

# Radiant Health News

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## NingXia Red®

### The Power Juice with a Promise

#### You Will Feel the Difference!

Get ready to enjoy more energy, stamina and better health, because NingXia Red (ning-sha) will wake up your body with a nutrient infusion of epic proportions. Just sip one or two ounces every morning, and you'll feel better in just a few weeks. And NingXia Red is absolutely delicious. A luscious blend of certified organic Ningxia wolfberries, pomegranates, blueberries plus other super fruits and berries, NingXia Red is the most potent antioxidant juice on the planet.

#### NingXia Red Delivers High Levels of Antioxidants Needed to Fight Free Radicals

Every body needs antioxidants to protect it from the damage free radicals can do to cells, proteins and DNA. And when it comes to antioxidants, more IS better. Young Living™ proved that both its original Berry Young Juice and NingXia Red are far higher in antioxidants than the competition. Independent testing at Brunswick Laboratories of Wareham, Massachusetts measured the antioxidant scores of five health juices on the **ORAC** scale (oxygen radical absorption capacity). Among the remarkable results:

NingXia Red offers the highest known **protection against the dangerous and abundant free radical, superoxide**, based on its S-ORAC score. (see bottom chart, right)

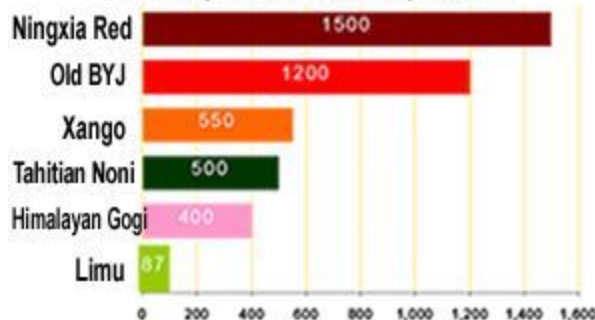
Elevated superoxide is linked to heart disease, cancer, arthritis, asthma and other inflammatory conditions. (Young, p. 48-50)

NingXia Red's S-ORAC score was 350+ points over the nearest competitor's, which scored 8.6.<sup>1</sup>

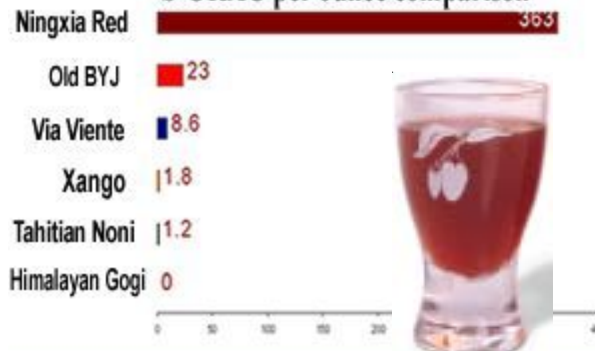
NingXia Red also offers **wide-spectrum antioxidant protection** because it absorbs several of the most prevalent free radicals found in the human body.

NingXia Red is #1 in Antioxidants-  
Comparison of Antioxidant Scores of  
NingXia Red to Other Juices

#### ORAC per ounce comparison



#### S-ORAC per ounce comparison



## NingXia Red is Powerful, Whole Food Nutrition

Unlike many “energy drinks” on the market today, NingXia Red:

- Builds dynamic energy and stamina without harmful stimulants such as caffeine, sugar, etc.
- Fuels vital energy systems with key glyconutrients.
- Sustains immune function with unique protein-polysaccharides.
- Defies aging with highest levels of naturally occurring, S-ORAC activity.
- Delivers maximum nutrition from organically grown and carefully processed whole foods.
- Tastes great without sugary “junk juices”. NingXia Red juices have high levels of anthocyanidins, flavonoids and carotenoids.

These nutrients are known to enhance longevity and health, strengthen collagen, protect against cardiovascular disease and absorb free radicals.

## NingXia Red Power Juice Makes Super Nutrition Super Simple

For those who simply want to maintain good health, thereby avoiding accelerated aging and disease, NingXia Red offers essential nutrition. It's no secret that the Standard American Diet is dismally lacking in essential nutrients. What's more, the abundance of fat-laden junk food has caused an epidemic of obesity, diabetes and heart disease. Scientists and physicians are realizing as never before that Americans need a massive nutrient infusion.

