

Juice Plus+ Vineyard Blend: Why It Works

(Taken from *Your Body Speaks, Your Body Heals* ~Humbart “Smokey” Santillo, N.D.)

“It’s the intelligence within the body that heals, but we must supply it with supportive nutrients so healing and rebuilding can happen. My first two Juice Plus+ formulas, the Garden Blend and Orchard Blend were the focus of most of the initial research studies and should be used as the baseline of your foundational program.

My latest formula, the Juice Plus+ Vineyard Blend, features juice powder from grapes and berries, along with enzymes and several other special ingredients. We greatly need such a supplement as an antioxidant source, and especially because berries are a missing link in preventing today’s epidemic of cardiovascular disease. Isn’t it interesting that the very foods now missing in diets are the ones that can prevent our primary ailments? Berries were a part of mankind’s sustenance for thousands of years. I guess we just forgot!

What makes any whole food work, nutritionally speaking, is its thousands of phytochemicals, also called phytonutrients. Many have been identified and studied, and many are yet to be discovered. The totality of a food’s phytonutrients produces its synergistic effects. But nowadays, even our whole foods are often nutrient-deficient. Supplements are therefore a necessity in today’s living experience—especially if you’re sick or weak or your digestion is not working properly. For complete health, optimal function, and healing, using a whole-food concentrate such as Juice Plus+ to supplement your spectrum of nutrients may be your best bet.

Note on Primary Research

You can’t simply throw foods, vitamins, and minerals into a capsule without regard for their interactions and effects on each other. Many individual herbs are terrific for the heart, for example, but if combined in the wrong ratio or mixture, they may be minimally helpful or not.

In developing a combination formula, there are several considerations: the nutrients in the ingredients, their physical and energetic compatibility, the ratio that will prevent any substances from dominating or competing for absorption, and whether the nutrients will be broken down or used up before they can get to the tissues and functions they’re intended to support. What is the bioactivity of the combined substances? Will the body’s cells recognize the formula’s “cellular identity”?

Of basic importance in addressing those formulating considerations is primary research conducted on the combined formula— not “borrowed” research conducted on the separate ingredients. Unfortunately, few companies are willing to spend the money, and many inadequately researched combinations are on the market. NSA, however, has done nothing but primary research on Juice Plus+ formula. The ratio of foods, the enzymatic activity, the energetics of each ingredient, and the techniques of its manufacture make the Vineyard Blend a stand-alone product.

Virtues of the Vineyard

You might have heard such scientific terms as carotenoids, flavanols, tannins, polyphenols, anthocyanins, and other even more difficult to pronounce. These and other phytochemicals are named and categorized according to their distinct characteristics, activities, and effects on our metabolism or tissues. The pigments in foods are actually some of the phytonutrients most important for our health— I think it’s so interesting that colors help the body heal itself!

The overall effects of the Vineyard Blend are increased blood flow, improved oxygen supply to the tissues, enhanced waste elimination, increased absorption of other supplements, and helping

to prevent heart disease. Furthermore, each ingredient has specific health effects. Bilberry, for example, increases circulation, and elderberry decongests the sinuses and lungs. But I'm not saying that bilberries cure circulatory problems or that elderberries cure lung problems, because they don't—the body speaks, the body heals. All Juice Plus+ formulas include a variety of whole foods and other ingredients so the healing power within the body can pick what it needs.

Below are some of the ingredients found in Vineyard Blend and what they do for our body:

Bilberry. Bilberry has more than 100 identified constituents, including potent antioxidants. It has been used in ophthalmologic, peripheral vascular, and venous circulation conditions, with studies conducted mainly in ophthalmology and vascular insufficiency. Bilberry demonstrates protection against capillary fragility and diabetic retinopathy, helps decrease early signs of capillary inflammation, reduces bruising, and may decrease retinal damage.

Cranberry. Cranberry's anthocyanins inhibit bacteria from adhering to and penetrating the mucosal wall of the kidneys, bladder, and urinary tract. The berry's quinic acid also helps prevent kidney stone formation. And compared to broccoli, cranberry has five times as much of the antioxidants that inhibit development of atherosclerosis, cancer, and other degenerative diseases.

Elderberry. Elderberry increases circulation in the lungs and heart and decreases congestion in lungs and swollen joints. It contains vitamins A, B, and C, as well as the anti-inflammatory antioxidants quercetin and rutin.

Black currant. Black currants contain strong antioxidants and are very nutritious, boasting three times the amount of vitamin C in oranges, along with the iron, magnesium, phosphorus, potassium, vitamins B1, B2, B3, and B5, and zinc.

