

Jus and Nutritional Common Sense

By Tom Mitchell

I've talked and lectured so much about fitness and nutrition over the years that it's easy to assume that everyone already knows this stuff. Perhaps you do, perhaps not. In any event, I hope that you find something useful.

Do you know the 5 Primary adjustments for the maximum return for you in regards to life expectancy and quality of life? Here they are.

1. Controlling your blood pressure. Optimum is 115/76
2. Avoiding cigarettes.
3. 30 minutes of exercise per day.
4. Controlling stress.
5. A healthy diet.

Did you know that a person controls 70% of how well and how long they live?

Did you know that by the time you are 50, your lifestyle dictates 80% of how you age. The rest is controlled primarily by genetics.

Did you know that the 3 primary factors of age-related disease are:

1. aging of your heart and blood vessels.
2. aging of your immune system
3. aging caused by environmental or social issues.

Did you know that coronary artery disease is the leading cause of death in every developed country?

Did you know that every American, Asian and European has a 40% chance of dying from heart disease?

Oh yeah, and your heart will beat an average of 3.3 billion times during the course of your life. Probably a good idea to take care of it.

Best exercise for the heart? Cardio work 3x per week at 70 to 80% of your age related maximum (220 minus your age). If you are interested in fat burning, use 60% to 70% of your age related maximum for 30 minutes a day, 3 to 5 days a week. Fewer than 3 days a week will provide minimal benefit, going much more than 4 to 5 days a week provides diminishing returns.

Interestingly, people who continue to exercise regularly as they age not only have better cardiovascular health, but also better brain function and in some cases, improved IQ's. Why? Physical activity improves arterial function not only to the heart, but also to the brain.

While we are on the subject of brains...

Brain Info – average weight is 3 pounds. 80% of your brain is water. Keep yourself hydrated. 1/2 oz. of water per pound of bodyweight per day is a good rule of thumb. By the way, don't get the big head about brain size...

Einstein's brain only weighed 2.7 pounds and he did just fine.

Your brain has 100 billion neuron transmitters. Each of these nerve cells contains information to pass to each other. Scientific research suggests that by reducing inflammation, increasing blood flow, staying well hydrated and consuming a goodly amount of Omega 3 fatty acids, you can dramatically help preserve your brain function. As neuron transmitter function declines, one becomes more vulnerable to depression, dementia and potentially Alzheimer's (we don't want that).

Feel pretty good about your brain? Well, let's have some fun. Here's a quick and fun test for brain strength – stand up, close your eyes and now stand on one leg without opening your eyes. 15 seconds is a good number if you are over 40. The longer you can stand, the younger your brain.

Keep your brain young, always be learning. Yep, that's one of the reasons I send out so much information.

Memory loss is thought to be related to blockages of the small blood vessels in the brain. One of the keys to keeping your memory strong is to keep your arteries healthy.

Where Does Jus Fit In?

We have an absolutely outstanding product that will provide thousands upon thousands of phytonutrients (plant chemicals) to your body. This includes your heart, your brain, your blood cells....virtually everything! In study after study research has shown that those who consume the most fruit and vegetables simply live healthier, longer and with a better quality of life than those who don't.

As an added bonus, Jus is a hugely powerful antioxidant. What does that mean? It means that Jus will help to reduce inflammation in your body. Why is that important? Because inflammation is present in nearly all of the major diseases in America today. Does Jus cure disease? NO! NO! NO! Please don't ever say that.

What Jus does do however, is to provide your body with the very best nutrition possible to give your body the necessary tools and nutrients to better fend for itself.

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