

Information contained in this publication is not intended as medical advice, but only as a guide when working with your health care professional.



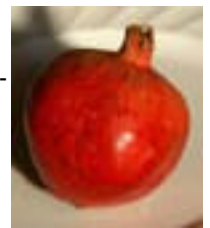
Pomegranate Red™ Concentrate **Pomegranate & Mangosteen - 100% Juice**

New Spirit Naturals has made it easy

You can consume these delicious, exotic fruits year round - without preservatives, artificial flavors, fillers, or colors - and enjoy their legendary health benefits.

Pomegranate (Punica granatum L.) 80%

Reports of pomegranate's medicinal qualities have echoed throughout the millennium. Originating in the Middle East, pomegranates are pre-historic and were once regarded as symbols of fertility, royalty, and abundance. Although it cannot be proven definitely, the fruit of the "Tree of Knowledge" mentioned in biblical history of creation may have been a pomegranate. In addition to biblical references, the Roman's mentioned the tree's unique healing powers.



Middle Eastern, Asian, and South American Cultures continue to chew small bits of its bare petals and peel to treat ailments ranging from dysentery to diseases of the mouth and gums. In many countries, pomegranate juice is consumed daily as a refreshing drink and used as an ingredient in Middle Eastern and Indian cuisine.

Most Westerners know pomegranates as a tough, leathery skinned fruit with bitter tissue compartments packed with sacs filled with a sweetly acid, juicy pulp. . .that is messy to separate from the skin.

Health Benefits of Pomegranates

Pomegranate juice, once prized for its thirst quenching properties, is now becoming better known for its health benefits. It has been rediscovered as the source of some of the most powerful antioxidants known: **ellagic acid**, **ellagitanins**, and **punicalagins**. Pomegranates also contain **anthocyanins**, **polyphenols**, and **phytoestrogens** which have been found to protect against LDL (bad) cholesterol and cardiovascular disease, prevent oxidative stress, improve blood pressure, and relieve hot flashes and night sweats associated with menopause.

In the 1990's, Western nutritional research began to take note of the pomegranate's high ellagic acid content. Ellagic acid is a naturally occurring phytochemical found in a variety of plants. Early evidence shows that **ellagic acid acts as a scavenger to "bind" or chemically engage cancer-causing chemicals**, making them inactive. In addition, **this helps prevent the binding of carcinogens to DNA and reduces the incidence of cancer in cultured human cells exposed to carcinogens.**

Healthy Cells vs. Cancer Cells

Healthy cells have a normal life cycle of approximately 120 days. The natural death of the cell is called apoptosis. The body replaces these dying cells with healthy cells. Conversely, cancer cells do not die. They multiply by division, making 2 cancer cells, then 4, 8, 16, 32 and so on. In lab tests, ellagic acid caused the cancer cells to go through the normal process of apoptosis without damaging healthy cells. Chemotherapy, radiation, and most conventional treatments cause the death of cancer cells and healthy cells indiscriminately, possibly destroying the immune system in the process. Ellagic acid is clearly the sensible choice to restore the cells natural cycle.

Mangosteen (Garcinia mangostanal) 20%

The mangosteen fruit has been prized for thousands of years because of its role in ancient Southeastern Asian folk medicine. Known in Asia as "Queen of Fruits," the mangosteen is native to the Malay Archipelago and Indonesia and is regarded as one of the most delicious fruits in the world.

Mangosteen has a thick bitter peel surrounding a wonderful soft white segmented fruit.

Modern studies of mangosteen are beginning to validate the science behind this fruit's long known and appreciated benefits. The mangosteen contains a large number of biologically active substances, including vitamins, catechins

(potent antioxidants), polysaccharides, and silbenes.

The recent excitement of the scientific community has centered around a new class of chemical compounds known as **xanthones**. Approximately 40 of the known 200 xanthones in nature are found in the mangosteen!

Each of the 40 xanthones in mangosteen perform a specific biological function. For example, **alpha-mangostin** serves as an antioxidant, **gamma mangogstin** acts as an anti-inflammatory, and **garcinone E** acts as an anti-tumor agent.

Mangosteen xanthones are comprised of molecules and atoms that possess an extra electron. These extra electrons help neutralize and stabilize free radicals which can cause cellular damage and pre-mature aging.

What makes the mangosteen unique is the pericarp (rind) of the fruit, which contains the **highest concentrations of xanthones**. Now, due to proprietary methods, it is possible to use the whole fruit and yet retain its unique flavor by combining it with another delicious fruit, the pomegranate.

#106 Pomegranate™ Red 100% Juice (21 fl. oz. 630ml)

Approximately 12 ½ pounds of pomegranates and approximately 4 pounds of mangosteens are used to make the pure, highly concentrated pomegranate in our bottle of juice.

Only 2 Tablespoons.(30 ml) of concentrate is needed to prepare 5 oz. (150 ml) of 100% delicious juice.

Our concentrate is packed in a high density bottle. Once opened, it should be refrigerated in order to achieve the best flavor and color. For extended shelf life, it can be frozen in the bottle. The color may change slightly over time, but this does not effect the quality of the product.

It is advisable to only reconstitute the amount of juice that you will consume over a one or two day period. New Spirit's Pomegranate Red™ does not contain preservatives, artificial flavors, fillers, or colors. Juice concentrate should be refrigerated after dilution. The cap should be tightly closed on your concentrate to prevent excessive oxidation.

Each bottle (21 fl. oz.) makes 3.1 litres of 100% Juice