



Nutrition for Optimal Wellness<sup>SM</sup>

# Antioxidant Juices



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*High-ORAC antioxidant juices are the simple, tasty way to stay well nourished and fully energized. In fact, NOW<sup>®</sup> Antioxidant Juices taste so good, you just might have to remind yourself that you're drinking something so healthy. Be sure to try all four great tasting superfruit juices from NOW<sup>®</sup>. An ounce in the morning is a fantastic way to jumpstart the day. They're great on their own or mixed into your favorite beverages!*

- An outstanding source of antioxidants, enzymes, and nutrients\*
- Five great tasting varieties that are perfect on their own, or mixed together
- Rich in antioxidants that fight free radicals and support a healthy immune system\*
- Exotic fruits have been consumed for thousands of years to help support good health and vibrant energy\*
- Serves as a convenient, delicious way to get the nutrients you need to thrive!



#### References

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\*These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.



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## Health Professor





## Superfruit Antioxidant Juices

Antioxidant fruit juices, though far from new, are quickly becoming one of the most convenient and delicious ways to stay well nourished. Fruits and berries from tropical and mountainous regions all over the globe, such as Mangosteen, Noni, Goji, and Acai, have been consumed throughout the ages by locals. These exotic fruits have served as key sources of food and nourishment, and have been relied on to provide energy, stamina, and all around good health. Today's technology, however, has made it possible to reap their benefits while enjoying them in a variety of pleasant-tasting juices.

### Strong Nutrient Profiles

One of the most interesting aspects of today's antioxidant fruit juices is the fruits from which they get their strong nutrient and antioxidant profiles. Juices that are obtained exclusively from one specific fruit (such as Goji or Noni) may come from a single fruit, but they are teeming with a wide spectrum of nutrients and antioxidants. Combination juices (such as NOW® Mangoni™) are sourced from several antioxidant-rich fruits, thus boosting their ORAC capacity even higher. The term ORAC, or Oxygen Radical Absorbance Capacity, is used to signify how effective a compound is at eliminating free radicals. NOW Foods has been active in the science and testing of antioxidant potential and ORAC. In 2003 we sponsored a symposium on Anti-aging, with particular emphasis on antioxidants.

### NOW® Antioxidant Juices

In January of 2007 NOW introduced Mangoni™ – a potent, delicious blend of 8 exotic, antioxidant-rich fruit juice extracts. With an ORAC value of over 80,000 per bottle, this one-of-a-kind Superfruit Cocktail gained instant popularity among health-seeking consumers, and remains one of today's most popular offerings. Let's take a closer look at the fruit extracts that unite to make up this exceptional antioxidant drink.

**Mangosteen** – The Mangosteen's rind and white inner fruit are rich in some of the most powerful antioxidants ever discovered. Among them are Xanthones--highly bioactive polyphenols that have been shown to possess remarkable antioxidant properties.\*

**Acai** berries are high in anthocyanins, a powerful class of flavonoids with well established free radical fighting abilities. One serving can contain as much as 33 times the antioxidant content as a glass of red wine!\*

**Pomegranate** – Ancient Egyptians called it the "Fruit of Immortality." Today, we know it as one of the most effective antioxidants known. Pomegranate has been shown in numerous studies to support healthy cardiovascular and optimal cellular function.\*

**Noni** has a nutrient profile that includes phyto nutrients, organic acids, polysaccharides, vitamins and minerals. This fruit from *Morinda citrifolia* has been consumed throughout the ages to boost stamina and promote good health.

**Whole Coffee Fruit** - Before coffee beans find their way to your favorite barista, coffee plants display bright red berries that are teeming with polysaccharides, nutrients, and polyphenols - Hi-ORAC plant antioxidants that quench free radicals and fight oxidation.\*

**Goji** is a fire-red berry that has been a staple in Tibetan medicine for the past 2,000 years. Goji's diverse nutrient profile includes antioxidants and phytonutrients, linoleic acid, polysaccharides, 18 amino acids, vitamins A, E, C and B, and 21 trace minerals!

**VitaBerry™** bursting with antioxidant phytochemicals such as anthocyanins, chlorogenic acid, ellagic acid, quinic acid and resveratrol. When combined, these Hi-ORAC fruit antioxidants work synergistically to prevent oxidation and free radical attacks.\*

Following the success of Mangoni™, NOW has introduced four equally popular juice drinks: Goji, Organic Noni, Acai and Organic Mangosteen. Based on their excellent taste and competitive prices, they were well-received by NOW customers and health food retailers alike. Be sure to look for NOW's complete line of Superfruit Juice Drinks wherever fine health products are sold.

VitaBerry™ is a registered trademark of VDF Futureceuticals, Inc.

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## Antioxidant Juices from NOW

**Mangoni™** – NOW® Mangoni™ offers a superior antioxidant profile in one convenient, great tasting juice. Each delicious serving contains strong concentrations of naturally occurring polyphenols, catechins, polysaccharides, vitamins, amino acids, essential trace minerals and other beneficial compounds. This unique formula boasts 3 times the polyphenol levels of today's most popular mangosteen products, and has an ORAC value of over 80,000 per bottle for unparalleled antioxidant support.\*

**Goji** – Each one ounce serving of NOW® Goji Juice contains 5,500 mg of Goji fruit concentrate, providing a generous supply of the nutrients needed to stay healthy and energized. The sweet juice from ripe Goji berries has stood the test of time and remains one of our planet's most perfect and nourishing foods. It is an excellent source of antioxidants, vitamin C, carotenoids, mono- and polysaccharides, B vitamins, and trace minerals, including copper, zinc, manganese and selenium.

**Organic Noni** – Cherished by Tahitian natives for thousands of years, Noni (*Morinda citrifolia*) has been consumed throughout the ages as a way to encourage good health on a number of levels. Its rich, naturally-occurring concentrations of polysaccharides, phytonutrients, bioflavonoids and unique fatty acid esters provide a wealth of antioxidant and nutritional benefits. The compounds found in Noni have been scientifically shown to support healthy immune function and inflammatory response, while protecting healthy cells from environmental stress.\*

**Acai** – From Acai Palm Trees nestled deep within the lush Brazilian rainforests of the Amazon grows one of our planet's most remarkable and nutritious fruits. Acai berries (*Euterpe oleracea*) are cherished by natives for their pleasant taste, generous nutrient content, and ability to promote health and vitality.\* NOW® Acai Juice has a refreshing taste that contains 6,500 mg of Acai concentrate per serving, and is rich in polyphenols, anthocyanidins, catechins, ellagic acid, and other antioxidants.

**Mangosteen** – Referred to as "the Queen of all fruits" the mangosteen has served as a major source of food and nutrition. The fruit teems with free radical fighting compounds, including Xanthones and OPCs – powerful antioxidants that neutralize free radicals, while supporting healthy cells.\* NOW® Mangosteen SuperFruit Antioxidant Juice is Certified Organic by QAI and has an ORAC value that exceeds 11,000 per one ounce serving.



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