### References

<sup>1</sup>Young Living Essential Oils publication, [www.ningxiared.com](http://www.ningxiared.com).

<sup>2</sup>Young, G. Lawrence, R., Schreuder, M. Discovery of the Ultimate Superfood. Essential Science Publishing. 2005.

<sup>3</sup>Gorman, C. et al. The Fires Within. *Time*. Feb. 24, 2004.

<sup>4</sup>Ridker, P. et al. *N Engl J Med*. Vol. 347, No. 20.

<sup>5</sup>Aviram, M. and Dornfeld, L. Pomegranate juice consumption inhibits serum angiotensin converting enzyme activity and reduces systolic blood pressure. *Atherosclerosis*. 158:195-198. 2001.

While there's no “silver bullet,” the essential nutrients in NingXia Red help support **normal cardiovascular function, normal eye health, normal cell growth and healthy liver function.**

## High Antioxidant Levels in NingXia Red May Counteract Causes of Chronic Inflammation & Heart Disease, Diabetes

Recent research has shown us the potential of the antioxidants in NingXia Red to help us fight conditions that could lead to serious disease.

“Chronic inflammation may be the engine that drives many of the most feared illnesses of middle and old age. Most of the time, inflammation enables our bodies to fend off a wide variety of threats from disease-causing germs to the buildup of fatty plaque in the walls of a heart vessel.”<sup>3</sup>

However, in certain cases, the defense system doesn't shut down, leading to chronic inflammation. Its after-effects seem to underlie a wide variety of diseases.

## Inflammation & Heart Disease

Until now, cholesterol levels have been the key indicator of cardiovascular health. However, half of all heart attacks occur in people with normal cholesterol levels.

Groundbreaking research published in the *New England Journal of Medicine* provided “**the strongest evidence to date that inflammation plays a key role in heart disease.**” Cardiologist Paul Ridker and his research team discovered that women with high levels of CRP (C-reactive protein) were **twice as likely to have heart disease as those with high LDL.**<sup>4</sup>



## #1 in Antioxidants

To equal the antioxidant power of **ONE OUNCE** of NingXia Red, you would have to drink **QUARTS** of other juices.<sup>1</sup>

Now, which juice has the superior anti-aging, antioxidant power you want? NingXia Red!



## Antioxidants Fight Oxidized Cholesterol

In a 2005 article in the *New England Journal of Medicine*, oxidized cholesterol may be the single largest factor in heart attacks. Researchers found patients with high levels of oxidized cholesterol more than **tripled** their risk of heart attack.

Oxidized cholesterol is created from free radical attacks which turn fats rancid. When oxidized, cholesterol turns into sticky foam cells that cling to artery walls, creating plaque buildup which then can choke off the blood supply.

**The best way to stop the formation of oxidized cholesterol is to raise antioxidant levels in the body.**

(Young, pg. 51, 101)

The pomegranate juice in NingXia Red plays a special role in promoting heart health. This juice has been shown to inhibit a key enzyme responsible for the progression of atherosclerosis by 36%, with a 5% decrease in systolic blood pressure after just two weeks of consumption.<sup>5</sup> Animal studies also show indicators of pre-existing heart disease (foam cells and atherosclerotic lesions) reduced by almost 50% compared to controls.

Considering that 61.8% of Americans have some form of cardiovascular disease and the nutrition in NingXia Red can support heart health, 1-2 ounces of NingXia Red a day is a clear choice.



## NingXia Red Fights Worst Free Radical

According to Marc Schreuder, head of Research & Development for Young Living, high blood sugar acts like a free radical in the body, accelerating reactions with oxygen, proteins and fats. (Young, pg. 152)

**· Sugar hastens aging faster than any other substance.**

· High blood sugar levels are twice as damaging as smoking a pack of cigarettes a day.

· Higher levels of blood sugar are linked with higher levels of rancid fat (oxidized cholesterol) in the cells.

