

# WHAT TO TELL ATHLETES AND COACHES ABOUT JUICE PLUS +

BY JACK MEDINA, M.A.

The cells in your body, especially muscle cells (which athletes are most concerned with), will not perform up to maximum capacity unless 1) a maximal amount of oxygen can be delivered to the cell thru the circulatory (blood) system and, 2) the cell itself is healthy enough to absorb enough oxygen. If any muscle cells are in a weakened condition because they do not get enough required nutrients, and therefore cannot grow to their full capacity, it is impossible for them to perform at their maximum potential when the athlete needs them simply because they cannot absorb enough oxygen.

We have found a way for people, in this case the athlete, to increase his or her Nutritional Intensity at the cellular level; not only to prevent disease, but to allow the muscle cell to perform at its optimum level. The key ingredients for cellular growth and performance comes from fruits, vegetables, grains, legumes and beans. All good nutritionists today recommend that we eat 5-9 servings of fresh-raw fruits and vegetables every day (and even more for the athlete who is training hard).

My experience during 38 years of coaching and working with athletes at all levels shows that most of them simply can't do it.

A company called NSA (National Safety Associates) in Memphis, Tennessee grows 17 of the most nutrient dense fruits and vegetables available today. They pick them at peak ripeness, immediately juice them (removing the sodium and sugar for those with Diabetes and/or High Blood Pressure) and, thru a Proprietary Process leave the enzymes and fiber in tact, putting the rest in a capsule. Without having to take a vitamin/mineral supplement (which research says do not work because they are isolated) the athlete gets every vitamin, mineral, anti-oxidant and enzyme known and unknown to

man while at the same time getting the benefit of 17 of the most nutrient dense fruits and vegetables going thru their bodies all at the same time. This in my opinion is the answer to peak cellular performance. Juice Plus+ is substantiated by peer reviewed, published research studies done throughout the world.

In addition, Juice Plus Complete is, in my opinion, the most perfectly balanced meal replacement available today. It is available to the athlete specifically for enhancing their current nutrition in terms of extra meals needed; but also as a pre-game or post game meal because it passes through the gastro-intestinal tract rapidly giving high energy prior to a game or workout and aiding in cellular recovery and energy recovery immediately afterwards.

If the Coach and/or Athlete is interested in peak performance it must start at the cellular level thru good nutrition - There is no other way! Successful training can only occur if the cells are strong enough to withstand the stress being put on them. Juice Plus+ could very well be the answer you are looking for.

Jack Medina, President  
Designs For Fitness