



Juice PLUS+
THE PLUS+ SIDE
Fresh Ideas for Healthy Living

WINTER 2013-14

INSIDE

6 TIPS for Staying Active and Healthy During the Winter Months

BY DAVID KATZ, M.D.



Welcome to the inaugural edition of *The Plus+ Side* print newsletter! Here, we'll share fresh ideas for healthy living and the latest information on Juice Plus+®, in a clean, fresh, easy-to-read format. Enjoy!

6 TIPS for Staying Active and Healthy During the Winter Months

BY DAVID KATZ, M.D.

There's a great irony about winter. Our resistance is challenged during the winter season more than any other time of year, yet we tend to do less of the things that keep our immune systems strong and healthy — such as getting regular exercise and good nutrition. After all, when the temperature drops and the sky darkens, it can be hard to resist the impulse to stay curled up on the couch, watching TV and loading up on comfort food. To counteract that tendency, here are six simple tips to keep you active and healthy during the winter months.

DAVID L. KATZ, MD, MPH, FACPM, FACP is a board-certified specialist in Preventive Medicine/Public Health and the author of the newly released book *Disease Proof: The Remarkable Truth About What Makes Us Well*. He is founding director of Yale University's Prevention Research Center and serves as Editor-in-Chief of the journal *Childhood Obesity*.

1 WORK OUT IN THE MORNING.

Research has shown that regular, moderate exercise keeps the immune system more resilient. But unless you're extremely dedicated, it can be a mistake to think you're going to exercise after work. Why?



During the winter, the sun sets as early as 4:30 pm and darkness signals the body to slow down. It may still be dark first thing in the morning, but that's when your levels of cortisol (a hormone that gives you energy) are highest. Plus, you'll rest easy for the remainder of the day knowing you got your workout in.

2 TRY SOMETHING NEW.

The key to sticking with regular exercise is to make it fun. These days, gyms offer all kinds of classes designed to give you a workout and be enjoyable, from Zumba® to kickboxing to ballroom dancing. Or if you're the competitive type, consider taking up tennis or racquetball. There is also the opportunity to get outdoors in winter;

try skating, snow-shoeing, skiing, boarding, or even sledding, to combine exercise with cold-weather fun.

3 MINIMIZE HOLIDAY STRESS.

It's well-established that when your stress levels are high, your resistance goes down. While the holidays bring a lot of joy, they can also be stressful, thanks to endless to-do lists, grueling holiday travel, and old familial tensions.



The best way to combat holiday stress is to lower your expectations. Relieve yourself of the pressure of impossible goals, be mentally prepared for traffic jams and flight delays, and find a way to take a little alone time during the season so you can be more calm and centered when one of your family members pushes your buttons.

4 LET YOURSELF SLEEP.

When time is tight, sleep is one of the first things to go. But losing sleep also weakens your immunity, studies show. Specifically, when you deprive yourself of sleep, you may jeopardize your production of valuable immune system components, such as cytokines, antibodies, and white blood cells. You won't be saving yourself any time if you're down for the count, so make sure to get seven or eight hours of sleep each night this winter.

5 EAT YOUR FRUITS AND VEGGIES.

When it comes to foods that increase your resistance, you can't do better than fruits and vegetables. The key immune-boosting vitamins — A, C, and E — are plentiful in colorful produce. You'll find vitamin A in sweet potatoes, carrots, spinach, and kale. Oranges are a great source of vitamin C, but papayas, bell peppers, and strawberries provide even more. And dark leafy greens like spinach,



Swiss chard, and turnip greens are good ways to load up on vitamin E.

6 TAKE YOUR JUICE PLUS®.

It's a good idea to take Juice Plus® any time of year, because few of us actually manage to fill half our plates at each meal with fruits and vegetables, as the latest USDA guidelines recommend. But it's especially important during the cold-weather season, when immune challenges are more frequent. A randomized, double-blind, placebo-controlled human clinical trial conducted by the Charité University Medical Centre and published in the *British Journal of Nutrition* found that over a six-month period, taking Juice Plus® reduced the number of days subjects reported having moderate to severe upper respiratory symptoms by 20 percent.



