

# JUICE PLUS+® PREVENTION *Plus*+®



## Nine Simple Steps to a Healthier Family Diet

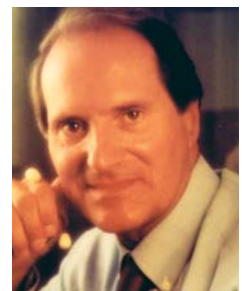
Dr. William Sears knows a lot about nutrition. He's been a practicing pediatrician for more than 35 years, and he and wife Martha have co-authored more than 30 books on parenting and childcare. His advice columns appear in both *Parenting* and *Baby Talk* magazines, and *AskDr.Sears.com* is one of the most popular websites on the Internet.

"We have a nutritional crisis in America," Sears warns, "and we pediatricians are seeing the consequences – things like high blood pressure, high blood sugar, and high blood cholesterol – earlier and earlier in children."

Sears believes that we need to make a healthy diet less threatening to people. "I've reduced what I've learned about nutrition into *Nine Simple Steps* designed to help families break through the clutter of nutritional information that's out there."

### Step One: Shape young tastes.

"There are mothers in my practice that I call 'pure moms,'" Sears continues. "They never let a morsel of junk food enter their children's mouths. I followed these children over the years and noticed that they weren't sick as often, and didn't have as many school and attention problems. And when these 'pure' children went out into the real world of birthday parties and junk food, they didn't overdose.



William Sears, M.D.

"They had actually developed a taste for real, wholesome food."

"You don't have to be perfect," Sears assures. "The occasional junk food is okay. But the more you can start programming your children toward healthier eating in the early years, the healthier they will be."

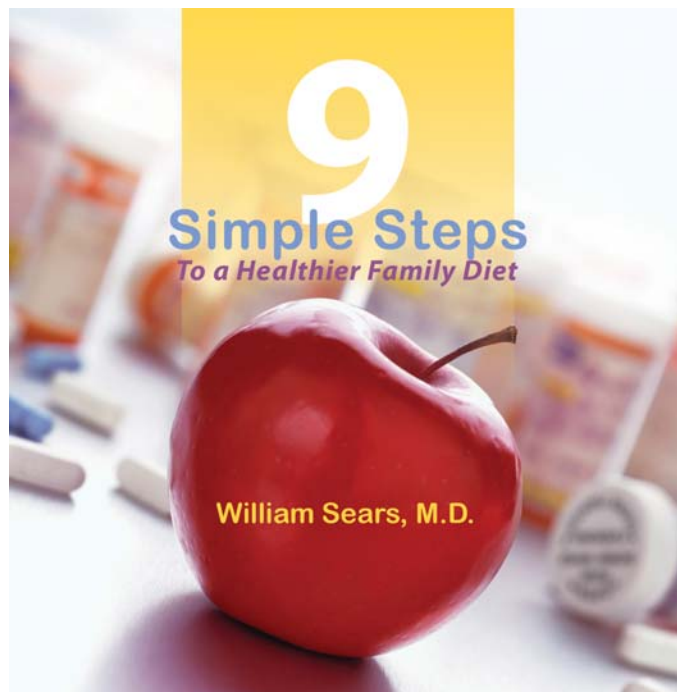
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### Inside...

More of the *Nine Simple Steps*

*Prevention Plus+ Profile:*  
James M. Sears, M.D.

## “You don’t have to be perfect. The occasional junk food is OK.”



### Step Two: Feed your family the right carbohydrates.

“Carbohydrates are not bad things,” according to Dr. Sears. “We all need healthy carbs – young children especially. At least 50 percent of a child’s diet should be in the form of healthy carbs – even more if they’re very active.

“Adults need plenty of healthy carbs, too.

“The key is to get good carbs, not bad ones,” Sears elaborates. “Good carbs are packaged by nature: fruits, vegetables, legumes, and whole grains. Bad carbs come from the factory. The worst carbs are sweetened beverages.”

