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Transcript on Understanding Micronutrients and Macronutrients

I received a question recently “Is Juice Plus+® a good source of amino acids?”

That question just expands.... she’s probably wondering if it’s a good source of essential amino acids. So, amino acids are the building blocks of making proteins or enzymes in the body. A protein is nothing more than a chain of amino acids and 9 of the 20 some amino acids are considered essential because they have to come from food. The others, we can synthesize in the body. But, when we have an essential nutrient, it is something we must get from food.

Now the thing about proteins, as well as carbohydrates, as well as fats..... is that they fall into a larger category called macronutrients. Macronutrients provide the building blocks and the calories we need to keep the body going. To explain the difference to people, I try to explain it in terms of the analogy of driving a car. In a car, you have gasoline and you have oil. To drive the human machine, you need.... similarly.... the gasoline and the oil. The gasoline, in this case, would be the macronutrients... which is the proteins, fats and carbohydrates found in food. So whenever you eat, you are injecting proteins, fats and carbohydrates. That’s why you need to eat. So Juice Plus+ does not take away the need to eat.

Now, Juice Plus+ is not a major source of calories.... as you know.... there are only a few calories in six capsules of the two fruits, two veggies and two vineyard. So it’s not going to be a major source of proteins, fats or carbohydrates. There are digestive enzymes in this so there’s going to be trace amounts of proteins, fats and carbohydrates in Juice Plus+, very little fat, a little bit of protein and a little bit of carbohydrates but hardly any to matter as far as everyday source of macronutrients. No.... you still have to eat.



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What does Juice Plus+ provide then? Well.... it provides micronutrients. What is the micronutrient component of foods? It is the oil that makes the human machinery run. It is involved in everything from antioxidant function, to cell detoxification, hormone regulation, turning on and off genes (the whole field of nutrigenomics).... the ability of plant nutrients to turn on the good genes and to turn off bad genes.... like cancer genes. So we know plant nutrients are really, really important. Scientist believe there are over 25,000 plant nutrients. These are the micronutrients and that includes also the minerals that are found in plants.

So Juice Plus+ is a tremendous source of micronutrients. Now.... when you learned to drive, you probably learned don't ever let the oil gauge run low because that will really be very detrimental to the car. Well.... today.... as you look around, you will see people are getting plenty of calories.... that is they are getting plenty of protein, fats and carbohydrates in their diet. There's no shortage of that but.... those calories are empty calories. What they're not getting most of all is the micronutrients and if we could, as a society, focus more on where and how do we get more of the micronutrients. That is our oil gauge is running on extremely low.... it's on negative... actually... and that is the state of America today as well as other countries that have taken on this sort of western diet of too many processed foods and animal products. Those are not significant sources, as you can imagine, of micronutrients because most of the micronutrients are plant nutrients. 99.999% of the micronutrients that our body needs come from plants and that's really is what is missing from our diets today and.... that's where Juice Plus+ fills in the gap so nicely.