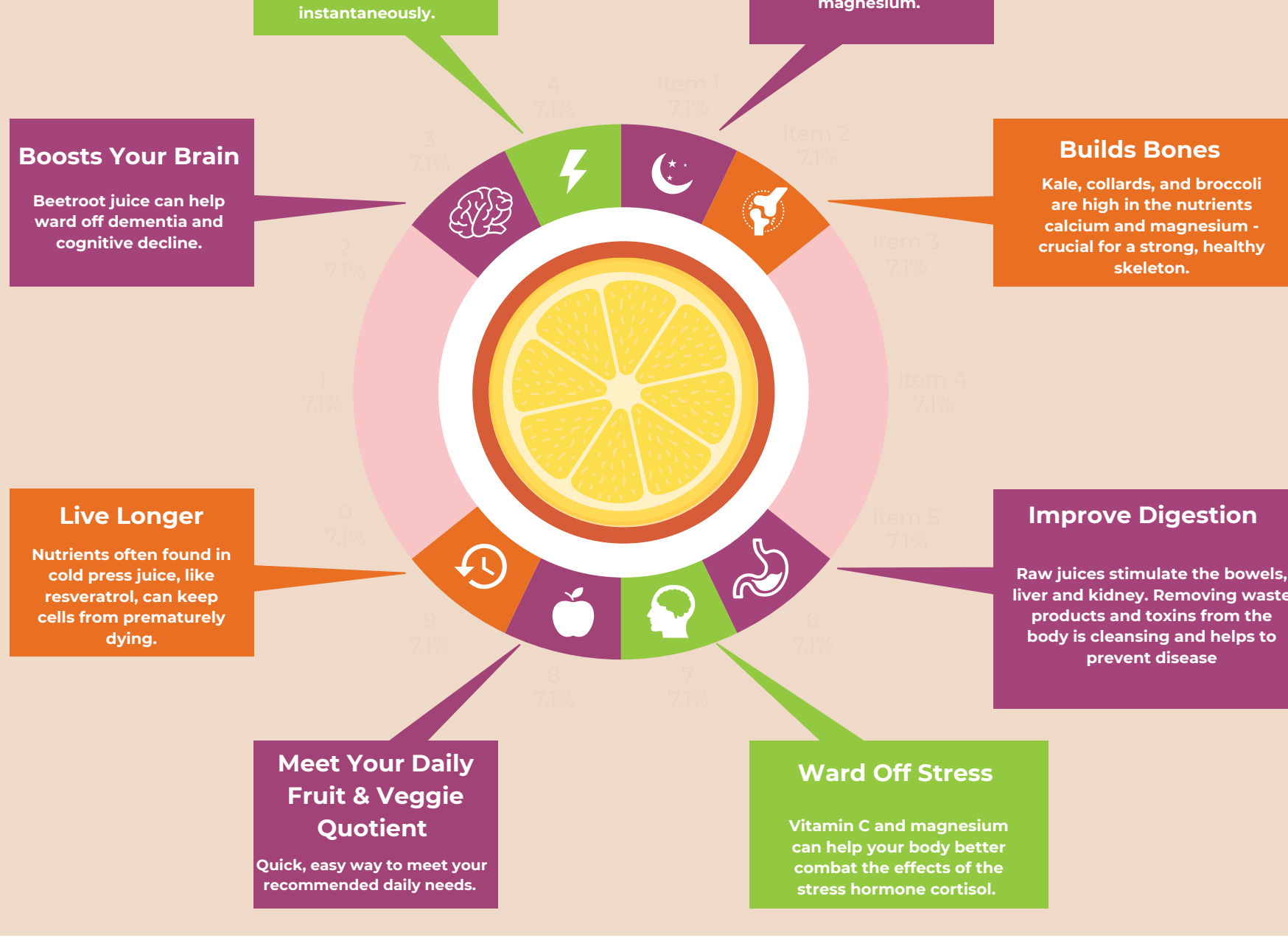


THE ULTIMATE GUIDE TO FRESH JUICING



JUICE GURU INSTITUTE

Health Benefits of Juicing



CENTRIFUGAL JUICERS



COLD PRESS JUICERS



SPEED



HIGH SPEED

varying from **1,000 - 30,000 RPM**

High speeds lead to the destruction of useful nutrients, and enzymes, which are sensitive to temperature.



