



JUICE GURU INSTITUTE

THE ULTIMATE GUIDE TO FRESH JUICING



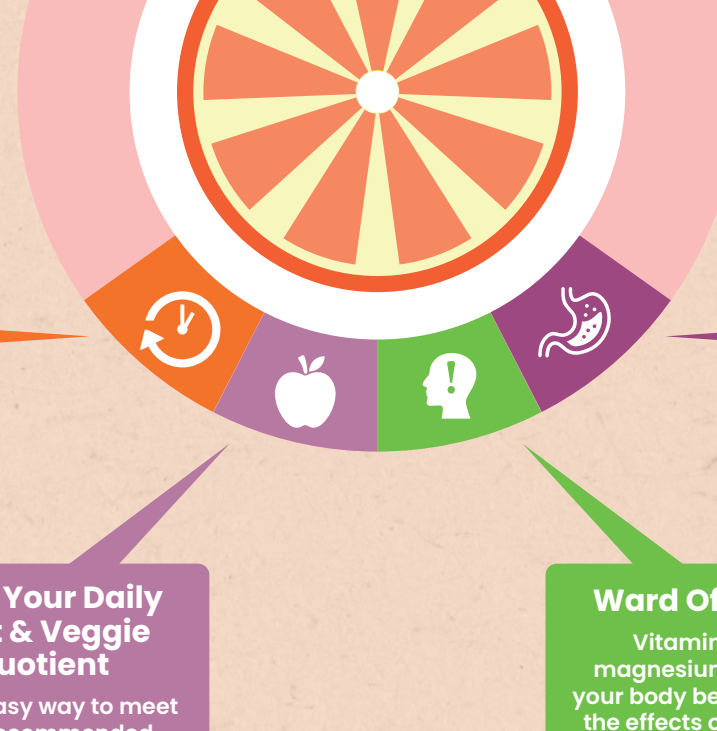
Health Benefits of Juicing

Increase Energy
Nutrients from low-pulp juice is delivered to your body almost instantaneously.

Sleep Better
Cold press juice made from leafy green vegetables provides high levels of magnesium.

Boosts Your Brain
Beetroot juice can help ward off dementia and cognitive decline.

Builds Bones
Kale, collards, and broccoli are high in the nutrients calcium and magnesium - crucial for a strong, healthy skeleton.



Live Longer
Nutrients often found in cold press juice, like resveratrol, can keep cells from prematurely dying.

Improve Digestion
Raw juices stimulate the bowels, liver and kidney. Removing waste products and toxins from the body is cleansing and helps to prevent disease.

Meet Your Daily Fruit & Veggie Quotient
Quick, easy way to meet your recommended daily needs.

Ward Off Stress
Vitamin C and magnesium can help your body better combat the effects of the stress hormone cortisol.

CENTRIFUGAL JUICERS

COLD PRESS JUICERS

vs

SPEED



HIGH SPEED
varying from **1,000 - 30,000 RPM**
High speeds lead to the destruction of useful nutrients, and enzymes, which are sensitive to temperature

LOW SPEED
varying from **70 - 120 RPM**
• Practically no friction
• Saves living enzymes which are necessary for optimum health

STORAGE

Storing the juice is **NOT RECOMMENDED**
Juice already exposed to oxidation in the extraction process very quickly loses its useful properties

Juice can be stored **UP TO 24-36 HOURS**
It is possible to store it up to 24-36 hours (depending on your juicer) in a closed container in the refrigerator

EASE OF CLEANING

Large, bulky parts & **SHARP BLADES HARD TO CLEAN**

RINSES CLEAN IN SECONDS and is **DISHWASHER SAFE**

QUANTITY OF JUICE

Often yields **LESS JUICE** than Cold Press juicers

In independent tests, the **Tribest Juicer** Extracted More Juice
+ **66% More PINEAPPLE**
22% More POMEGRANATE

Pasteurized vs Fresh Juice

PASTEURIZED JUICE

BOILED OR HEATED TO PROTECT AGAINST BACTERIA
High temperature destroy beneficial enzymes, minerals, & essential nutrients

COOLED DOWN FOR STORAGE
Antioxidant activity dramatically reduced

BOTTLED FOR RETAIL
Long shelf life
98% of all juices sold in the US are **PASTEURIZED**

FRESH JUICE

PREPARE FRUITS & VEGETABLES
Fresh juice maintains a high level of nutrients

RUN THROUGH JUICER
Provides a rich source of phytochemicals including live enzymes

