

JUICE PLUS+ PREVENTION PLUS+



Juice Plus+® and pregnancy

Medical doctors everywhere are recommending Juice Plus+®. Many have written us to share the healthful results that they have observed in their own practices.

Doug Odom, M.D., an obstetrician and gynecologist in Jackson, Mississippi, took his observations one step further, carefully documenting and analyzing the outcome of more than 350 pregnancies within his group practice over an almost three-year period.

“I’ve delivered literally thousands of babies over the past 30+ years,” says a smiling Dr. Odom. “And I’ve talked with expectant mothers about the importance of good nutrition ever since I started practicing. But it wasn’t until Juice Plus+® came along that I felt really comfortable recommending anything more than prenatal vitamins.

“I was always worried that something I recommended could turn out to be harmful to my patients,” he explains. “Juice Plus+® is whole food based nutrition – a wide variety of nutritional elements from a wide variety of fruits and vegetables. That just made good sense to me from the very first time I heard about it. On top of that, it’s backed by a whole body of published, peer-reviewed clinical research that’s impressive in terms of both quantity and quality.

“You never see that with other nutritional products.”

Dr. Odom began sharing Juice Plus+® with his patients in May 1998. “I started noticing improvements here and there, but we really saw it in the expectant moms. Pregnancy is a very physically demanding nine months: *(continued on the following page)*

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Juice Plus+® supports St. Jude Children’s Research Hospital

“Healthier moms have healthier babies.”



Doug Odom, M.D.

there’s such a rapid acceleration of tissue growth and, as a result, a rapid acceleration of free radical damage [oxidative stress]. I’ve always recommended ‘standard issue’ prenatal vitamins. But we started to see healthier pregnancies more often when I started to add Juice Plus+® to the regimen.”

Over time, Dr. Odom and his nursing staff noticed that with the Juice Plus+® moms, they were seeing fewer Caesarean deliveries (“C-sections”), fewer premature deliveries, and a lower incidence of preeclampsia – a condition of late pregnancy that is characterized by high blood pressure and that can be potentially life-threatening to both mother and baby. They also noticed that the newborns of these moms tended to have higher birth weights, fewer admissions to neonatal intensive care units, and a lower incidence of respiratory distress syndrome.

“It made sense to me that better nutrition would lead to healthier moms,” Dr. Odom recalls. “So, I decided to get a little more formal about my Juice Plus+® observations.

“Looking back to January 2000, I categorized expectant mothers into two groups: one composed of women who took Juice Plus+® (two Orchard Blend and two Garden Blend capsules) every day in addition to prenatal vitamins, the other comprised of women who took prenats only.” Dr. Odom “matched” subjects for age, ethnicity, prior pregnancies, and insurance status – “everything I could think of to make sure that the two groups were as close to identical as possible” – and ended up with 178 mothers in his Juice Plus+® group and 178 in his non-Juice Plus+® comparison group.

Dr. Odom compared pregnancy outcomes by reviewing the medical records of all 356 patients after delivery. “The results even surprised *me*,” he confides. He found that women who had added Juice Plus+® to their regimen had significantly fewer Caesarean deliveries (47% versus 66%), *no* premature deliveries before 37 weeks (compared to 35 women or 20% of the comparison group), and *no* diagnosed incidents of preeclampsia (versus 38 cases or 21% of the comparison group).

The Juice Plus+® babies fared better as well. They weighed about a half-pound more at birth on average (7 pounds, 11 ounces versus 7 pounds, 3 ounces). None of the Juice Plus+® babies had to be admitted to neonatal intensive care (compared to 17 or almost 10% of the comparison group babies). Similarly, none of the Juice Plus+® babies studied were diagnosed with respiratory distress syndrome (versus 13 or 8% of the non-Juice Plus+® babies).

Dr. Odom offers a simple explanation: “Healthier moms have healthier babies.”

Dr. Odom presented these findings to his medical colleagues at the annual meeting of the Central Association of Obstetricians and Gynecologists in October 2003. The findings are also being published as a “retrospective descriptive analytic comparison” in the March 2006 issue of *JANA*, the *Journal of the American Nutraceutical Association*.