Cold-Weather Myths and Facts

Going outside with wet hair or feet will make you catch a cold.

Myth. Actually, there's only one thing that will make you catch a cold: the cold virus, also known as rhinovirus. It is true that if your body temperature is lowered — which can happen when you go outside with wet hair or feet — you may be more susceptible to catching the common cold. But you must be exposed to the virus to get it.

You lose most of your body heat through your head.

Myth. If you've been faithfully wearing a hat through the winter because of this myth, you're not alone. It's one of the more persistent ones out there. The truth is that your body will lose heat through any part that is not covered — whether that's your head, your arms, or your feet.

Chicken soup is a great remedy for the common cold.

Fact. While chicken soup isn't a cure-all for colds and flu, it may alleviate your symptoms. A researcher at the University of Nebraska Medical Center discovered that chicken soup blocks white blood cells — which cause cold symptoms but don't actually kill the cold virus — from congregating, thus reducing their activity.

Skin gets drier in the winter.

Fact. But it has less to do with the temperature outside than with the humidity level inside. The culprit is indoor heating — whether oil, wood, or electric — which dries both the air and your skin. It's important to keep your skin hydrated in the winter, because it's actually a key component of your immune system, acting as a barrier to infectious agents. When skin dries out too much, small cracks develop that can let pathogens in, increasing your risk of sickness.

Poinsettias are deadly to pets and children.

Myth. If you've been forgoing those festive red-leaved plants out of fear that they are toxic to your small loved ones, you're in for a nice surprise. Contrary to popular belief, there has not been one confirmed case of death by poinsettia. The worst that could happen if your child eats a whole plant is some vomiting or diarrhea. And the leaves are so bitter, it's doubtful anyone would willfully eat more than one.

Being part of the Juice Plus+® family – as a customer or representative – means sharing your healthy lifestyle tips and successes with others.

Be sure to let us know how you and your family are Living Life to the Plus+ at #ThePlusSide.



“Because They Think I Can’t”

Jason Fowler, Wheelchair Triathlete and Juice Plus+® Customer

Henry Ford once said, “Whether you think you can, or you think you can’t — you’re right.” Jason Fowler couldn’t agree more.

In 1991, when he was only 17, a motorcycle accident severed Jason’s spinal cord, and he was paralyzed from the chest down. Jason had been a nationally ranked amateur motorcycle racer since he was 10. His passion for racing didn’t change when he became disabled, only his method.

A mere four months after his accident and spinal fusion surgery, Jason participated in his first wheelchair race. Since that time, he’s completed 140 road races, 30 marathons, and 25 triathlons. In 2009, Jason won the Ironman Hawaii competition. At press time, he was preparing to participate in the 2013 Ironman World Championship in Kailua, Hawaii.

Jason was introduced to Juice Plus+® through fellow athlete, David Phillips, a former All-American swimmer, and his wife, Heidi. He added it to his daily regimen in 2008 and credits it with helping him to recover from his strenuous workout schedule.

“Fruits and vegetables are so important. I always knew that, but I didn’t know to what degree!” Jason says. “For my recovery, I’ve started doing double and triple dosing of Juice Plus+® in the last month leading up to important races. And honestly, I have never felt this good, and I know that it has to do a lot with my preparation and training, but also my nutrition as well.”

Why does Jason push himself so hard, when many others would give up? “Because people think I can’t.”

Juice Plus+® helps support Jason’s triathlon career.



Do Good, Feel Good

Juice Plus+® Sponsors St. Jude Memphis Marathon for 11th Year

It's a proven fact that when you do good, you feel good. That must be why everyone at Juice Plus+® is feeling so contented these days. We're gearing up for the annual St. Jude Memphis Marathon, a fund-raiser on December 7 to support St. Jude Children's Research Hospital, one of the world's premier pediatric cancer research centers.

To understand just how important the work of St. Jude is, consider this. In 1962, if your child had been diagnosed with acute lymphoblastic leukemia — the most common form of childhood cancer — he or she would have had just a 4 percent chance of making it another five years. Fast-forward to 2013, and now the 5-year survival rate has jumped to 94 percent. In large part, this stunning improvement can be attributed to research and treatments developed by St. Jude. Best of all? No family ever pays for anything.

