Ways To Obtain POMEGRANATE

Pomegranate is freely sold in the United States as a fruit juice. Those who can afford the high price and sugar-calories drink 4 to 8 ounces of pomegranate juice each day to obtain its benefits.

Grocery store pomegranate juices are not usually standardized, which means the amount of active anthocyanidins, tannins, and flavones found in them can vary widely. When buying pomegranate juice in stores, a large part of the price you pay goes to cover the cost of shipping the heavy glass bottles, which contain mostly water.

The good news is that it is now possible to obtain the full spectrum of polyphenols found in whole pomegranate fruit in a low-cost dry powder extract. This whole fruit extract has been standardized to provide the biologically active punicalagins that are so unique to pomegranate.

Most plant polyphenols have displayed remarkable health benefits, but are relatively poorly absorbed. Pomegranate punicalagins, on the other hand, are 100% water soluble and have shown a remarkable 95% absorption rate. When tested against popular antioxidant food extracts, pomegranate demonstrated the most potent free radical suppressing effects by far. This means that not only do pomegranate punicalagins absorb much better than other natural antioxidants, they also have a superior antioxidant capacity. This "one-two punch" makes pomegranate one of the best health promoting foods known to science.
Based on newly published human clinical studies showing how pomegranate helps maintain healthy cardiovascular and prostate function, this new standardized pomegranate extract has been added to all versions (tablets, capsules, and powder) of the enormously popular Life Extension Mix. The daily dose of Life Extension Mix now provides the equivalent of consuming up to 2.6 ounces of pomegranate juice (or 5 pomegranates), without the sugar calories and at no additional cost.

We know that some members may want to take even more standardized pomegranate extract than what is provided for free in the new Life Extension Mix. To make this as convenient as possible, we have added this same pomegranate extract to our popular standardized Blueberry Extract capsules. The incredible new findings about pomegranate do not in any way diminish from the scientific studies substantiating the health benefits of blueberries. In fact, blueberry and pomegranate contain many of the same polyphenols. Each Blueberry Extract capsule now provides the equivalent of drinking up to 6.1 ounces of pomegranate juice (or 12 pomegranates), along with the same high concentration of wild blueberry extracts. If one were to take the daily dose of Life Extension Mix (which also contains wild blueberry extract), plus one of the new Blueberry Extract Caps with Pomegranate, they would be obtaining the equivalent of 8 ounces of super concentrated pomegranate—the dose used in many successful human clinical studies.

Those who don't take Life Extension Mix can easily obtain this high potency pomegranate extract by taking two Blueberry Extract Caps with Pomegranate a day. There is even a new one-per-day standardized Pomegranate Extract Cap that provides the equivalent of up to 12.3 ounces of pomegranate juice (or 24 pomegranates). Compared to the high cost of drinking super concentrated pomegranate juice, these standardized Pomegranate Caps are 56% less expensive and contain virtually none of the heavy sugar calories found in the juice.

If you prefer pomegranate juice, a standardized liquid pomegranate concentrate is also available that provides the polyphenol content of up to 12.3 ounces of pomegranate juice (or 24 pomegranates) in only 1 ounce. The advantage of this concentrate is that adding it to 6 ounces of water cuts the calorie content by 89% compared to pomegranate juice. It is also slightly less expensive because the shipping costs are reduced.

To summarize, these are the five ways you can include pomegranate in your daily program:

<table>
<thead>
<tr>
<th>SOURCE</th>
<th>FACTS TO CONSIDER</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pomegranate Juice</td>
<td>Expensive, active ingredient amounts vary, and high sugar calorie content</td>
</tr>
<tr>
<td>Life Extension Mix</td>
<td>No additional cost, standardized active ingredients, and virtually no calories</td>
</tr>
<tr>
<td>Blueberry Extract Caps with Pomegranate</td>
<td>Very little additional cost, standardized active ingredients, and virtually no calories</td>
</tr>
<tr>
<td>Pomegranate Caps</td>
<td>Modest cost, standardized active ingredients, and virtually no calories</td>
</tr>
<tr>
<td>Pomegranate Juice Liquid Concentrate</td>
<td>Less expensive than juice, standardized active ingredients, and way fewer calories</td>
</tr>
</tbody>
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These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.
How You Can Duplicate the Successful Pomegranate Studies

Pomegranate juice is sold in a wide variety of diluted forms. Up until now, it has been difficult for consumers to know how much of a particular brand of pomegranate juice or pomegranate extract they need to duplicate what was used in published studies showing dramatic health benefits.

Life Extension has conducted a meticulous evaluation of pomegranate products in order to enlighten members as to exactly how much pomegranate they need to take to duplicate (or exceed) what was actually given to human study subjects.

To make this simple, first understand that in the successful clinical studies, 8 ounces a day of a pomegranate juice was taken by the participants. We are going to refer to this 8 ounce a day pomegranate product as the "gold standard dose." This represents the potency that most health conscious people should seek to emulate.

When evaluating pomegranate juices sold in stores, we found one brand that provided the "gold standard dose" in just 7.1 ounces, while another brand required 19.2 ounces of juice to provide the equivalent of the "gold standard dose." Other brands of pomegranate juice fell somewhere in between these "gold standard doses," depending on how watered down they were. All brands were laden with sugar calories.

The Pomegranate Juice Concentrate just beginning introduced to Foundation members provides in 1 ounce, the equivalent of drinking 12.3 ounces of the "gold standard dose." This new Pomegranate Juice Concentrate provides in just one standardized ounce, 53% more of the active punicalagins than were ingested each day by the clinical study participants who had to drink 8 ounces of juice. There are only 25 total calories in 1 ounce of this new Pomegranate Juice Concentrate. It is suggested that 1 ounce of this concentrate be mixed with 4 to 8 ounces of water.

For those who prefer to obtain their pomegranate in standardized dry powder capsule form, the new Pomegranate Extract Caps also provide the equivalent of 12.3 ounces of the "gold standard dose" in just one capsule. So, either one ounce of Pomegranate Juice Concentrate or one Pomegranate Extract Cap supplies greater amounts of standardized pomegranate constituents than what is contained in the 8-ounce "gold standard dose."

For members who don't want to take any additional capsules or drink any pomegranate liquid, the daily dose of new Life Extension Mix supplies the equivalent of 2.6 ounces of the "gold standard dose," while the new Blueberry Extract Caps with Pomegranate provides the equivalent of 6.1 ounces of the "gold standard dose." So by taking the daily dose of Life Extension Mix and one Blueberry Extract Cap with Pomegranate, a person would obtain slightly more of the active pomegranate constituents than what the study subjects obtained in 8-ounces of juice.

This same standardized pomegranate extract was added to the Natural Estrogen formula near the beginning of this year and provides the equivalent of 6.1 ounces of the "gold standard dose." The Natural BP Management Formula that was introduced a few months ago also provides the equivalent of 6.1 ounces of the "gold standard dose."

So, as one can see, it is quite easy to obtain high potencies of the active constituents in pomegranate without swallowing a lot of high-calorie juice or capsules. Based on pomegranate's unique biological mechanisms, consuming these higher potencies could be of enormous benefit.

Read about the new Life Extension Mix formula with standardized pomegranate extract, wild blueberry extract, and a more potent green tea extract, turn to page 22 of this issue. For a review of all the new standardized pomegranate supplements now offered by the Life Extension Foundation Buyers Club, turn to the next page.

References


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