

Jus in Today's Marketplace

By Tom Mitchell

People are looking for answers regarding their health. People want to feel better, look younger, have more energy and defy the aging process for as long as they can.

People are also willing to spend a great deal of money to achieve those goals. For example:

\$41 billion a year spent on vitamin supplements.

\$7.5 billion a year spent on energy drinks.

Why are these numbers important to me? They tell me the obvious. People are spending their hard earned money on supplements and energy drinks with or without you and me. Why is that an issue? It's an issue because with Jus, we have an incredibly powerful product that will benefit the health of virtually everyone who consumes it. We also have a product that will increase most people's energy levels without artificially "spiking" them with caffeine and guarana. Oh yeah...we also have a product that will save people money and for those interested, help them make a great deal of income if they so desire.

Jus offers 23 incredibly powerful foods in one bottle; a combination of ingredients that provides an incredible amount of phytonutrients and antioxidants. Among similar beverages on the market, Jus is quite simply the best. Jus provides a higher (documented) ORAC score and a broader spectrum of phytochemicals than any other competitive beverage.

In short, we have the arguably best product of its type on the market and we are willing to back it up with a 3 empty bottle 90 day money back guarantee. If you stop and think about it, that's a fairly bold offer. Drink 3 bottles, keep your empty bottles, and if you don't like the results within 90 days, we give your money back. This simple policy alone pretty much takes the "risk factor" out of Jus. In fact, I know of no other company, networking marketing or traditional retail, that stands behind their product like we do.

Well, on we go. I love to read. I love to write. I love to research and I love to lift heavy objects. Rather than trying to reinvent the wheel, oftentimes it's easier to just read a book 2 or 3 times and share with you the highlights and excerpts that will help compliment your Jus business. With that in mind, here is another one of my favorite guys, Dr. William Joel Meggs.

William Joel Meggs, M.D., Ph.D., is a professor and chief of the division of toxicology at the Brody School of Medicine at East Carolina University. He is one of the engineers of the theory of neurogenic switching, which is related to the study of inflammation.

Specialty:

Emergency Medicine

Allergy & Immunology

Sub-specialty: Allergy

Special Expertise:

Asthma; Occupational Asthma; Rhinitis

Dr. Meggs has 46 publications.

Excerpts from The Inflammation Cure:

The most powerful concept in disease prevention and treatment today is inflammation.

Inflammation may well turn out to be the Holy Grail of medicine; the single phenomenon that holds the key to sickness and health.

Inflammation touches every aspect of our health. In a series of medical breakthroughs, scientists have discovered that inflammation is a common thread linking heart disease, some forms of cancer, diabetes, osteoarthritis, asthma, migraine headaches, Alzheimer's disease, fibromyalgia, periodontal disease, sinusitis, irritable bowel syndrome, inflammatory bowel disease and chronic fatigue syndrome.

Inflammation is related to aging, obesity, stroke, fatigue, depression and allergic reactions. Inflammation is also part of the process that damages body tissue in multiple sclerosis, rheumatoid arthritis, systemic lupus erythematosus, and other autoimmune diseases.

Inflammation is influenced by what we eat, how much exercise we get, the level of pollutants in the air we breathe, the toxins in the cleaning products we use and the insecticides we spray, the amount of sleep we get, how much stress we experience, the intensity of our emotions, and the quality of our social relationships.

Even aging affects our body's inflammation responses. Aging is so intertwined with inflammation that scientists have coined the term inflamm-aging to refer to the changes occurring in the body as we get older.

In a remarkable study published in 2002 in the Archives of Internal Medicine, researchers found that older people who were frail have higher levels of the inflammation marker C-reactive protein (CRP) in their blood compared to nonfrail people of the same ages. This

suggests that even when a person doesn't suffer from any other major diseases, frailty in old age is related to inflammation.

If we have heart disease, we have excess inflammation, which can cause fatigue, which means we aren't as active as we used to be, which means we gain weight, which creates more inflammation in the body, which feeds the heart disease, and so on. Breaking just one little link in the chain of inflammation might be enough to turn your health around. Of course, reducing a lot of inflammation would turn it around sooner.

Chronic, low-grade inflammation of blood vessels may be the common link among all the big killers.

The world's most common cancers – colon, stomach, esophageal, lung, liver, breast, cervical, ovarian, and pancreatic cancers – have all been linked to inflammation.

Any assault on the body that results in long-term inflammation is capable of causing cancer. It's important to remember that cancer is related to long-term inflammation. Short term or acute inflammation, the type that helps wounds heal and destroys most foreign invaders, generally helps protect us from diseases, including cancer. But when the body is out of balance, when the scales start to tip into a constant state of inflammation, cancer becomes more likely.

One thing we know for certain is that the longer the inflammation lasts, the higher the risk of cancer.

Being overweight is an inflammatory condition. It raises the level of some pro-inflammatory chemicals in the body, and it increases the risk of other inflammation-related disorders, including heart disease, some cancers, diabetes, asthma, and arthritis.

Fat itself excretes pro-inflammatory cytokines. Some research suggests that up to 30 percent of the inflammation-related cytokine IL-6 in blood comes from fat tissue.

If you are tired, depressed, or having trouble with your weight or with sleep, seek help from your doctor. But at the same time, try everything you can to reduce the inflammation factors in your life.

Solutions?

A mountain of research has made it clear that eating lots of fruits and vegetables reduces the risk of heart disease and many types of cancers and may play a role in fending off more diseases of aging, including diabetes and arthritis.

There is a more recently discovered class of compounds known as phytochemicals. Found only in plant foods, phytochemicals are powerful molecules that have been shown to reduce the risks of age-related diseases, including cancer. Thousands of phytochemicals have been discovered, but only a handful have been studied for their

contributions to health. Plus, scientists believe that there may be many more of these powerhouse chemicals yet to be discovered.

How powerful are phytochemicals? They have been shown to be valuable as antioxidant, anti-inflammatory, antiallergic, antiviral, and anticancer agents. Some research suggests that they may be among the most effective cancer treatments on earth.

For just about any cancer, some phytochemical has been shown to suppress cancer development in laboratory animals.

Free radicals (or reactive oxygen species), are created as by-products of normal body functions or occur due to environmental stress upon the body. This damage is called oxidative stress. Oxidative stress is the single greatest cause of aging and age-related diseases. It is countered by antioxidants (which we can think of as antioxidative stress molecules) and calorie restriction.

Well, that's enough of the good doctor for today. I'm pretty sure that by now you can see the connection between reducing inflammation and improving health. With Jus we have a product that is very powerful in its antioxidant and anti-inflammatory properties; Jus, while not a cure, is certainly a step in the right direction for nourishing our bodies, enhancing cellular health, reducing inflammation, fighting free radicals and combating oxidative stress.

Reasons for Jus?

Jus is extremely powerful.

Jus is very affordable.

Jus tastes great.

Jus comes in 12 oz. and 25 oz. bottles along with gel packs.

Jus has a 90 Day 3 Empty Bottle money back guarantee.

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