

ANTI-AGING

- 1 Possesses powerful antioxidant effects
- 2 Powerful scavenger of free radicals
- 3 Helps increase lifespan
- 4 Promotes healthy aging
- 5 Protects and repairs DNA
- 6 Fights oxidative stress damage
- 7 Catalytically-active-increase body's production of SOD and Catalase

CARDIOVASCULAR HEALTH

- 8 Strengthens heart health
- 9 Improves microcirculation
- 10 Promotes overall vascular health
- 11 Prevents hardening of the arteries (arteriosclerosis)
- 12 Inhibits LDL peroxidation
- 13 Improves iron absorption and prevents anemia
- 14 Lowers high blood pressure
- 15 Strengthen cardiac contractility and oxygen use
- 16 Lowers serum LDL and total cholesterol levels
- 17 Decreases peripheral vascular resistance and therefore prevents stroke

SKIN HEALTH

- 18 Protects the skin against radiation damage
- 19 Speeds up wound healing
- 20 Topically treats atopic dermatitis
- 21 Treats burns, cuts and bruises
- 22 Regulates moisture loss, promotes tissue regeneration
- 23 Improves skin elasticity
- 24 Natural sunscreen

EYE HEALTH

- 25 Prevents night blindness
- 26 Treats dry eyes (xerophthalmia)
- 27 Improves vision and poor eyesight
- 28 Arrests cataracts and age-related macular degeneration

DIGESTIVE HEALTH

- 29 Promotes digestive tract health
- 30 Improves absorption and optimal bioavailability of nutrients
- 31 Encourages better digestion
- 32 Treats hyperacidity, stomach and duodenal ulcers
- 33 Promotes bowel regularity
- 34 Stimulates appetite and relieves anorexia
- 35 Heals piles

IMMUNE AND CELL HEALTH

- 36 Strengthens immune system
- 37 Alleviates allergy
- 38 Induces apoptosis or natural elimination of mutant cells
- 39 Increases natural killer (NK) cell activity

More than 300 published research papers show that gac, cili, Siberian pineapple, and Chinese lycium can help your body to achieve the optimal health we all deserve.

Here the reasons to drink the juice every day.

ENERGY

- 40 Energy booster and anti-fatigue
- 41 Increases endurance and strength
- 42 Rejuvenating tonic
- 43 Combats effects of low oxygen levels. Ideal pre- and post-exercise beverage

SEXUAL HEALTH

- 44 Promotes sexual health

PROSTATE HEALTH

- 45 Eases enlarged prostate and prevents prostate cancer

LIVER HEALTH

- 46 Supports healthy liver functions

BONE AND JOINT HEALTH

- 47 Prevents rheumatoid arthritis and osteoarthritis
- 48 Strengthens muscles and bones

OTHERS AND MORE...

- 49 Treats vitamin A deficiency
- 50 Resolvent and cooling properties
- 51 Improves memory
- 52 Calms pain and inflammation
- 53 Relieves cough and removes phlegm
- 54 Helps lower body weight
- 55 Tonic for kidney
- 56 Eases headache and relieves dizziness
- 57 Reduces blood sugar levels and improves insulin resistance
- 58 Reduces sleeping problems
- 59 Lung-stimulating
- 60 Periodontal health. Maintains healthy gums
- 61 Aids in conversion of sunlight to vitamin D
- 62 Relieves vertigo
- 63 Critical for formation and maintenance of healthy cell membranes

3 Years of Research
R&D Centers
+1 Superfruits

- 333 Studies
- 125 Scientists
- 63 Reasons to Drink Gac Juice and Counting...

Juicy Health in Every Drop!

What Are You Waiting For? **Drink It Right Now!**

63 REASONS
TO DRINK
GAC JUICE





References

Aoki, H., Kieu, N.T., Kuze, N., Tomisaka, K. and Van Chuyen, N. (2002). Carotenoid pigments in GAC fruit *Momordica cochinchinensis* SPRENG). *Bioscience, Biotechnology, and Biochemistry* 66:2479-82.

