

Juice Plus+® positively impacts markers of cardiovascular wellness.



cardiovascular – adj.
The body system of relating to, or involving the heart and blood vessels.

Several investigations have found that Juice Plus+® positively impacts various indicators associated with cardiovascular health.

For example, researchers at the University of Maryland School of Medicine¹⁵ have found that subjects who consumed Juice Plus+® were better able to maintain the elasticity of the arteries, even after a high-fat meal.

NSA, the maker of Juice Plus+®, is dedicated to advancing the body of peer-reviewed and published scientific research on Juice Plus+®, and has been for well over a decade. Toward this end, the company reinvests a portion of its profits each year to awarding competitive grants for sponsored research projects at leading institutions around the world. Much of the work featured in this brochure was funded in this manner.



Juice Plus+® Clinical Research Citations

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4. Smith MJ, et al. Supplementation with fruit and vegetable extracts may decrease DNA damage in the peripheral lymphocytes of an elderly population. *Nutrition Research* 1999; 19: 1507-1518
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9. 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: 1737-1741*
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14. Ruhl S, et al. Reduction of common eoS/Homocysteinemia by encapsulated juice powder concentrate of fruits and vegetables in randomized, double-blind, placebo-controlled trial. *British Journal of Nutrition* 2011; 105: 118-122*
15. Plomack GD, et al. Effect of supplemental phytonutrients on impairment of the flow-mediated brachial artery vasodilatation after a single high-fat meal. *Journal of the American College of Cardiology* 2003; 41: 1444-1449*

* randomized, double-blind, placebo-controlled investigation

THE SCIENCE OF JUICE PLUS+®

Examples of current and past Juice Plus+® clinical research affiliations:

- Academic Centre for Dentistry Amsterdam, The Netherlands
- Brigham Young University
- Charité University Medical Centre, Berlin, Germany
- Georgetown University
- King's College, London, England
- Medical University of Graz, Austria
- Medical University of Vienna, Austria
- Tokyo Women's Medical University, Japan
- University of Arizona
- University of Birmingham, England
- University of California, Los Angeles
- University of Florida
- University of Maryland School of Medicine
- University of Milan, Italy
- University of Mississippi Medical Center
- University of North Carolina-Greensboro
- University of South Carolina
- University of Sydney, Australia
- University of Texas Health Science Center
- University of Witten-Herdecke, Germany
- Vanderbilt University School of Medicine
- Wake Forest University
- funded by the National Cancer Institute
- Yale University-Griffin Hospital Prevention Research Center

For more information about Juice Plus+® products or Juice Plus+® clinical research, please contact your Juice Plus+® representative.



What separates Juice Plus® from the thousands of other nutritional products on the market today?

Unlike traditional vitamin supplements, Juice Plus® provides whole food based nutrition from 17 different fruits, vegetables, and grains in convenient and inexpensive capsule form. You can also add to that the support of thousands of health professionals who recommend Juice Plus® to their patients, families, and friends. But the single most important factor that separates Juice Plus+® from the rest of the nutritional pack is the large and growing body of independent, clinical research conducted by investigators associated with leading universities and hospitals all over the world and published in peer-reviewed scientific journals.

Juice Plus+® is the most thoroughly researched brand name nutritional product on the market today.



Juice Plus+® delivers key phytonutrients that are absorbed by the body.

bioavailability – n.
The degree or rate to which a substance is absorbed or becomes available at the site of physiological activity.

antioxidant – n.
A substance such as vitamin E, vitamin C, or beta carotene that protects body cells from the damaging effects of oxidation.

Numerous published, peer-reviewed clinical studies show the bioavailability of important nutrients found in Juice Plus+®.

In a recent study conducted at **UCLA Medical Center/Georgetown University Medical Center**, for example, Juice Plus+® was shown to increase the bioavailability of various nutrients in an overweight population. The bioavailability of Juice Plus+® has also been shown across the age spectrum – including young adults (University of Florida) and the elderly (University of Arizona, Brigham Young University).

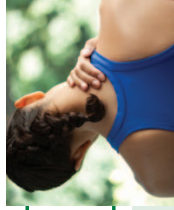
Internationally, the bioavailability of Juice Plus+® has been demonstrated in research subjects in Australia (University of Sydney), Europe (Medical University of Vienna and King's College) and Tokyo (Tokyo Women's Medical University).



Juice Plus+® reduces oxidative stress.

oxidative stress – n.
Physiological stress on the body that is caused by the cumulative damage done by free radicals (oxidants) inadequately neutralized by antioxidants.

Several investigations have reported that Juice Plus+® reduced specific indicators of oxidative stress. For example, studies conducted at both the **Medical University of Graz, Austria**,¹⁰ and the **University of North Carolina-Greensboro**,^{11,12} showed that Juice Plus+® Orchard, Garden, and Vineyard Blends together were effective in reducing a marker of oxidative stress associated with aerobic exercise.



Juice Plus+® positively impacts markers of systemic inflammation.

systemic inflammation – n.
Protective response by tissues throughout the body to injury or destruction.

Chronic systemic inflammation is invisible, and can contribute to an increased risk for developing chronic conditions such as cardiovascular disease, diabetes, and cancer.

Researchers at the **University of South Carolina**¹³ found that Juice Plus+® significantly decreased levels of three key biomarkers of systemic inflammation.



Juice Plus+® helps support a healthy immune system.

immune system – n.
The integrated body system that protects the body from potentially harmful organisms, cells, or substances.

A healthy immune system protects the body, and good nutrition is important for a healthy immune system. Published clinical research indicates that Juice Plus+® supports several measures of immune function – in hospital staff at **Charité University Medical Centre, Berlin, Germany**,¹⁴ in law school students at the **University of Florida**,¹⁵ in elderly people in a study conducted at the **University of Arizona**,¹⁶ and in an elite special forces group in a study conducted at the **Medical University of Graz, Austria**.¹⁷



Juice Plus+® helps protect the structural integrity of DNA.

DNA – n.
Deoxyribonucleic acid, a nucleic acid molecule that carries the cell's genetic information and hereditary characteristics.

A diet rich in antioxidants from fruits and vegetables is also important to protect DNA from oxidative damage, which can weaken the structural integrity of DNA. Studies conducted on Juice Plus+® have shown a reduction in DNA damage after taking Juice Plus+® in both young adults (University of Florida) and in an elderly population (Brigham Young University).