

WHAT'S IN A JUICE?

Freshly prepared, fruit & vegetable juices provide our bodies with a huge number of nutrients, in probably their most easily absorbable form. Since many of these nutrients are to be found in or close to the skin or peel, we only use organic produce so that the whole fruit or vegetable can be juiced, without the risk of pesticide or other chemical contamination.

These are some of the main nutrients found in juices:

VITAMINS

Vitamins are natural organic substances required by virtually all life. They are essential for the proper regulation of our reproduction, growth, health, and energy production. Humans are unable to manufacture most of the vitamins we require, and therefore must obtain these vital nutrients from dietary sources.

MINERALS

Minerals are naturally occurring elements found in the earth that work in the human body as coenzymes to allow the body to perform vital functions. Minerals compose body fluids, blood and bone, and the central nervous system functions. Fibre can absorb minerals in the gut, possibly leading to a deficiency. As juices contain virtually no fibre, they may help redress the balance.

PHYTOCHEMICALS

Phyto or plant chemicals are substances in plants that are linked to good health and to the prevention of specific diseases. For example, lycopene contained in tomatoes is a carotenoid substance, which gives tomatoes their red colour, and which studies suggest has anti-cancer properties.

There are over 10,000 phytochemicals in tomatoes alone!!

Phytochemicals are found only in fruits and vegetables, and juice is a great way to get them.

ENZYMES

Perhaps the most important component we get from our food, but one we hear little about. Fresh fruit and vegetable juices are rich in living enzymes, which spark hundreds of thousands of chemical reactions that occur throughout the body. We rely on enzymes to digest our food, but more importantly they control virtually every function in our bodies and play vital roles in everything from eliminating toxins to acting as frontline troops in our immune systems. When foods are cooked, enzymes can be destroyed; that is why raw foods and juices are important to our diet.

WATER

Water is absolutely essential for good health. Most cells in the human body are at least 65% water, and some tissues, like the brain are up to 80%. Yet most of us don't consume enough water each day. Also the fluids we do drink like coffee, tea, soft drinks & alcohol all contain substances that require extra water for our bodies to eliminate them. Fruit & vegetable juices are free of these unneeded substances and are full of pure clean water.

WHY IS EVERYONE DRINKING JUICE?

With today's hectic lifestyles most of us know that we're not eating enough fresh food and so not getting all the nutrients we need. Every day there seems to be some new report showing how an improved diet could protect us from everything from cancer to premature ageing. Other studies also say cooking & processing of food can destroy many if not all of the nutrients.

Therefore many of us take supplements in an attempt to redress the balance, but even here there are conflicting reports on their effectiveness and the body's ability to absorb them.

There is a simple answer.

Freshly prepared fruit & vegetable juices provide an easy way to ensure we get the nutrients we require all year round, they are:

- **EASY** – It's a lot easier to drink a glass of juice than to eat a pound of raw carrots, an apple, an orange & half a beetroot.
- **EFFECTIVE** – As juice has all the hard to digest cellulose removed, the body can absorb the nutrients far more quickly & easily than from whole fruits & vegetables themselves, and also most types of supplements
- **RAW** – As juices are raw none of the delicate nutrients are destroyed by cooking
- **ORGANIC** – No chemical & pesticide residues means we can juice the whole fruit or vegetable, ensuring you get all the goodness
- **TASTY** – Freshly prepared juices are not only really good for you, they taste great as well

If juicing for yourself still sounds like too much hassle or you simply don't have the time, we can do all the hard work for you. We buy the organic produce, wash and prepare everything to ensure it's clean and suitable for juicing and then blend juices to a menu created by our consultant nutritionist.

Call in today and experience
Raw Power for yourself!



The Organic Juice Co.

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LET JUICE INTO YOUR LIFE!

Food doesn't only have to be for pleasure alone, but can also be a major contributor to our good and lasting health. Juicing lets you take a basket of luscious fruit & crunchy vegetables and turn it into a glass of nutrient packed liquid nectar.

Juice makes you feel good & it's a real fast food – it takes seconds to drink but the benefits can be felt within minutes and it can feed the body for hours with many of the nutrients it needs – so no more need for artificial stimulation, your body will have all the resources it needs to function at its best.

There is evidence coming in from many sources showing that an improved diet can lead to huge health benefits:

- The World Health Organisation has found that around 85% of adult cancers are avoidable and, of these, 50% are related to dietary deficiencies. The most surprising point for many, however, is that many of these cancers are not found in parts of the world where there is great poverty and starvation, but in the rich developed world. The problem is the food we eat is nutritionally poor; the nutrients we need have been processed out.
- Another dietary finding by the World Health Organisation shows there are nutrients vital for good health – the anti-oxidants (vitamins A, C, & E, and the mineral Selenium) - whose protective powers are not only useful against minor infections but also against cancer and heart disease.
- Scientists have also recently discovered that the anti-oxidants may help combat premature aging as they are thought to help delay the onset of lines & wrinkles. These nutrients also feed collagen, the vital substance that keeps skin elastic & flexible.
- Dietary deficiencies may also affect our mental & emotional health. While this area is still undergoing research it seems that many problems – from senility to schizophrenia to depression – may be linked to specific nutritional deficiencies.
- Studies are also beginning to show the benefits of a diet rich in live enzymes. Highly processed or cooked diets contain virtually none of these, placing an enormous strain on the body – a large meal can take the same amount of energy as a 6-mile run to digest. This places great stress on the pancreas, robbing other parts of the body of the enzymes they need to function properly. Juices, which are naturally rich in these live enzymes can not only provide the body with the nutrients it needs, but also reduce a lot of the stresses on many parts of the body allowing it to function optimally.
- Even Bruce Lee was a great believer in Juices due to his interest in nutritional as well as exercise Science. Because he was so active, the primary "fuel" that his body metabolised was carbohydrate and the richest form of carbohydrate, in terms of vitamin and mineral content – in addition to easily metabolised starches and sugars – is fruits and vegetables.