Bone, R.A., Landrum, J.T., Guerra, L.H. and Ruiz, C.A. (2003) Lutein and zeaxanthin dietary supplements raise macular pigment density and serum concentrations of these carotenoids in humans. *Journal of Nutrition* 133, 992-998.

Cheng, T.J., Pu, J.K., Wu, L.W., Ma, Z.R., Cao, A. and Li T.J. (1994) An preliminary study on hepato-protective action of seed oil of *Hippophae rhamnoides* L. *Zhongguo Zhong Yao Za Zhi* 19, 367-70,384.

Deming, D.M., Boileau, T.W-M., Heintz, K.H., Atkinson, C.A. and Erdman, J.W., Jr. (2002) Carotenoids: Linking chemistry, absorption, and metabolism to potential roles in human health and disease. In: Cadenas, E. and Packer, L. (Eds), *Handbook of Antioxidants* (New York: New York: Marcel-Dekker), pp. 189-221.

Do, T.L. (1999) *Nhung Cay Thuoc va Vi Thuoc Viet Nam* [Medicinal Plants and Drugs of Vietnam]. Hanoi: (Nha Xuat Ban Khoa Hoc va Ky Thuat).

Dwyer, J.H., Navab, M., Dwyer, K.M., Hassan, K., Sun, P., Shircore, A., Hama-Lavy, S., Hough, G., Wang, X., Drake, T., Merz, C.N. and Fogelman, A.M. (2001) Oxygenated carotenoid lutein and progression of early atherosclerosis: the Los Angeles atherosclerosis study. *Circulation* 103, 2922-2927.

Eccleston, C., Baoru, Y., Tahvonen, R., Kallio, H., Rimbach, G.H. and Minihane, A.M. (2002) Effects of an antioxidant rich juice (sea buckthorn) on risk factors for coronary heart disease in humans. *Journal of Nutritional Biochemistry* 13, 346-54.

Fuhrman, B., Elis, A. and Aviram, M. (1997) Hypocholesterolemic effect of lycopene and beta-carotene is related to suppression of cholesterol synthesis and augmentation of LDL receptor activity in macrophages. *Biochemical and Biophysical Research Communications* 233, 658-662.

Gale, C.R., Hall, N.F., Phillips, D.I.W., and Martyn, C.N. (2003) Lutein and zeaxanthin status and risk of age-related macular degeneration. *Investigative Ophthalmology & Visual Science* 44, 2461-2465.

Gan, L., Hua Zhang, S., Liang Yang, X. and Bi Xu H. (2004) Immunomodulation and antitumor activity by a polysaccharide-protein complex from *Lycium barbarum*. *Int Immunopharmacology* 4, 563-9.

Gao, X., Ohlander, M., Jeppsson, N., Bjork, L. and Trajkovski V. (2000) Changes in antioxidant effects and their relationship to phytonutrients in fruits of sea buckthorn (*Hippophae rhamnoides* L.) during maturation. *Journal of Agricultural and Food Chemistry* 48, 1485-90.

Geetha, S., Sai, R.M., Singh, V., Ilavazhagan, G. and Sawhney, R.C. (2002) Anti-oxidant and immunomodulatory properties of seabuckthorn (*Hippophae rhamnoides*)--an in vitro study. *Journal of Ethnopharmacology* 79, 373-8.

Goel, H.C., Gupta, S., Garg, A.P. and Bala, M. (2005) Protection of mitochondrial system by *Hippophae rhamnoides* L. Against radiation-induced oxidative damage in mice. *Journal of Pharmacy and Pharmacology* 57, 135-43.

Grenado, F., Olmedilla, B. and Blanco I. (2003) Nutritional and clinical relevance of lutein in human health. *British Journal of Nutrition* 90:487-502.

