

## **Jus and Resveratrol**

By Tom Mitchell

Everyone wants to know more about Jus. Well, it's difficult to share it all at once and even harder to remember it all when I attempt to do so. For now, I think it's better to simply share a bit each week and hope you take time to glean from it what you can. Today, I'm going share a bit about phenolics.

**Resveratrol is a Polyphenol**, also known as Phenolics\*. Polyphenols are the group of phytochemicals found in certain foods, especially red wine, that are thought to be behind what is known as the **French Paradox**. The higher the polyphenol content of wine, the more effective it is in providing protection to the heart, etc...

\*Polyphenols are a group of chemical substances found in plants, characterized by the presence of more than one phenol unit or building block per molecule.

“The phenolic antioxidants in red wine have been proposed as an explanation for the lower death rate from coronary heart disease (CHD) in France. The death rate is lower even though the French consume saturated fat and cholesterol in amounts comparable to those consumed by Americans. The oxidative modification of low-density lipoprotein (LDL) has been linked to the development of atherosclerosis, the principle cause of CHD. The phenolics in red wine and grapes have been shown to prevent the oxidation of human LDL in vitro” (in vitro means outside of the body and inside a test tube)

“The polyphenol resveratrol (3,5,4'-trihydroxy-trans-stilbene), known to be abundantly present in red wine, compared to white wine, beer, or spirits, has been demonstrated to elicit a broad spectrum of biological responses in animal and in vitro studies, including effects that are compatible with the cardioprotective roles proposed for red wine.”

The most accurate numbers I have at this time regarding Polyphenol content, which also indicates indirectly the amount of Resveratrol is as follows:

White Grape Juice: 389 mg/L or 11.5 mg/oz.

Mona Vie Original: 1848 mg/L or 54.66 mg/oz.

Concord Grape Juice: 2307 mg/L or 68.25 mg/oz.

Red Wine: 3630 mg/L or 107.36 mg/oz.

Jus: 9696 mg/L or 286.78 mg/oz.

1 Liter = 33.81 ounces.

As you can see, Jus is over two times more powerful than Red Wine and over five times more powerful than Mona Vie in Polyphenol content. The Polyphenol count I believe is more important than simply the strict count of Resveratrol only; in nature, all the Polyphenols work together in providing the benefit. It's never a good idea for science to simply "isolate and extract" certain phytochemicals at the expense of all the others that they naturally work together with.

In all fairness, any of the above products are good for adding resveratrol to your diet, of the products tested, Jus had considerably better numbers than the others.

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