So why not let juice into your life, and see what a difference a juice-a-day can make.

JUICE MENU

General Juices	S	M	L
Instant Energiser Carrot, Apple, Kiwi & Ginger	2.50	3.25	4.00
Pumping Iron Apple, Cucumber, Kale & Watercress	2.50	3.25	4.00
Purifier Carrot, Apple, Celery & Ginger	2.00	2.75	3.50
Immune Booster Orange, Grapefruit, Carrot & Bee Pollen	2.50	3.25	4.00
Bone Builder Apples, Celery, Beetroot & Cabbage	2.25	3.00	3.75
Bright Eyes Carrot, Kale, Watercress & Parsley	2.50	3.25	4.00
Rejuvenator Apple, Orange, Lemon & Lettuce	2.50	3.25	4.00
Morning After Carrot, Beetroot, Lemon & Ginger	2.25	3.00	3.75
Folicator Apple, Cabbage & Beetroot	2.25	3.00	3.75
Metaboliser Carrot, Apple, Lemon & Ginger	2.25	3.00	3.75
Hair-Skin-Nails Carrot, Beetroot & Kale	2.00	2.75	3.50
Love Juice Carrot, Beetroot, Celery, Vitamin E & Honey	2.00	2.75	3.50

Therapeutic Juices	S	M	L
Liver Life Tonic Orange, Grapefruit, Lemon & Lecithin	2.25	3.00	3.75
Waterfall Carrot, Beetroot, Celery & Parsley	2.00	2.75	3.50
High Flyer Carrot, Apple, Lettuce & Spirulina	2.50	3.25	4.00
Colon Cleanser Pears, Apple, Cabbage & Acidophilus	3.00	3.75	4.50
Ginger Spice Carrot, Apple, Orange & Ginger	2.00	2.75	3.50
Stress Buster Apple, Pear, Kiwi & Celery	3.00	3.75	4.50
Magnesium Special Carrot, Beetroot, Kale & Lemon	2.00	2.75	3.50
Wonder Woman Apple, Carrot, Fennel & Evening Primrose Oil	2.50	3.25	4.00
Mans Best Friend Carrot, Beetroot, Watercress & Vitamin E	2.00	2.75	3.50
Allergy Relief Carrot, Celery, Lemon, Parsley & Bee Pollen	2.50	3.25	4.00
Skin Deep Carrot, Cucumber, Celery, Hemp & Linseed Oil	2.50	3.25	4.00

SMOOTHIE MENU

Smoothies	L
Sweet Surrender Banana, Avocado, Orange & Honey	3.50
Kool Kiwi Banana, Kiwi & Apple	3.50
Mango Cocktail Mango, Banana & Apple	3.50
Pear & Ginger Pear, Banana, Lemon & Ginger	3.50

SHOTS & SUPPLEMENTS

Shot/Supplement	S
Wheat Grass	1.50
Spirulina	1.00
Lecithin	1.00
Bee Pollen	1.00
Vitamin E	1.00
Evening Primrose Oil	1.00
Hemp Seed Oil	1.00
Linseed Oil	1.00
Acidophilus	.50

FREQUENTLY ASKED QUESTIONS

- Q** Do all these different combinations make any difference?
- A** Yes, although they are all good for you, specific nutrients require other specific nutrients to be present to maximise their absorption. This allows juices to be tailored to specific needs
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- Q** Some of the differences seem to be very small, can changing a bit of parsley to a bit of ginger really make a difference?
- A** As in the above question, yes, as some ingredients are very potent, only a small amount should be used.
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- Q** How much juice should I drink?
- A** If your new to juices its best to take it slowly, no more than one medium or two small juices per day, and build up as your body gets used to them
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- Q** Can children drink juices?
- A** Yes, but they should be diluted by at least a half until they're teenagers, with no more than 5 floz of juice per day. Also avoid strong juices like spinach & watercress. Teenagers can drink juice undiluted, but not more than 2 8floz servings a day.
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- Q** I have a favourite juice; can you make that for me?
- A** Yes, if we've got the ingredients we'll make it.

PLEASE NOTE:
AS THE PRICES OF ORGANIC FRUITS & VEGETABLES GO UP AND DOWN REGULARLY AND SOME ARE NOT ALWAYS AVAILABLE THESE PRICES MAY VARY AS MAY THE MENU.