

What Happens When I Take Juice Plus+?

Results of a Few Scientific Studies on Juice Plus+

Immediately

Journal of the American College of Cardiology 2003 University of Maryland

*Reduces the immediate impact (vasoconstriction) of a high fat meal by 40% - 50% down to 16%.

*Reduction was down to 0% vasoconstriction in group taking the addition of Vineyard blend.

7-14 Days

Journal of Human Nutrition & Dietetics 2000 King's College, London

After 7 days:

*Increase in key antioxidants

*Decrease in lipid peroxides

[**Oxidation** is a chemical reaction that produces free radicals (oxidants) leading to chain reactions that cause damage to many cells which cause chronic disorders and cancers. **Antioxidants** neutralize oxidants, or free radicals, protecting our cells.

Lipid peroxides build up in our cells to cause them stress which leads to diseases and disorders]

Medicine & Science in Sports & Exercise University of North Carolina Greensboro

After 14 days:

*Juice Plus+, with its substantially lower amounts of vitamin C and E, provided similar antioxidant benefits compared to large doses of freestanding vitamins C and E.

Tokyo Women's Medical University, Asia Pacific Journal of Clinical Nutrition 2007

*Increase in micronutrients:

Beta-carotene 528%

Lycopene 80%

Alpha-tocopherol 39%

Folate 174%

*Reduction in:

Homocysteine -19.9%

Lipid peroxides -10.5%

Urine 8OHdG -21.1%

Results were similar in smokers & non-smokers.

[**Beta-carotene** has powerful antioxidant functions and thereby helps the body scavenge free radicals.

Lycopene is a powerful antioxidant which helps prevent prostate, lung, and stomach cancers.

Alpha-tocopherol is a form of vitamin E that absorbs well in humans. **Vitamin E** is a powerful, fat-soluble antioxidant that helps protect cell membranes from free radicals and prevents the oxidation of LDL.

Folate, and Folic acid, are a form of a water-soluble B vitamin that's key for cell growth, metabolism, and the synthesis of DNA and normal red blood.

Homocysteine is an amino acid that inflicts damage to the inner arterial lining leading to heart and blood vessel disease. Elevated **homocysteine** levels are associated with heart attack, stroke, and blood clots.

Urine 8OHdG is excreted in human urine and its measurement has been used as an assessment of "whole-body" DNA damage.]

University N. Carolina Greensborough, Medicine & Science in Sports & Exercise 2011.

*Showed reduction in blood oxidative stress under acute Eccentric Exercise.

[**Exercise** is needed for our body to be healthy, but it causes damage to our cells by drastically increasing oxidation and massive free radical production.]

28 Days

Current Therapeutics 1996 University of Texas, USA

*Significant increase in blood plasma levels of key antioxidants:

Beta-carotene +510%

Lutein / Zeaxanthin +44%

Lycopene +2046%

Alpha-tocopherol +58%

*Reduction in:

Lipid peroxides -75%

(undetectable in 1/3 of people)

[**Lutein** and **Zeaxanthin** are two antioxidants which are very important eye nutrients that may reduce your risk for macular degeneration and cataracts.]

Nutrition Research 2003 Foggia, Italy

*Increase in folate levels

*Decrease in Homocysteine levels

University of Florida, The Journal of Nutrition 2006.

*Significant increase in Plasma vitamin C, Beta-carotene, lycopene & lutein.

*PLASMA ORAC increased 50%

*Significant improvement to healthy immune system & reduction in DNA strand breaks.

[**Vitamin C** is a water-soluble antioxidant vitamin. All fruits and vegetables contain some amount of vitamin C. Vitamin C is needed for the growth and repair of tissues in all parts of your body. Research indicates that vitamin C may help protect against a variety of cancers.

Plasma ORAC (oxygen radical absorbance capacity of Plasma) values allow us to know how well the antioxidants actually perform in neutralizing free-radicals in the blood.

DNA, or deoxyribonucleic acid, is the hereditary material in humans and almost all other organisms. Nearly every cell in a person's body has the same **DNA**. DNA is a molecule that carries most of the genetic instructions used in the growth, development, functioning and reproduction of all known cells.]

**Georgetown University Medical Centre
Washington, Journal of Food Sciences &
Nutrition 2009.**

- *Increased levels of B-carotene & a-tocopherol.
- *Increased levels persisted 2-4 weeks after supplementation ceased.

42 Days

**Journal of Nutrition 2003 University of
Sydney**

- * Significant increase in blood levels of key antioxidants
- *Increased folate levels
- *Increased resistance to LDL cholesterol oxidation
- *Decrease in homocysteine levels

[LDL cholesterol] is considered the “bad” cholesterol because it contributes to plaque, a thick, hard deposit that can clog arteries and make them less flexible. This condition is known as atherosclerosis. If a clot forms and blocks a narrowed artery, heart attack or stroke can result. Another condition called peripheral artery disease can develop when plaque buildup narrows an artery supplying blood to the legs.

[HDL cholesterol] is considered “good” cholesterol because it helps remove LDL cholesterol from the arteries. Experts believe HDL acts as a scavenger, carrying LDL cholesterol away from the arteries and back to the liver, where it is broken down and passed from the body. A healthy level of HDL cholesterol may also protect against heart attack and stroke, while low levels of HDL cholesterol have been shown to increase the risk of heart disease.]

**University of Vienna Austria, Journal of the
American College of Nutrition 2004**

Healthy middle age men & women showed:
*Significant increase to B-carotene, vitamin C, vitamin E, selenium & folate.

[Selenium] is an essential mineral found in small amounts in the body. It works as an antioxidant, especially when combined with vitamin E.]

**University South Carolina USA Molecular
Nutrition Food Research 2010**

- * Significant reduction in monocyte chemotactic protein-1, Macrophage inflammation protein 1-b & RANTES levels & superoxide dismutase.
- *Significant increase in the micronutrients Beta-carotene, vitamin C & vitamin E.

80 Days

**Integrative Medicine 1999 University of
Arizona**

- *Increased levels of key antioxidants leading to improvement in markers for the immune system

**Nutrition Research 1999 Brigham Young
University**

- *DNA damage was reduced by 66%

**Journal of the American College of
Nutrition 2004 Medical University, Vienna,
Austria**

- *Increase in serum antioxidants
- *Increase in folate levels
- *Significant increase in selenium levels

**Vanderbilt University School of Medicine
2007**

- 2yr follow up on Juice Plus+ subjects showed:
- *Decrease in systolic & diastolic blood pressure.
 - *Improvement in large artery compliance.
 - *Decrease in Homocysteine, HDL cholesterol.
 - *Increase in B-carotene, folate, Co-Q10, and a-tocopherol.

[Coenzyme Q10 (CoQ10)] is an antioxidant that is made in the human body. **CoQ10** is found in almost every cell in the body and needed for basic cell function. **CoQ10** levels decrease with age. **Coenzyme Q10** is a substance that helps convert food into energy and is well known for its heart and vascular health benefits.]

**Medical University Graz, Austria, Journal of
Nutrition 2007.**

- Austrian special forces “Cobra” unit showed:
- *Reduced exercise induced markers of oxidative stress & improved several indicators of immunity.