· High fasting blood sugar levels increase risk of cardiovascular disease 2.8 times. (Young, pg. 98)

## NingXia Red Made With Healthy Sugars

Lightly sweetened with organic agave syrup, NingXia Red is also a superior source of polysaccharides (good sugars) which are necessary for optimum health. (Young, pg. 145)

For those who need to manage their blood sugar levels, NingXia Red juice has a glycemic index of 10.57 and **does not spike blood sugar.**

See how NingXia Red juice stacks up with other low-glycemic foods:

|                      |               |
|----------------------|---------------|
| Green beans          | 30            |
| Lentils              | 29            |
| Wolfberry            | 28.8          |
| Kidney beans         | 27            |
| Grapefruit           | 25            |
| <b>NingXia Red</b>   | 10.57 (55 gm) |
| <b>Wolfberry Bar</b> | 15.0 (50 gm)  |

(Young, pg. 146)

## Inflammation & Diabetes

Researchers at Joslin Diabetes Center in Boston are studying the complex interplay of inflammation, insulin and fat. While the dynamics are yet to be fully understood, early findings are intriguing.

As an example, diabetes has been produced in mice whose fat cells are "supercharged inflammation factories." The mice become less efficient at using insulin and go on to develop diabetes. This suggests that an anti-inflammatory intervention might thwart some of the effects of diabetes.<sup>3</sup>

### ***Fibromyalgia Symptoms Gone***

*"I was recently diagnosed with fibromyalgia and chronic fatigue syndrome. The pain and exhaustion were unbelievable.*

*I started drinking 3 ounces of NingXia Red a day and the pain and exhaustion simply vanished! I now have a high level of energy, no more bouts with debilitating pain, the sluggishness has left and my mind is clear."*

*Eileen DeJoras*

**Conclusion**

Other wolfberry or “goji” juices are neither sourced nor processed with Young Living’s proprietary “Nutrient-Guard” preparation, which protects the precious nutrients. Only the NingXia wolfberry, imported exclusively by Young Living has the nutritional potential discussed in this newsletter.

Young Living’s wolfberry is organically grown on the fertile flood plain of the Yellow River in the Ningxia region of China. It uses the whole food to make NingXia Red: The skin, juice and flesh of the wolfberry is pureed and blended with juices of blueberry, pomegranate, red raspberry, dark grapes and apricots. Then, a final touch of Lemon and Orange essential oils, with d-limonene, another powerful antioxidant, are added to NingXia Red.



**How to Get Maximum Benefit from Each Serving of NingXia Red**

Drink your NingXia Red first thing in the morning on an empty stomach. Dilute with water, as desired. Sip slowly, holding it in your mouth for 30+ seconds, to enhance the absorption of the nutrients sublingually (under the tongue).

Enjoy a delicious start to a great day!

**Earn Free YL Products with NingXia Red**

*NingXia Red nutrient infusion is a perfect product for your monthly Autoship order. You'll have the best nutrition at your fingertips every morning.*

*What's more, your Autoship earns 10-20% credit on future purchases - FREE Young Living products.*

| Product Name              | Code #<br>Size                  | Prices<br>Wholesale<br>Pref Cust<br>Customer          |
|---------------------------|---------------------------------|---|
| NingXia Red power juice   | #3003<br>1 liter                | \$39.75<br>\$46.03<br>\$52.30                         |
|                           | <b>#3023</b><br><b>2 ltr pk</b> | <b>\$77.00</b><br><b>\$89.16</b><br><b>\$101.32</b>   |
|                           | #3043<br>4 ltr pk               | \$150.00<br>\$173.68<br>\$197.37                      |
| NingXia Red Singles       | #3168<br>30-1 oz                | \$39.75<br>\$46.03<br>\$52.30                         |
|                           | <b>#3169</b><br><b>100-1 oz</b> | <b>\$115.00</b><br><b>\$133.16</b><br><b>\$151.32</b> |
| NingXia Red Combo Pack    | #4700<br>1 ltr + 30 singles     | \$55.00<br>\$63.68<br>\$72.37                         |
| NingXia Red Autoship Pack | \$3699<br>4 ltrs + 10 singles   | \$150.00<br>\$173.68<br>--                            |

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