

Jus and Fats

People ask me all the time what type of supplements that they should be taking.

My answer is always the same. Drink Jus and consume more of the “right” fatty acids, eat more fruits, more vegetables and drink more water!

How much of each? I usually take an ounce or two of Jus spread out over the day. I also normally take 2 to 4 grams of fish oil everyday to supply the much needed omega-3 fatty acids. In addition, I also try to consume at least 2 to 4 tablespoons of extra-virgin olive oil per day to get my omega-9s.

In my opinion, Jus and the “right” fatty acids are the smartest and most beneficial dietary changes one can ever hope to make (aside from one simply not eating “stupid” foods and drinks that contain high amounts of sugar and high fructose corn syrup).

The following is for those of you “who simply have to know” the science behind all of this.

Let’s talk about fatty acids a bit. Technically, there are dozens of fatty acids. Some are essential and some are not. I will be discussing the “more popular” types today.

First, let me quote at length Dr. Andrew Weil, M.D. (Weil graduated from Harvard Medical School – a pretty good school, so I’m told)

“Omega-3 and omega-6 are types of essential fatty acids – meaning we cannot make them on our own and have to obtain them from our diet. Both are polyunsaturated fatty acids that differ from each other in their chemical structure. In modern diets, there are few sources of omega-3 fatty acids, mainly the fat of cold water fish such as salmon, sardines, herring, mackerel, black cod, and bluefish. There are two critical omega-3 fatty acids, (eicosapentaenoic acid, called EPA and docosahexaenoic or DHA), that the body needs. Vegetarian sources, such as walnuts and flaxseeds contain a precursor omega-3 (alpha-linolenic acid called ALA) that the body must convert to EPA and DHA (the conversion rate is only 5% to 15%). EPA and DHA are the building blocks for hormones that control immune function, blood clotting, and cell growth as well as components of cell membranes.

By contrast, sources of omega-6 fatty acids are numerous in modern diets. They are found in seeds and nuts, and the oils extracted from them. Refined vegetable oils, such as soy oil, are used in most of the snack foods, cookies, crackers, and sweets in the American diet as well as in fast food. Soybean oil alone is now so ubiquitous in fast foods and processed foods that an astounding 20 percent of the calories in the American diet are estimated to come from this single source.

Most North Americans and Europeans now get far too much of the omega-6s and not enough of the omega-3s. This dietary imbalance may explain the rise of such diseases as asthma, coronary heart disease, many forms of cancer, autoimmunity and neurodegenerative diseases, all of which are believed to stem from inflammation in the body. The imbalance between omega-3 and omega-6 fatty acids may also contribute to obesity, depression, dyslexia, hyperactivity and even a tendency toward violence. Bringing the fats into proper proportion may actually relieve those conditions, according to Joseph Hibbeln, M.D., a psychiatrist at the National Institutes of Health, and perhaps the world's leading authority on the relationship between fat consumption and mental health.

In general, you can cut down on omega-6 levels by reducing consumption of processed and fast foods and polyunsaturated vegetable oils (corn, sunflower, safflower, soy, and cottonseed, for example). At home, use extra virgin olive oil for cooking and in salad dressings. Eat more oily fish or take fish oil supplements, walnuts, flax seeds, and omega-3 fortified eggs. Your body and mind will thank you.”

Okay, here's the deal.

Consume more omega-3. Eat more salmon (preferably fresh or frozen wild or canned sockeye), sardines packed in water or olive oil, herring; omega-3 fortified eggs; almonds, walnuts and flaxseed; or take a fish oil supplement.

Consume less omega-6. Avoid regular safflower and sunflower oils, soy oil, corn oil, cottonseed oil, and mixed vegetable oils. Omega-6 is found virtually everywhere in our diet. As a point of fact, I don't recommend supplementing your diet at all with omega-6. The truth is, most Americans are ingesting 10x to 25x more omega-6 than they actually need. This over consumption of omega-6 is thought to be one of the main reasons for the chronic inflammation “epidemic” in this country.

WARNING! TECHNICAL JARGON ALERT!

A major contributor to chronic inflammation in modern America is the widespread use of vegetable oils, especially corn, safflower, soy, peanut, cottonseed, sunflower and canola oils. These oils are rich in the omega-6 fatty acid linoleic acid. In the body, linoleic acid is converted to arachidonic acid (that's not a good thing).

Arachidonic acid is the raw material from which the body makes a broad range of pro-inflammatory biochemicals. When arachidonic acid is processed by cyclooxygenase enzymes, inflammatory prostaglandins and thromboxanes are produced. When arachidonic acid is processed by lipoxygenase enzymes, inflammatory leukotrienes are produced (yep, you guessed it, that's not a good thing either).