Hu, W.Y., Bai, Y., Han, X.F. and He, W.H.. Anti-atherosclerosis effect of *Rosa roxburghii* tratt. *Chinese Pharmaceutical Journal (Zhongguo yaoxue Zazhi)* 29, 529-532.

lanev E, Radev S, Balutsov M, Klouček E, Popov A. [The effect of an extract of sea buckthorn (*Hippophae rhamnoides* L.) on the healing of experimental skin wounds in rats]. *Khirurgija (Sofija)*. 1995; 48 (3):30-3.

Iris F, Benzie, Chung C, Wai Y, Yim S. (2005) Fasting plasma zeaxanthin response to *Fructus barbarum* L. (wolfberry; Kei Tze) in a food-based human supplementation trial. *British Journal of Nutrition* 93(1), 123-30.

Johnson, E.J. (2002) The role of carotenoids in human health. *Nutrition in Clinical Care* 5, 56-65.

Kritchevsky SB, Tell GS, Shimakawa T et al. (1998) Provitamin A carotenoid intake and carotid artery plaques: the Atherosclerosis Risk in Communities Study. *Am.J.Clin.Nutr.* 68, 726-33.

Kritchevsky SB. Beta-carotene, carotenoids and the prevention of coronary heart disease.(1999) *J.Nutr.* 129, 5-8.

Kohlmeier, L., Kark, J.D., Gomez-Gracia, E., Martin, B.C., Steck, S.E., Kardinaal, A.F., Ringstad, J., Masaev, V., Riemersma, R., Martin-Moreno, J.M., Huttunen, J.K. and Kok, F.J. (1997) Lycopene and myocardial infarction risk in the EURAMIC Study. *American Journal of Epidemiology* 146, 618-626.

Kucuk, O., Sarkar, F.H., Sark, W., Djuric, Z., Pollak, M.N, Khachik, F., Li, Y.W., Banerjee, M., Grignon, D., Bertram, J.S., Crissman, J.D., Pontes, E.J. and Wood, D.P., Jr. (2001) phase II randomized clinical trial of lycopene supplementation before radical prostatectomy. *Cancer Epidemiology Biomarkers & Prevention* 10, 861-868.

Li, D.Y., Yuan, X.L., Xia, H.F., Ma, L., Guo, Z.Y., Shen, Y.Y. and Rong, Q.Z.. (1989) Preliminary clinical observations for effects of Ning Xia wolfberry extract on old peoples. *Chinese Traditional and Herbal Drugs* 20, 26-28.

Li, W., Dai, S.Z., Ma, W. and Gao, L. (1991) Effects of oral administration of Wolfberry on blood superoxide dismutase (SOD), hemoglobin (Hb) and lipid peroxide (LPO) levels in old people. *Chinese Traditional and Herbal Drugs* 22, 251,268.

Lipkan, G.M. and Oliynyk O.A. (2000) [Hepatoprotective effect of the sea buckthorn-and-pinks oil]. *Likars'Ka .Sprava.* 96-9.

Luo, Q., Cai, Y., Yan, J., Sun, M. and Corke, H. (2004) Hypoglycemic and hypolipidemic effects and antioxidant activity of fruit extracts from *Lycium barbarum*. *Life Science* 76, 137-49.

Ma, Y.X., Zhu, Y., Wang, C.F., Wang, Z.S., Chen, S.Y., Shen, M.H., Gan, J.M., Zhang, J.G., Gu, O. and He, L. (1997) The aging retarding effect of 'Long-Life CiLi'. *Mechanisms of Ageing and Development* 96, 171-80.



Morris DL, Kritchevsky SB, Davis CE. (1994) Serum carotenoids and coronary heart disease: The Lipid Research Clinics Coronary Primary Prevention Trial and Follow-up Study. *JAMA* 272:1439-41.

Seddon, J.M., Ajani, U.A., Sperduto, R.D., Hiller, R., Blair, N., Burton, T.C., Farber, M.D., Gragoudas, E.S., Miller, J., Miller, D.T., Yanuzzi, L.A. and Willett, W. (1994) Dietary carotenoids, vitamins A, C, and E, and advanced age-related macular degeneration: Eye Disease Case-Control Study Group. *Journal of the American Medical Association* 272, 1413-1420.

