cane sugar.

“We’ve also made sure it’s like Orchard and Garden Blend Chewables in one other extremely important way,” she adds. “It tastes really good, too.”

Pepple and the Juice Plus+® Product Development team translated the Juice Plus+ Vineyard Blend® capsule formula into tasty chewable form by replacing a few bad-tasting and less-chewable-friendly ingredients with new ones. “Some of the ingredients in the capsule formula simply don’t taste very good,” she confides. “Some also prevent the natural fruit

pectins we use for texture and chewiness (instead of the gelatin used in most chewable products) from gelling.”

“To solve these issues, Juice Plus+ Vineyard Blend® Chewables contain all-natural **cocoa and pomegranate powders**, both of which provide high levels of powerful antioxidants,” Pepple advises. “We also added a very specific bioflavonoid antioxidant found in citrus fruits called **tangeretin**. All three of the new fruit-based ingredients work with the Juice Plus+ Vineyard Blend® grape and berry powder base to provide the same healthful benefits that you’ve come to expect from our Juice Plus+ Vineyard Blend® capsules.”

Be sure to ask your Juice Plus+® representative if new Vineyard Blend Chewables are now available in your area. Also, be sure to try our Juice Plus+® Orchard and Garden Blend Chewables if you’ve not done so already.

Latest Juice Plus+® Clinical Study Published

The body of clinical research conducted on Juice Plus+® continues to grow.

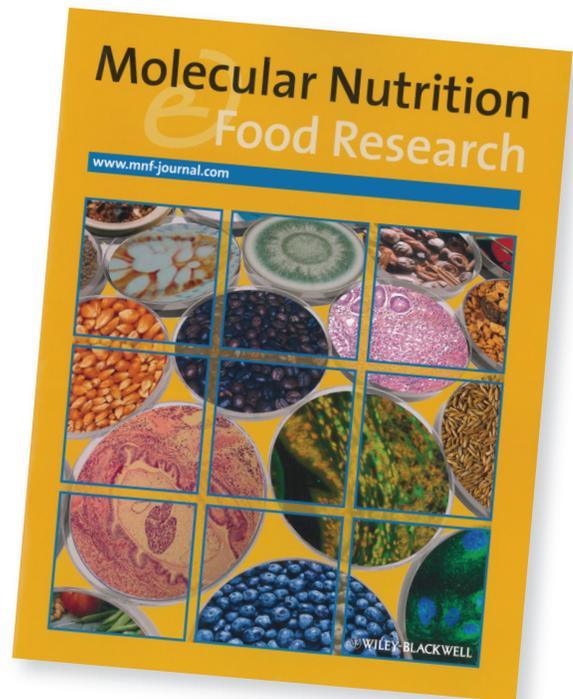
A clinical investigation of the impact of Juice Plus+® on systemic inflammation by researchers at the **University of South Carolina** was recently published online (ahead of print) in the journal *Molecular Nutrition & Food Research*.

Acute inflammation – the red skin around a cut, for example – is a normal protective response by tissues throughout the body to injury or destruction. Chronic systemic inflammation, however, is invisible, and can contribute to an increased risk for developing chronic conditions, such as cardiovascular disease, diabetes, and cancer.

The South Carolina researchers hypothesized that added nutrition from fruits and vegetables – delivered in the form of Juice Plus+® – could positively impact biomarkers of inflammation in the blood.

The USC team studied the impact of Juice Plus+® Orchard and Garden Blends – taken alone and in conjunction with Juice Plus+® Vineyard Blend® – on levels of several important free radical-fighting antioxidants in the blood (as an indication of bioavailability); on levels of *superoxide dismutase*, an antioxidant enzyme that helps rid the body of free radicals; and on levels of several key biomarkers of systemic inflammation.

In their paper, the USC researchers reported: significantly *increased* levels of all three antioxidants (vitamin C, vitamin E, and beta-carotene) in both Juice Plus+® groups, compared to placebo; significantly *increased* levels of superoxide dismutase in both groups; and significantly *decreased* levels of three key biomarkers of inflammation in both groups.



They concluded: “Data suggest a potential health benefit by consuming either formulation of the encapsulated juice concentrates through their anti-inflammatory properties.”

Molecular Nutrition & Food Research is a primary research journal devoted to all aspects of molecular nutrition – particularly the correlation between nutrition and health.

You can find the online version of the Juice Plus+® study at PubMed, an online service of the National Library of Medicine of the U.S. National Institutes of Health.
www.ncbi.nlm.nih.gov/pubmed/20425759