### Step Three: Feed your family the right fats.

Dr. Sears adds that fats are not bad, either. “People of all ages need a *right* fat diet, not necessarily a *low* fat diet,” he advises.

Sears believes that we don’t get enough right fats in our diets. “The two main nutritional deficiencies that exist at all ages are: 1) fruits and vegetables and 2) omega-3 fats.” He confirms that the best fats are found in seafood, especially wild salmon; in healthy oils, such as flax oil and olive oil; in nuts and nut butters; in seeds, such as sesame seeds and sunflower seeds; and, in avocados.

“The less healthy fats come from animal fats,” he explains. “The worst fats of all are hydrogenated fats and oils. These fats come from the factory, where they have been processed and chemically changed to make the food last longer.”

### Step Four: Feed your family *grow* foods.

*Grow foods* are *whole foods*: fruits, vegetables, legumes; whole grains; nuts; yogurt; eggs; healthy oils. These foods share one important thing in common: they come from nature, not from the factory.

Dr. Sears uses the term *grow foods* with children “because they equate it with things that they want to do: running fast, getting bigger, getting stronger, getting smarter.” He suggests that parents emphasize grow foods in the family diet with what he calls *traffic light eating*.

“*Green light foods* are go-for-it foods, anytime foods. Those are the fruits, the vegetables: all those grow foods that we find in nature. Then there are the *yellow light foods* – the sweet treats, the desserts. These are sometime foods. Finally, we have the *red light foods*. They are no-time foods. The red light food says, “Stop! Can you make a healthier choice?”

### Step Five: Raise a grazer.

Sears is also a big fan of grazing – “eating small, frequent ‘mini-meals’ throughout the day instead of gorging on big meals,” he explains. “Children are meant to graze. People of all ages are healthier when they graze. Studies have shown that if we break our eating up into five or six mini-meals instead of three big meals, we tend to put on less extra body fat.”

### Step Six: Start the day with a brainy breakfast.

Dr. Sears is a huge proponent of a healthy breakfast. “Breakfast sets the nutritional tone for the day,” he asserts. “The brain does not store energy so it requires a steady supply. Sending your child off to school without a healthy breakfast is like driving your car off to work with an empty fuel tank.

“When children skip breakfast or have a junk carb breakfast, they simply run out of gas around mid-morning,” he continues. “It’s no wonder children get labeled as having learning and attention problems.”

### Step Seven: Feed your family lots of fruits and vegetables.

“Remember how grandmother told you to eat your fruits and vegetables?” Sears asks. “Well, she was nutritionally correct. Fruits and vegetables are natural grow foods. They have the right carbs, the right fats, fiber, protein – they are the total nutritional package.”

Sears encourages us to think of fruits and vegetables as “nature’s pharmacy.” “They contain *phytonutrients* that help make us healthier, so it’s very *(continued on next page)*





## Prevention Plus+ Profile: James M. Sears, M.D.

**Home:** Aliso Viejo, CA

**Medical Specialty:** Pediatrics. Private practice with his father and two brothers in Capistrano Beach, CA.

**Education and Training:** Earned his medical degree at St. Louis University School of Medicine in 1996. Completed his pediatric residency at Northeastern Ohio University College of Medicine, Tod Children's Hospital in Youngstown, Ohio in 1999.

**Faculty Position:** Currently a member of the teaching faculty at the University of California-Davis School of Medicine.

**Accomplishments:** Active contributor to *AskDrSears.com*. Co-author of *The Premature Baby Book*, *The Baby Sleep Book*, *The Baby Book – Revised Edition*, and the just-released *Father's First Steps – Twenty-five Things Every New Father Should Know*. Featured on Parenting.com's *Ask The Experts* and has written for *Parenting* magazine. Has appeared on NBC's *Today* and the PBS parenting series *Help Me Grow*.

**Professional Passions:** Spreading the word about the vital role nutrition plays in a variety of medical and behavioral problems. Actively supporting Attachment Parenting by helping parents with attachment alternatives to "hands-off" parenting.