This berry also has an important relationship with the brain. By inhibiting the enzyme monoamine oxidase (MAO), which is a natural regulator of neurotransmitter levels, a patented black currant extract has been shown to activate the brain and central nervous system. It has a pronounced effect on dopamine, a neurotransmitter involved in functions including testosterone balance and modulation of mood and cerebral performance. This has exciting implications for preventing and treating neurodegenerative disorders associated with reduced cerebral performance such as Parkinson's disease, dementia, and mood disorders. In Parkinson's, black currant extract has inhibited further degeneration of dopamine neuron receptors.

Red currant. Closely related to black currant, red currant has less of their shared constituents, but provides antioxidants and is high in magnesium, vitamins B1, B2, B3, and C, and zinc. English and German research sources consider this berry to be astringent, a digestive aid, fever reducing, and menstruation inducing. It's used for connective tissue disease, fibromyalgia, gout, and rheumatism. Red currant is an antiseptic for the lungs and sinuses and can also act as a blood cleanser and diuretic.

Blueberry. Highest in antioxidants in a study of 40 fruits and vegetables, this berry exhibits a remarkable variety of effects. Reports state that eating blueberries can counteract free radical damage to the arteries and even reverse it in the central nervous system. Blueberry also contains phytonutrients that improve cell membrane fluidity, allowing nutrients and chemical signals to pass in and out of cells and reducing inflammatory processes.

Exciting research indicates that blueberry can ameliorate age-related neural and cognitive declines in neurodegenerative disorders such as Alzheimer's disease and has potential for reversing age-related balance, motor coordination, and memory impairment. Other studies show improvements in eye weakness, and liver function.

Raspberry. This berry's nutritional profile is tremendous: calcium, carotenes, magnesium, manganese, potassium, salicylic acid, quercetin, and vitamins B5, C, and E. Raspberry also has 4 grams of fiber per 100 grams, more than apple, banana, and pear. Most important is its high content of ellagic acid, an antibacterial nutrient that promotes carcinogen detoxification; in one study, ellagic acid was found to block various hormonal reactions and metabolic pathways associated with cancer development. Raspberry has been shown to slow the growth of abnormal colon cells, prevent the development of cells infected with human papilloma (HPV) linked to cervical cancer, and trigger natural death of prostate cancer cells.

Blackberry. Known for its content of ellagic acid, fiber, minerals, and quercetin, blackberry also boasts beta carotene, folic acid, lutein, vitamins C and K, and zeaxanthin— phytonutrients especially good for the eyes. Blackberry is posited to benefit the liver and to strengthen the heart when kidney problems are present.

Concord grape. Grape's quercetin blocks the histamine-initiated inflammatory cascade in allergies, arthritis, and fibromyalgia. Quercetin and catechins, a bioflavonoid subgroup, are responsible for grape's strong antioxidant capacity, with far reaching effects against oxidative damage to proteins and fats.

Green tea. Green tea's polyphenols are bioflavonoids, a group of more than 4,000 compounds that are powerful antioxidants, can be helpful against many health conditions, (particularly heart disease), and may modify the body's reaction to allergens, carcinogens and viruses.

Stronger antioxidants than vitamins C and E, green tea phytonutrients have been proven to help, and inhibit the formation of, cancer-causing agents. In studies of breast cancer cells, green tea extract inhibited their growth. Population studies indicate that green tea consumption may be a main reason for Japan's low cancer rate.

Grape seed extract. Grape seed contains procyanidolic oligomers (PCOs), bioflavonoids first used decades ago for blood vessel disorders. Although vitamin E inhibits the LDL oxidation that's a key factor in artery hardening and heart disease, it's outdone by these PCOs— 50 times more potent an antioxidant, and they prevent platelet clumping that can lead to blood clots and strokes.

Connective tissue gives you flexibility and youthful skin and holds you together. Free radical damage to this tissue causes degenerative joint disease and other inflammatory conditions. Grape seed PCOs bind to its collagen and elastin, protecting against oxidation, painful swelling, and inflammatory damage. PCOs are also antihistaminic and anti-allergic; they block the enzyme hyaluronidase (which causes inflammation via histamine release) and reduces histamine's production and effect.

Ginger. This herb has traditional uses in Chinese medicine and acts as a carrier for other substances in combination formulas. A known vasodilator, ginger is also known to increase the stomach's secretions and stimulate the digestive tract, working very well along with digestive enzymes. Ginger was added to Juice Plus+ to promote digestion, increase circulation, and assist in the distribution of nutrients.