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Transcript on the ORAC value of Juice Plus+®

Most supplements are not tested at all. A handful of supplement manufacturers boast about the ORAC value of their products. ORAC stands for the Oxygen Radical Absorbance Capacity of an antioxidant supplement. This is actually a “test tube” measurement unless it is specified as the “Plasma ORAC value”. When it is specified as a “Plasma ORAC value”, this is far more relevant because, well, we are not test tubes. The *Plasma* ORAC value allows us to know how well the antioxidants actually perform to neutralize free radicals in the blood. We cannot really compare the plasma ORAC value to a test tube ORAC value. But what is impressive is that the Plasma ORAC value of Juice Plus+ was tested compared to baseline in a double-blind, placebo-controlled study. This gold standard of measuring the efficacy of a product in a clinical setting is so far and above what you see in the marketplace. But even the average Joe will appreciate that we are not test tubes and we actually wish to know how our investment in a product will slow down the markers of aging, such as overall free radical damage in the blood.

It's known amongst researchers that in comparison to medical students or other students, law students experience a higher level of stress related impaired health. It is also known that stress hormones increase free radical damage. There was a study that was done with Juice Plus+® with law students at the University of Florida, and published in the *Journal of Nutrition* in 2006. This finding showed that Juice Plus+ has a Plasma ORAC value of 50% after 77 days compared to baseline! That is, Juice Plus+ increased these student's ability to quench free radicals in the blood by an average of 50% in their bodies. This result also fits in nicely with other studies with Juice Plus+ that show a reduction in free-radical activity using different techniques such as measuring lipid peroxides (rancid fats in the blood). That is pretty darn impressive, folks, and no other supplement measures up to the research done with Juice Plus+ to date.