ENJOY FRESH JUICE!
LOWER CHOLESTEROL
PROTECT AGAINST CANCER
ENHANCE IMMUNE SYSTEM
STIMULATE DETOXIFICATION ENZYMES

Drink Your Colors

Beets Cherries Tomatoes Watermelon Cranberries Pomegranates Red Leaf Lettuce	Blueberry Black Plum Lavender Purple Kale Tump Eggplant Cabbage	Golden Apple Pineapple Honeydew Melon Yellow Bell Pepper Lemon Bak Chay Butter Lettuce	Asian Pear Ginger Root Onion Sprouts Cauliflower White Cucumber Fennel	Grapes Lime Green Apples Lettuce Spinach Broccoli Cilantro	Carrot Orange Pumpkin Sweet Potato Cinnamon Persimmon
Contains calcium, folate, lycopene, manganese, melatonin, potassium, protein, vitamin C, ellagic acid, hesperidin, quercetin, and betalains.	Contains vitamin C, ellagic acid, fiber, lutein, resveratrol, quercetin and flavonoids	Contains B vitamins, beta carotene, folate, vitamin A and vitamin C	Contains beta-glucans, calcium, flavonoids, lignans, potassium, protein, vitamin C, epigallocatechin gallate, and secoisolaricresinol diglycoside	Contains B vitamins, beta carotene, calcium, fiber, folate, indoles, iron, lutein, protein, vitamin C and zeaxanthin	Contains B vitamins, beta carotene, calcium, folate, magnesium, potassium, vitamin A and vitamin C

Facts and Myths

MYTH:
Both blenders and juicers serve up nutrition so they are the same



FACT:
The types of beverages they produce are very different. Blenders pulverize the entire fruit/vegetable into a thick drink. Cold press juicers extract only nutrients dense liquid.

MYTH:
Juice is bad because there is no fiber



FACT:
Cold press juicing once for ounce yields more concentrated nutrients and enzymes. Fiber can block absorption of those healthy compounds, and result in slowing digestion.

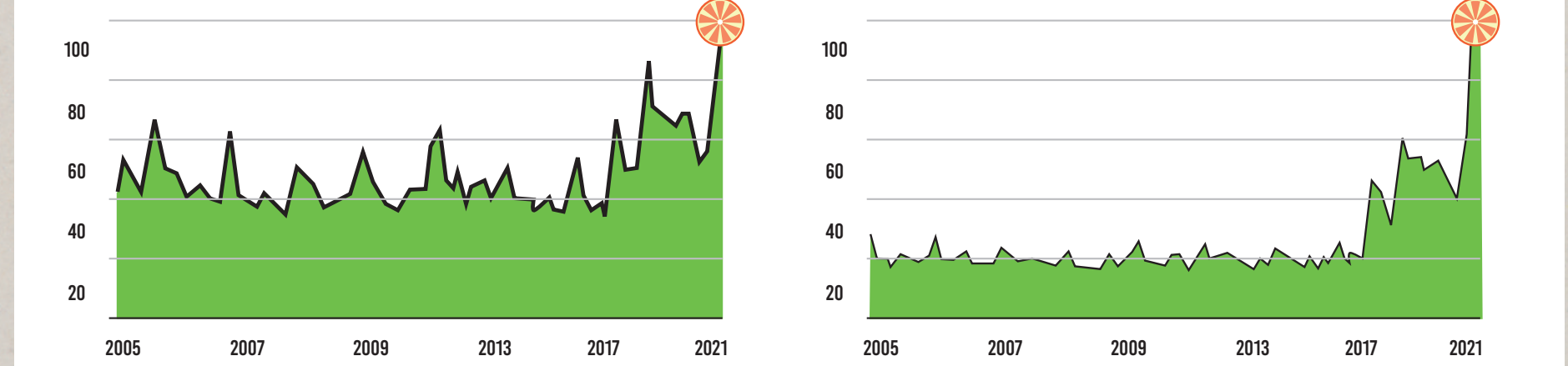
MYTH:
Juicing yields too much sugar



FACT:
Juice made from home contains no added sugars or corn syrup. Juicing vegetables helps minimize sugar intake, and fruits such as apples can be added for taste.

Juicing Trends

According to Google, consumer interest for "JUICING" & "JUICERS" HIT AN ALL TIME HIGH IN 2021



Now is a better time than ever to start juicing!

