

JUICE PLUS+® PREVENTION Plus+®



The Fitness Effect

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*Juice Plus+®
Fitness Prescription*

*Prevention Plus+ Profile:
David Phillips, M.D.*



We all know that nutrition and exercise are both important parts of a healthy lifestyle. That's why, from a nutrition standpoint, the U.S. Department of Agriculture (USDA) Dietary Guidelines at www.MyPyramid.gov recommend that adults eat 7 to 13 servings of fruits and vegetables every day, depending on age, gender, and level of physical activity.

The difficulty of doing that, of course, is one reason why you take Juice Plus+® – in addition to eating as many servings of fruits and vegetables each day as possible. Fruits and vegetables not only provide antioxidants and other phytonutrients that help you stay healthier, but they also provide the kind of quality fuel that your body needs for exercise and other physical activity.

What many people *don't* know, however, is that exercise – while providing all sorts of healthful benefits – also creates added nutritional demands on the body in the form of additional free radicals and oxidative stress. People need even greater amounts of *antioxidants* in their diets to offset these additional demands. As demonstrated in numerous independent, peer-reviewed clinical studies, Juice Plus+® not only delivers those extra antioxidants into the bloodstream, but also reduces several key indicators of oxidative stress. That's why taking Juice Plus+® is especially important for people who are physically active.

A fitness prescription for you and your family

Just as the added nutrition of Juice Plus+® is important to those who exercise, exercise is important to those who take Juice Plus+®. We encourage you and your family to bring together both of these important elements of a healthy lifestyle – good nutrition and regular exercise – in a way that helps you make both a permanent part of your life. In fact, we offer a simple, five-part “fitness prescription” designed to help you *(continued on next page)*

Exercise creates added nutritional demands on the body in the form of oxidative stress. Juice Plus+® has been clinically proven to reduce oxidative stress.

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achieve not only better nutrition for you and your family, but an overall healthier lifestyle as well.

1. Exercise at least 30 minutes a day, 5 days a week.

The USDA recommends that adults engage in 30 minutes of moderate-intensity physical activity most days of the week to reduce the risk of chronic disease – and that children and teenagers should be physically active at least 60 minutes a day. Unfortunately, more than 70 percent of American adults don't get enough physical activity to provide health benefits, while 40 percent of adults are not active at all in their leisure time.

The health benefits of regular exercise are as well documented as the health benefits of a diet rich in fruits, vegetables, and grains. Regular exercise can help make the heart and lungs stronger and more efficient in delivering oxygen to your body, while promoting normal blood pressure, increasing the level of “good cholesterol” (HDL), and lowering the level of “bad cholesterol” (LDL).

Regular exercise can also help build and maintain healthy bones, muscles, and joints; improve insulin resistance and stabilize blood sugar; and increase endurance and energy. Research shows that even moderate amounts of aerobic exercise can have a significant impact on longevity.

And, of course, you look better and feel better when you exercise. Exercise is the quickest way to increase your metabolic rate and get rid of unwanted body fat by building (or preserving) lean muscle mass and improving the body's ability to burn calories – both of which are key to achieving and maintaining a more desirable body weight.

What kind of exercise should *you* do? That's easy: the

one that you *will* do! It doesn't have to be complicated – or even overly demanding. Whether it's a comprehensive workout routine or a daily walk, any physical activity counts. In fact, walking is one of the easiest ways to incorporate regular exercise into a busy lifestyle. You should also look for opportunities to increase incidental physical activity – things like taking the stairs instead of the elevator.

2. Try to reduce the level of stress in your life.

There is substantial scientific evidence that stress is unhealthy – and highly correlated with illness and infections.

For starters, there are a number of poor health behaviors that people use to cope with stress – including overeating, smoking, and excessive alcohol or caffeine consumption. Reducing your level of stress can help you eliminate (or at least minimize) bad health habits such as these.

While it may be difficult to reduce the *causes* of stress in your life, you can take any number of steps to improve your body's ability to *deal* with that stress. For example, exercise has a stress-reducing impact because it lowers levels of “stress hormones” such as cortisol and increases the level of endorphins, your body's “feel-good” chemicals. Getting the proper amount of sleep every night is also very important. As we sleep, our bodies release growth hormone and melatonin; these are chemicals that aid in the body's ability to repair itself, improve the quality of your sleep, and help delay some of the changes that we normally attribute to aging. Most of us need around eight hours of sleep a night.