Vegetable oils are a recent addition to the human diet. They only came into widespread industrial production in the 1920s. Over the past 40 years, as the anti-cholesterol medical/dietary establishment has told Americans to reduce their saturated fat intake, it

has hyped the intake of linoleic acid-rich vegetable oils.

The common use of vegetable oils has caused a historically unprecedented shift in the diet-induced inflammatory balance. Linoleic acid is a powerful inducer of a pro-inflammatory micro-environment in the cells that line our arteries and veins (sigh, it just keeps getting worse).

Not only does high linoleic acid intake promote elevated levels of inflammatory prostaglandins, thromboxanes and leukotrienes, but it also activates other powerful inflammatory molecules, including tumor necrosis factor-alpha (which in turn activates the super-inflammatory interleukin-63) and nuclear factor kappa Beta. Nuclear factor kappa Beta in turn has the power to turn on the genes that promote production of over seven other pro-inflammatory cytokines and biochemicals (we're dying at the hands of words we can't even pronounce).

TECHNICAL JARGON ALERT OVER!

Consume more omega-9. You find omega-9 in olive oil. Extra-virgin olive oil is best. Seventy-five percent of the fatty acids that make up olive oil come from monounsaturated fat, and only 13 percent from saturated fat. Omega-9 is not an essential fatty acid, but it is nonetheless very important.

Monounsaturated oils seem to cause less production of the bile acids in the digestive tract that promote colon cancer development. Because monounsaturated fat is more stable than polyunsaturated fat, it is less likely to generate the free radicals that create harmful blood cholesterol (low-density lipoprotein, or "LDL"). LDL damages blood vessels. Many of olive oil's health benefits may actually come from the more than 30 plant compounds it contains. These compounds' antioxidant and anti-inflammatory effects promote heart health and may protect against cancer.

Three recent studies suggest that the heart-healthy effects from olive oil are due not only to its high content of monounsaturated fats, but also to its hefty concentration of antioxidants, including chlorophyll, carotenoids and the polyphenolic compounds tyrosol, hydrotyrosol and oleuropein—all of which not only have free radical scavenging abilities, but protect the vitamin E (alpha-tocopherol) also found in olive oil.

Dietary olive oil also protects the endothelium, the lining of our blood vessels, helping to maintain its ability to relax and dilate (thus preventing high blood pressure).

My suggestion? Use extra-virgin olive oil daily. A person can easily work in two or more tablespoons a day. Be careful however not to overheat your olive oil; as this causes olive oil to lose its natural antioxidants and it will begin to produce free radicals. If your olive oil begins to smoke, you've heated it too much!

By the way, olive oil is great for your skin as well. Olive oil has a beneficial effect on the skin through its oleic acid content and its Vitamin E content. Oleic acid has regenerative

properties that transfer to skin cells and help to rejuvenate skin. The Vitamin E in olive oil is an antioxidant that protects skin cell membranes from damage by free-radicals. I'm pretty sure we all have some olive oil in our homes, I suggest you start using more of it.

Here is some more good news. The Acai Berry, which is a key ingredient in Jus, has a fatty acid profile very similar to an olive; it also has an amino acid profile very close to that of an egg! I can't say enough about the Acai Berry, but I will certainly try in my next newsletter or two.

Consume more omega-7!

Hey, wait a minute! What the heck is omega-7?

Check this out.

The fatty acid profile of the Sea Buckthorn berry (a very powerful SuperFruit) contains from 35 to 40 percent of a 16-carbon monounsaturated fatty acid called palmitoleic acid, also known as omega-7. The other "best known" plant sources of the omega-7 fatty acid are the macadamia nut and Gevuina (an evergreen tree from Chile), but the Sea Buckthorn contains almost twice as much omega-7 as either of those. Incidentally, omega-7 is considered a non-essential fatty acid.

Palmitoleic acid is believed to have a potent antiviral, antibacterial, and healing effect in humans. It is also similar to lipids naturally occurring in skin sebum, and is thought to provide important healing and anti-aging benefits for problem skin. Sea Buckthorn has been successfully used to treat such widespread skin problems as rosacea, eczema, and acne.

While we're talking about Sea Buckthorn, did you know that Sea Buckthorn has 12x more vitamin C per gram than an Orange! It's also loaded with a variety of hugely important phytonutrients, yet another benefit of Sea Buckthorn. In fact, an important ancient eighth century A.D. Tibetan medical text, the Sibü Yidian, dedicates 30 of 156 chapters to the medicinal uses of Sea Buckthorn. Sea Buckthorn was also a favorite fruit of Ghengis Khan (1162-1227).

Where is the best place to find fully bio-available Sea Buckthorn on a daily basis? Jus! Yep, the Superfruit Sea Buckthorn is one of the 23 incredible ingredients in Jus.

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