That's why Juice Plus+® is proud to be a Presenting Sponsor of the St. Jude Memphis Marathon for the 11th year running. Last year, the event attracted 18,500 runners — including 200 members of the Juice Plus+® family — and raised \$6 million for the children of St. Jude. Juice Plus+® employees hosted a spirit station, and Team Juice Plus+® raised \$50,000! That's over and above the corporate dollars we contributed as a title sponsor. We hope this year will be even better.

Registration for the marathon is closed, but if you'd like to volunteer, contact us at marathon@juiceplus.com, and spread the good feeling.



We hope you like our new look!

We've started to ship your Juice Plus+® capsules in the new bottles and packaging configuration pictured here. You still get the same amount of Juice Plus+® in each carton of capsules, of course, but Juice Plus+® Orchard and Garden Blend cartons now contain four large 120-capsule bottles instead of eight smaller 60-capsule bottles.



Similarly, Juice Plus+ Vineyard Blend® cartons now contain two large 120-capsule bottles instead of four smaller 60-capsule bottles.

We're using a lot less plastic now.

Our new packaging represents another step forward in our efforts to make the Juice Plus+® product line even more ecologically friendly.

- Our new bottles are made of recyclable plastic, just like the old ones were.
- Our new packaging configuration will reduce overall plastic waste from Juice Plus+® by 65 tons!
- Even our carton is certified by the not-for-profit Forest Stewardship Council, which promotes environmentally sound, socially beneficial, and economically prosperous management of the world's forests.

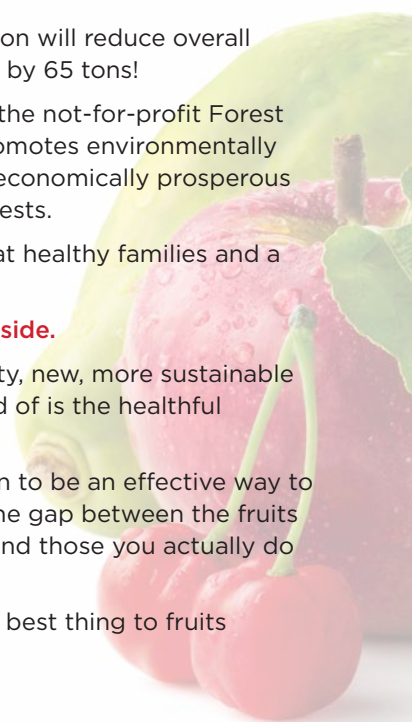
At Juice Plus+®, we believe that healthy families and a healthy planet go hand in hand.

It's the same great Juice Plus+® inside.

While we're proud of our pretty, new, more sustainable packaging, what we're most proud of is the healthful product you get inside.

Juice Plus+® is clinically proven to be an effective way to help you and your family bridge the gap between the fruits and vegetables you should eat – and those you actually do eat – every day.

That's why we call it “the next best thing to fruits and vegetables.”



Top Stories from the Juice Plus+® Blog

Have you visited the Community section of the new Juice Plus+® website? Each week, we add new blog posts that cover everything from the latest published research on Juice Plus+®, to tips for keeping your family healthy, to profiles of some amazing people who are Living Life to the Plus+. Some of the top stories so far include:

- + ***Skin Health: New study shows Juice Plus+® supports skin health***
by Sara Lovelady

A new study conducted by researchers at the Medical University of Graz, Austria, confirms the findings of previous research: Juice Plus+® improves markers of skin microcirculation, thus supporting healthy skin.

- + ***For aerobic pilot Julie Clark and Juice Plus+®, the sky's the limit***
by Patricia Childs

Known for her graceful aerobatic sequences, aerobatic pilot Julie Clark has flown an average of 20 shows per year for more than 33 years, making her one of the busiest and most recognized air show performers in the world.

- + ***How to eat healthy on campus: Avoid the freshman 15***
by Jackie Richardson

Whether you're living off campus, bunking in a dorm, or crashing on your friend's couch, follow these four tips for eating healthy in college, and fight the Freshman 15.

