

Healthy Living

Drink Goji Juice To Your Health

(NAPSA)—For many adults today, eating properly and getting the right amount of exercise is a struggle. As schedules get busier, there is little time to make healthy choices for our bodies.

Whether you're a busy professional, a homemaker or an athlete, one of the simplest things you can do is drink more fluids and, in particular, drink more juice. Drinking juice can be a healthy alternative to water—helping you meet fluid requirements and providing many of the benefits of fruits and vegetables.

The Institute of Medicine advises that men consume roughly 13 cups of beverages a day and women consume about nine cups. The U.S. Centers for Disease Control and Prevention suggests you consume beverages and foods that don't have added sugars, but unfortunately, this encompasses most off-the-shelf grocery store beverages and so-called "performance" fluids. Real juice with real benefits is the original "fast food."

"Berry" Good Fruit

Thanks to a new category of food called a "superfruit," sound, healthy choices are available for those on the go. The goji berry is a new discovery for Western culture, but it has occupied an important place in traditional Asian medicine for countless generations, revered for its ability to promote health. Science has revealed that the secret lies in a group of complex glyconutrients, not found in any other plant, called *Lycium barbarum polysaccharides* (LBP).

Today, the goji berry is one of the primary members of this superfruit category, and goji juice has been a hot topic of discussion everywhere, from Time magazine to "The Oprah Winfrey Show." Celebrities like



A daily glass of fruit juice can help keep you in blooming health.

Madonna, Catherine Zeta-Jones and Gwyneth Paltrow have made goji juice the latest must-have fashion accessory.

Backed By Science

In fact, the May 2008 issue of the peer-reviewed *Journal of Alternative and Complementary Medicine* examined 13 health benefits of the leading brand of goji berry juice, GoChi™.

In a recent randomized, double-blind, placebo-controlled, human clinical trial, a proprietary formula containing the juice of these berries proved to be extremely effective. This is the first study of its kind concentrating on goji juice.

Study participants drinking four ounces daily saw positive results in 13 specific categories of health and well-being—including less fatigue, improved athletic performance, stress reduction, feeling calmer, increased ability to focus, better quality of sleep and easier ability to wake up.

The Juice

Preservative-free, all-natural GoChi™ is available around the world, including the U.S. and Canada. It has no added sugar, artificial sweeteners, colors or flavors. To learn more, visit www.freelife.com.