3. Drink plenty of water, every day.

Proper hydration is critical to your health and wellness – especially when you exercise. Drinking too little water can have a significant negative effect on your physical performance and even result in dehydration. In addition, drinking a full glass of water before a meal can help provide a sensation of “fullness,” resulting in fewer calories consumed.

As a good rule of thumb, you should drink the equivalent of at least half your body weight in *ounces* of water daily. For example, if you weigh 150 pounds, you should drink at least 75 ounces – or 2.2 liters – of water a day. If you weigh less than 128 pounds, you should still drink at least 64 ounces – or about 2 liters – of water a day. When you exercise, you need even more water because of the fluids you lose when you sweat.





Prevention Plus+ Profile: David Phillips, M.D.

“I recommend Juice Plus+® to everyone, regardless of their level of physical activity.”

Home: Atlanta, Georgia

Medical specialty: Sports medicine

Education, training, and early career: Graduated with academic honors from Harvard University in 1984. Received his medical degree from Wright State University in Dayton, Ohio in 1989. Completed residency in Emergency Medicine in 1991. Practiced as a board-certified emergency physician from 1991 to 2000.

Current position: Chief Medical Advisor for Athletic Training Services, LLC in Atlanta, a multisport facility involved with human performance and metabolic testing.

Athletic career: Twelve-time Prep School Swimming All-American at Deerfield Academy in Deerfield, Massachusetts. National Prep School Champion, 100-yard backstroke. All-American swimmer at Harvard. Two-time USA Triathlon All-American (2004 and 2007). Qualified as a member of Team USA for the 2008 ITU World Ironman Triathlon Championships in Vancouver, British Columbia.

Community service: Affiliated with the Getting 2 Tri Foundation (www.Getting2Tri.org), which provides coaching, training, and mentoring to physically challenged athletes in the sports of swimming, running, cycling, and triathlon.

Health advice: “Eating more fruits and vegetables and engaging in a regular exercise program have both been shown to promote better health and longevity. I can’t stress enough the critical role that the thousands of phytonutrients found in fruits and vegetables play in helping protect our bodies from oxidative stress and free radical damage – not only as a part of normal metabolism, but especially during exercise.”

Why he recommends Juice Plus+®: “As both a physician and an Ironman Triathlete, I understand the importance of good nutrition from both a medical and a practical perspective. The USDA recommendation of 7 to 13 servings of fruits and vegetables every day is very difficult to attain. I recommend Juice Plus+® to everyone, regardless of their level of physical activity. Juice Plus+® helps ensure that we are giving our bodies nutrition from the best sources of micronutrients – nutrition that is essential in helping protect us from the damaging effects of oxidative stress.”

Dr. David Phillips is one of the many health professionals speaking to audiences around the world as part of our Juice Plus+® Prevention Plus+ Health Education Series. If you'd like to attend a Prevention Plus+ health talk in your area, ask your Juice Plus+® representative or visit our website at www.JuicePlusEvents.com.

4. Eat better – especially more fruits and vegetables.

There is a common myth that a good exercise program can compensate for a bad diet. Nothing could be further from the truth! The more you exercise for better health, the more you need good nutrition – especially more fruits and vegetables, along with more whole foods (and fewer processed foods) in general.

Study after study shows a positive correlation between any number of markers of better health and fruit and vegetable consumption. The more fruits and vegetables you eat, the greater your protection against chronic diseases and the better your performance in work and play.

5. Take Juice Plus+® – every day.

Juice Plus+® helps bridge the nutritional gap between what you *should* eat and what you *actually* eat every day. Importantly, *(continued on last page)*



Experience the “fitness effect” of good nutrition and regular exercise.

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taking Juice Plus+® can help you with other components of our fitness prescription as well. For example, based on responses to the Juice Plus+® Children’s Health Study (www.ChildrensHealthStudy.com):

- 69% of adults and 59% of children report eating more fruits and vegetables after a year of taking Juice Plus+®.
- Similarly, 79% of adults and 67% of children say that they drink more water after a full year of Juice Plus+®.
- Finally, 61% of parents reported an increase in their child’s overall level of physical activity after a year of taking Juice Plus+®.

We believe that eating Juice Plus+® in combination with regular exercise and the other components of our “fitness

prescription” will create a noticeable “fitness effect” in you. You’ll be able to do more things, do them better, and do them longer into your life.

Learn more about this five-part “fitness prescription” in our CD/DVD called The Fitness Effect. Ask your Juice Plus+® representative for a free copy.