More importantly, Dr. Odom’s findings have led to the initiation of a methodologically rigorous (prospective, double-blind, placebo-controlled, and randomized) clinical trial of the impact of Juice Plus+® on pregnancy health currently underway at the University of Mississippi Medical Center in Jackson. “I am pleased to see that what I observed in our practice is now being taken to the next *(continued on next page)*

Tips for Pregnant and Breast-feeding Women

- Pregnant and breast-feeding women may use Juice Plus+® as a part of a healthy lifestyle along with other recommendations by their physicians such as taking prenatal vitamins.
- Taking two Juice Plus+ Orchard Blend® and two Juice Plus+ Garden Blend® capsules (2+2) every day, along with standard prenatal vitamins, will not result in an unhealthy excess of any one vitamin or mineral.
- Most physicians and other medical experts recommend that expectant mothers supplement their diets with 400 micrograms of folate per day. Taking four Juice Plus+® capsules (2+2) every day satisfies this requirement.
- Always inform your physician of anything you add or change in your usual diet or health regimen.



Prevention Plus+ Profile: Paul Stricker, M.D.

Home: San Diego, California

Medical specialty: One of fewer than 100 U.S. doctors board-certified in pediatric and adolescent sports medicine.

Current position: Private practice at Scripps Clinic, an internationally recognized multi-specialty medical group and clinical research institution specializing in more than 50 fields of medicine and surgery.

Previous position: Assistant professor in the departments of pediatrics and orthopedics at Vanderbilt University Medical Center in Nashville, Tennessee.

Education: Doctor of Medicine (M.D.) degree from the University of Missouri School of Medicine in Columbia, 1987. Research in sports medicine at the University of Texas Health Science Center in Dallas, 1985-86. Pediatric internship and residency at Arkansas Children's Hospital, University of Arkansas for Medical Sciences in Little Rock, 1988-91. Fellowship in primary care sports medicine at the University of California, Los Angeles (UCLA), 1991-93.

Achievements in sports medicine: Appointed Head Physician for the World University Games in 1999. Served as team physician for the U.S. Olympic Team at the Sydney

Olympics in 2000. Served as team physician for U.S. national teams in swimming, soccer, gymnastics, and basketball. Served as team physician for the Division 1A Vanderbilt University Commodores of the Southeastern Conference and the University of San Diego Toreros of the West Coast Conference.

Professional achievements: President-elect of the American Medical Society for Sports Medicine. Elected member of the American Academy of Pediatrics Executive Committee on Sports Medicine and Fitness. Program Director of the 2006 American Academy of Pediatrics Pediatric/Adolescent Sports Medicine Course. Member of the editorial board of *Sports Medicine Digest* and reviewer of manuscripts for the journal *Pediatrics*.

Health advice: "We need for our young people to have a positive experience with sports and exercise – so they'll keep doing it for the rest of their lives. Yet many of the children and teenagers I see today are often just as stressed out as their parents. Competition is healthy, but we need to take some of the pressure out of kids' sports and make it fun for everyone."

Why he recommends Juice Plus+® to his patients: "Stress isn't the only problem kids face today. Most children eat so poorly that it's a wonder they can perform on the field or in the classroom at all. That's why I'm thrilled with Juice Plus+®. It's such an easy way for children and their parents to get more of the good nutrition lacking in our diets today – something that is absolutely essential to good health in general and physical performance (my specialty) in particular."

"Most children eat so poorly that it's a wonder they can perform on the field or in the classroom at all."

Dr. Paul Stricker 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+ Seminar in your area, ask your Juice Plus+® representative or call our Juice Plus+® information line at 1-877-JUICEPLUS (1-877-584-2375).

level of scientific investigation by my academic colleagues.

"Eight years ago, when I first started recommending Juice Plus+® to my patients, I did so simply because I believed that better nutrition would lead to improved medical outcomes," he concludes. "Now, I recommend Juice Plus+® because I

know that better nutrition leads to better outcomes."

Dr. Odom and his expectant mothers learned what so many of us already know: that good nutrition – including Juice Plus+® – really can make a difference in the health and wellness of people of all ages and at all stages of life.

Juice Plus+® marathon raises \$500,000 for St. Jude



Juice Plus+® served as lead sponsor for the annual St. Jude Memphis Marathon (www.stjudemarathon.org) again this year, helping to raise more than a half million dollars for the children's research facility. More than 7,500 runners from around the world participated.

St. Jude Children's Research Hospital is one of the world's premier centers for the study and treatment of catastrophic diseases in children. Since opening its doors in 1962, the hospital has treated children from across the U.S. and from more than 80 foreign countries.

St. Jude is the only pediatric research center in the world where families never pay for treatment that is not covered by insurance, and families without insurance are never asked to pay. The hospital depends on fund-raising efforts such as the St. Jude Memphis Marathon to care for more than 4,700 young patients battling cancer, leukemia, and other life-threatening illnesses.

St. Jude works miracles for thousands of children every year. Juice Plus+® is proud to help by sponsoring the St. Jude Memphis Marathon.