LOW SPEED

varying from **70-120 RPM**

- Practically no friction
- Saves living enzymes which are necessary for optimum health

STORAGE

Storing the juice is

NOT RECOMMENDED

Juice already exposed to oxidation in the extraction process very quickly loses its useful properties



Juice can be stored UP TO

24-36 HOURS

It is possible to store it up to 24-36 hours (depending on your juicer) in a closed container in the refrigerator

EASE OF CLEANING

Large, bulky parts & **SHARP BLADES**

HARD TO CLEAN



RINSES

CLEAN IN SECONDS

and is

DISHWASHER SAFE

QUANTITY OF JUICE

Often yields

LESS JUICE

than Cold Press juicers

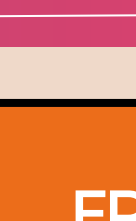


In independent tests, the **Tribest Juicer**

Extracted More Juice



+ 66% More PINEAPPLE



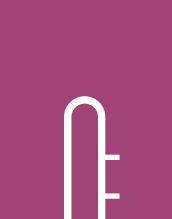
22% More POMEGRANATE



Pasteurized vs Fresh Juice

PASTEURIZED JUICE

BOILED OR HEATED TO PROTECT AGAINST BACTERIA



High temperature destroy beneficial enzymes, minerals, & essential nutrients

COOLED DOWN FOR STORAGE



Antioxidant activity dramatically reduced

BOILED FOR RETAIL

Long shelf life

98%

of all the juices sold in US are

PASTEURIZED



FRESH JUICE

1 PREPARE FRUITS & VEGETABLES

fresh juice maintains a high level of nutrients



2 RUN THROUGH JUICER

Provides a rich source of phytochemicals including live enzymes

3 ENJOY FRESH JUICE



LOWER CHOLESTEROL

PROTECT AGAINST CANCER

ENHANCE IMMUNE SYSTEM

STIMULATE DETOXIFICATION ENZYME

Drink Your Colors

<ul style="list-style-type: none"> Beets Cherries Tomatoes Watermelon Cranberries Pomegranates Red Leaf Lettuce 	<ul style="list-style-type: none"> Blueberry Black Plum Lavender Purple Kale Turnip Eggplant Cabbage 	<ul style="list-style-type: none"> Golden Apple Pineapple Honeydew Melon Yellow Bell Pepper Lemon Bok Choy Butter Lettuce 	<ul style="list-style-type: none"> Asian Pear Ginger Root Onion Sprouts Cauliflower White Cucumber Fennel 	<ul style="list-style-type: none"> Grapes Lime Green Apples Lettuce Spinach Broccoli Cilantro 	<ul style="list-style-type: none"> Carrot Pumpkin Sweet Potato Cinnamon Persimmon
REDS	PURPLES	YELLOWS	WHITES	GREENS	ORANGES
Contains calcium, folate, lycopene, manganese, melatonin, potassium, protein, vitamin C, ellagic acid, hesperidin, quercetin, and betalains.	Contains vitamin C, ellagic acid, fiber, lutein, resveratrol, quercetin and flavonoids	Contains B vitamins, beta carotene, folate, vitamin A and vitamin C	Contains beta-glucans, calcium, flavonoids, lignans, potassium, protein, vitamin C, epigallocatechin gallate, and secoisolaricresinol diglycoside	Contains B vitamins, beta carotene, calcium, fiber, folate, indoles, iron, lutein, protein, vitamin C and zeaxanthin	Contains B vitamins, beta carotene, calcium, folate, magnesium, potassium, vitamin A and vitamin C

Facts and Myths

MYTH:

Both blenders and juicers serve up nutrition so they are the same



FACT:

The types of beverages they produce are very different. Blenders pulverize the entire fruit/veggie into a thick drink. Cold press juicers extract only nutrients dense liquid.

MYTH:

Juice is bad because there is no fiber



FACT:

Cold press juicing ounce for ounce yields more concentrated nutrients and enzymes. Fiber can block absorption of those healthy compounds, and result in slowing digestion.

MYTH:

Juicing yields too much sugar



FACT:

Juice made from home contains no added sugars or corn syrup. Juicing vegetables helps minimize sugar intake, and fruits such as apples can be added for taste.

Juicing trends

According to Google, consumer interest for "JUICING" & "JUICERS" HIT AN ALL TIME HIGH IN 2021

CONSUMER INTEREST

JUICING



JUICER



Now is a better time than ever to start juicing



www.juiceguru.com