Stahl, W., Nicolai, S., Briviba, K., Hanusch, M., Broszeit, G., Peters, M., Martin, H.D. and Sies, H. (1997) Biological activities of natural and synthetic carotenoids: induction of gap junctional communication and singlet oxygen quenching. *Carcinogenesis* 18, 89-92.

Tien PG, Kayama F, Konishi F, Tamemoto H, Kasono K, Hung NT, Kuroki M, Ishikawa SE, Van CN, Kawakami M, Inhibition of tumor growth and angiogenesis by water extract of Gac fruit (*Momordica cochinchinensis* Spreng). *Int J Oncol.* 2005 Apr;26(4):881-9.

Thomas, S.C. Li and Thomas, H.J.. (2004) Sea Buckthorn (*Hippophae rhamnoides* L.): Production and Utilization. *HerbalGram* 62, 74.

Van Rensburg, C.J., Erasmus, E., Loots, D.T., Oosthuizen, W., Jerling, J.C., Kruger, H.S., Louw, R., Brits, M., and van der Westhuizen, F.H. (2005) *Rosa roxburghii* supplementation in a controlled feeding study increases plasma antioxidant capacity and glutathione redox state. *European Journal of Clinical Nutrition* online print, March 24.

Vo-Van-Chi. (1997) *Tu Dien Cay Thuoc Viet Nam* [A Dictionary of Medicinal Plants of Vietnam]. (Ho-Chi-Minh City, Vietnam: Nha Xuat Ban Y Hoc).

Vu Dinh Trac. (1986) 100 Cay Thuoc, Van Linh Ba Chung [100 medicinal plants, highly effective for many diseases]. Hanoi: Y Hoc Viet Nam Hoi Huu Xuat Ban), p.175.

Vuong, L. *Vietnam Journal* 1, Oct 2001.
Wang, J.H., Wang, H.Z., Zhang, M., and Zhang, S.H.. (2002) Anti-aging function of polysaccharides from *Fructus lycii*. *Acta Nutrimenta Sinica* 24, 189-191.

Yang, B., Kalimo, K.O., Mattila, L.M., Kallio, S.E., Katajisto, J.K., Peltola, O.J. and Kallio, H.P. (1999) Effects of dietary supplementation with sea buckthorn (*Hippophae rhamnoides*) seed and pulp oils on atopic dermatitis. *Journal of Nutritional Biochemistry* 10, 622-30.

Yang, B., Kalimo, K.O., Tahvonen, R.L., Mattila, L.M., Katajisto, J.K. and Kallio, H.P. (2000) Effect of dietary supplementation with sea buckthorn (*Hippophae rhamnoides*) seed and pulp oils on the fatty acid composition of skin glycerophospholipids of patients with atopic dermatitis. *Journal of Nutritional Biochemistry* 11, 338-340.

Yoshida, Y., Chen, X.M., Hatano, T., Fukushima, M. and Okuda, T. (1987) Tannins and related polyphenols of Rosaceous medicinal plants. IV. *Roxbins A and B from Rosa roxburghii* fruits. *Chemical and Pharmaceutical Bulletin* 38, 1817-1822.

Zhang, C., Liu, X., Qiang, H., Li, K., Wang, J., Chen, D. and Zhuang, Y. (2001) Inhibitory effects of *Rosa roxburghii* trutt juice on in vitro oxidative modification of low density lipoprotein and on the macrophage growth and cellular cholesterol ester accumulation induced by oxidized low density lipoprotein. *Clinica Chimica Acta* 313, 37-43.

Zhang, X., Zhang, M., Gao, Z., Wang, J. and Wang, Z. (2001) Effect of total flavones of *Hippophae rhamnoides* L. on sympathetic activity in hypertension. *Hua Xi Yi Ke Da Xue Xue Bao* 32, 547-550.