

Transcript of Is Juice Plus[®] Fortified?

First, let's understand what Juice Plus[®] is? I had a recent conversation with a doctor who was asking if JP has been compared to the very best vitamin or antioxidant supplement for bioavailability. I had to explain that this question is like asking whether we have done a survey to see if people like color television as much as they like the very best black and white television.

Juice Plus[®] is the new standard in supplementation and every other company is chasing Juice Plus[®] because it is the number one supplement in a capsule. It has been around for 15 years, and that means a lot of people are taking this product and getting results, and Juice Plus[®] has more research behind it than any other product in the history of supplementation so we know that it's not just a placebo effect.

Now, NSA, the makers of Juice Plus[®] has an impossible task on their hands, which is to label Mother Nature and market the product in the real world (which is still largely ignorant of the ramifications of whole food), and meet government standards and rules around the world. And I have been asked the impossible task of trying to explain some of these nuances to you. I shall try anyway...

In the USA, unlike other supplements, Juice Plus[®] has a food label. As such, the government requires that Juice Plus standardize 4 vitamins and 2 minerals in the product. These are only 6, shall I repeat 6, of the over 25,000 phytonutrients found in fruits and vegetables. If we left our health in the hands of the government, then we might find a box of processed cereal with more of these 6 particular nutrients and say that that, "That's it, this cereal box gives me more nutrition than Juice Plus[®] and so this is my new supplement now." Fortunately, people are becoming more educated and savvy than that.

Now, JP has a unique challenge. With thousands of nutrients, the company cannot create a label to include them all, let alone quantify them as methods are not available. Nor can they continually update this label as scientists find ways to identify new plant nutrients.

Understand that if JP were available in a grocery store, it would more accurately belong in the grocery aisle, not in the supplement aisle. Now consider that the government does not require farmers to label each piece of fruit or vegetable. For instance one apple may have 5 mg of vitamin C and the next apple may have 4 mg. So imagine if a farmer had to measure these 6 nutrients that the government deems important and label each apple! Yet this is the position that NSA, the makers of JP, have found themselves in...very unique and challenging.

Now let's take the example of the JP Orchard blend and vitamin C. The label says it has 360% of the RDA for vitamin C, which is 216 mg. Now if in a particular batch of real juice powders, the final analysis showed that there was 210 mg of vitamin C, then for the label to be accurate, the company has to add a minute amount of **food-derived** vitamin C, 6 mg in this example, to make the government happy. Now

you could ask, why not top off with other fruit and veg powders? Because then you might get more folate than on the label, another government requirement.

This is a unique challenge for Juice Plus[®] that other supplements don't face because they aren't even good enough to have a food label. Now, it is not possible to change labels with every batch – then the product would be cost prohibitive. And let's step back and look at the bigger picture. It is not accurate to say that JP is fortified like a cereal box; rather it is topped off to make the government happy. If it were not for the peculiar favoritism of the government for 6 out of 25,000 nutrients, then NSA would not have to take this extra step. So if from time to time they have to add a small fraction of up to 6 nutrients from food derived sources to satisfy the label requirements, it still does not really affect the product. In other words, the product would be just as effective without this small step. This is because this whole discussion is about 6 out of a possible 25,000 nutrients (or 0.02%), and it is even a fraction of that 0.02% because only a fraction of those 6 nutrients might need topping off to meet labeling requirements. No other supplement has this proprietary method of going from real juice to dry powders in a matter of seconds, so no other product can possibly have more bioavailable nutrients. Also the word phytonutrients (or plant nutrients) not only include the popular antioxidants that people are now learning can help with oxidative stress by quenching free radicals, but phytonutrients also include other food actives that help in anti-aging DNA expression, cell communication, circulation and many other functions. In fact, when scientists started showing the power of resveratrol found in grapes, I had asked for an analysis of Vineyard, and not only did they find resveratrol in the vineyard blend but the scientist doing the analysis was amazed at how many different nutrients were in the blend. He had never seen so many peaks on the chromatography chart.

So of course other supplements will try to make comparisons and attempt to confuse people. But the reality is that no other product has subjected itself to so much unbiased scrutiny from human clinical trials, done with the product itself, in Universities around the world. And no one else has a body of research to prove the efficacy of their product. Words are cheap, research is not.

Don't forget Juice Plus[®] has been around for 15 years with 12+ clinical studies to date, and it is the number one supplement in the world in a capsule so lots of people are taking it regularly...it can't all be a placebo effect!