**Personal Passions:** Endurance cycling, sailboat racing; musical theater with actress/ballerina daughter Lea; family (including wife Diane and son Jonathan).

**Health Advice:** "Parents struggle to get their kids to eat well. They offer all the good stuff: fruit, veggies, fish, whole grains...but if the kids don't want to eat it, the battle is lost. I try to give my young patients a motivation to eat healthy food. I ask about hobbies and activities, then link them to nutritional principles: running faster for the little athletes, better flexibility for the dancers, stronger muscles for the superheroes."

**Why he recommends Juice Plus+®:** "Since I'm exposed to sick kids every day, parents ask me how I stay so healthy myself. I tell them my three keys to good health are regular exercise, lots of hand washing, and taking Juice Plus+®. Juice Plus+® is a great way for both kids and adults to get more of the whole food nutrition they need from fruits and veggies."

"My three keys to good health are regular exercise, lots of hand washing, and taking Juice Plus+®."

*Dr. James Sears is one of the many health professionals speaking to audiences around the world as part of our Juice Plus+® Prevention Plus+ Health Education Series. If you'd like to attend a Prevention Plus+ Seminar in your area, ask your Juice Plus+® representative or call our Juice Plus+® information line at 1-877-JUICEPLUS (1-877-584-2375).*



important to eat a wide variety of fruits and vegetables that contain a wide variety of phytonutrients."

### Step Eight: Take your children to the supermarket.

Sears sees the supermarket as a giant nutritional classroom. "Take advantage of it by taking your children grocery shopping," he recommends. "Kids love to be active shoppers."

"Start by sitting down with your child and making a shopping list full of grow foods," he suggests. "When you get to the supermarket, look together for the healthy foods. Go to the cereal aisle and have your child pick out the cereals that have the 'right' carbs on the label. Have her (or him) pick up a loaf of white bread in one hand and a loaf of 100 percent whole-wheat bread in the other and compare them."

## Nine Simple Steps to a Healthy Family Diet *(continued from page 3)*

### Step Nine: Add Juice Plus+® to the family diet.

“In an ideal world there is no substitute for eating real, whole foods,” Sears concurs. “But the fact is that we don’t live in an ideal world nutritionally.”

That’s why Dr. Sears recommends Juice Plus+®.

“Juice Plus+® contains the nutritional essence of 17 different fruits, vegetables, and grains, conveniently packaged in little capsules. It’s like an insurance policy to make sure you get more of the nutrition you need from fruits and vegetables.”

Like many physicians, one of the things that impressed Dr. Sears about Juice Plus+® was the quantity and quality of clinical research. “Most companies spend a lot on advertising and not very much on basic research,” he reminds. “Juice Plus+® is just the opposite: little on advertising, a lot on research.”

What has most impressed Dr. Sears, however, is what he has seen in his own practice. “I took children who had terrible eating habits and were sick all the time and put them on Juice Plus+®,” he remembers. “Their moms would come in later and say, ‘You know, Dr. Bill, something surprising happened. After my child started taking Juice Plus+®, she started to eat more fruits and vegetables, too.’”

Sears concludes that it’s a matter of metabolic programming – “...that process of shaping young tastes,” he declares.

“When you give the body all this nutrition from fruits and vegetables, it says, ‘Wow, that’s really good for me! Give me more!’”

Dr. Sears’ wants his *Nine Simple Steps* to make a difference in every family’s health, because “the best gift you can give your children is the gift of health.”

But he points out that health is an important gift to give ourselves, too. “We all try to plan for our financial retirement, but too many of us forget to plan for our health,” he laments. “These nine simple steps form a solid foundation for a retirement health plan – or a great health plan for any age.

“It’s never too late to get started.”

*Learn even more about Dr. Sears’ Nine Simple Steps to a Healthier Family Diet on his new audio CD of the same name. Ask your Juice Plus+® representative for a free copy.*

