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Magnesium Stearate and Calcium Carbonate in Juice Plus+® blends.

I recently heard –second hand - a crazy scenario of a naturopathic doctor discouraging the use of Juice Plus+ because of the magnesium content. Now I wasn't there and I'm not sure what the exact circumstances were, but let's take another look at the labels for Juice Plus+ and understand why magnesium stearate is in two of the blends: Orchard and Vineyard.

First, a reality check is that Juice Plus+ is the next best thing to eating raw fruits and veggies. As a whole food based supplement, Juice Plus+ has very few “additives” to the juice powders – only what is necessary to deliver the important nutrition in a convenient form without compromising quality and safety.

Magnesium stearate is an ingredient widely used in food and pharmaceutical products. It is used as a functional ingredient, and it helps keep the different powders uniformly mixed from start to finish. Without it, the powders would separate because of the different densities of the different fruit powders, by the time they are transferred to the encapsulation process and then the content of the capsules would never be consistent. NSA wants every capsule, the first and the last of the batch, to have the same blend of all ingredients.

The magnesium stearate NSA uses is derived from vegetable sources, coconut and cocoa beans among them. Magnesium is at the center of every chlorophyll molecule, so we have been eating magnesium from plants for thousands of years safely.

Can this be adding to much magnesium your daily magnesium intake? While the actual amount used is proprietary information, the reality is that the amount of magnesium from this addition is tiny, way below the amount you get from a serving of greens and nowhere near the RDA for magnesium which is about 300-400 mg, depending on your sex and weight and other factors.



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In other words, while the juice powders provide key nutrients such as magnesium and calcium and selenium in Mother Nature's own ratios, the addition of the magnesium stearate as a functional ingredient is insignificant to the overall equation.

One last thought in this regard: NSA uses magnesium stearate where it is needed only, you may notice it is present in Orchard and Vineyard, but Garden blend does not need it.

In the Garden blend, calcium carbonate is used as a functional ingredient, because it prevents the Garden Blend from "lumping" which would make the encapsulation very difficult.

The bottom line is that these very safe, functional ingredients allow for us to conveniently enjoy the nutrition from 25 fruits and veggies in a convenient capsule form daily. Otherwise, when was the last time you ate 25 raw servings of fruits and veggies in one day?