

# Daily 5™

**Organic Fruits, Vegetables & Greens**



- **Contributes towards the 5-A-Day vegetable recommendation\*\***
- **Certified organic fruits, vegetables & greens**
- **Rich source of phytoantioxidants, including anthocyanins, ellagic acid, and chlorophyll**
- **1 serving = 3 servings of vegetables in antioxidant capacity**

\*\* Based on the antioxidant capacity measured by ORAC

One serving is equal to 3 servings of vegetables in antioxidant capacity. Daily 5™ is designed to help you easily increase your intake of phytonutrients and antioxidants so you can take advantage of this proven protection.

Daily 5™ features flavonoids and other polyphenols (in berries) that reduce oxidative stress and support healthy cell development, cardiovascular function and vision. Phytonutrients such as sulforaphane and indoles (in cruciferous vegetables) and ellagic acid (in strawberries) promote healthy cell function and development and assist phase II liver detoxification. Anthocyanins (in berries) are important phytonutrients for vision, capillary and circulatory health.

Since many nutritionists believe the 5-A-Day recommendation should be interpreted as five different servings, Daily 5™ contains 13 different fruits and vegetables belonging to a variety of plant families. By including ingredients from a wide sampling of different classes of organic fruits and vegetables, Daily 5™ offers the best of both worlds by combining your berries and greens in one great-tasting formula.

Daily 5™ is a convenient way to boost fruit and vegetable intake and obtain the U.S.D.A. daily requirement of 5-9 servings of these health-promoting foods. All ingredients are processed under stringent quality control to guarantee maximum freshness.

## References

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Superior Nutrition and Formulation<sup>SM</sup> by  
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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.

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Jarrow FORMULAS® Daily 5™ is a delicious, nutrient-rich, certified organic mix of high quality fruits, vegetables and green cereal grasses with an ORAC value greater than 1,120 per serving. Daily 5™ is rich in antioxidants such as anthocyanins, ellagic acid, as well as other polyphenols and chlorophyll. Moreover, Daily 5™ has no added sugars or artificial flavors.



## Introducing Daily 5™

are useful for purposes other than antioxidant protection, *per se*. To evaluate the capacity of different foods to prevent oxidative damage, laboratories use what is known as the ORAC (oxygen radical absorbance capacity) test. The more ORAC units found with a test sample, the better that sample is deemed to perform as an antioxidant under defined laboratory conditions. Researchers at Tufts University, who came up with the ORAC value, suggest that a daily intake of 3,000 to 5,000 ORAC units is a good level to maintain and improve the antioxidant capacity of the blood and tissues. An interesting finding is that some foods have stunningly high ORAC values and can be consumed in relatively small quantities to achieve significant protection.

integrity of DNA. Food source antioxidant combinations appear to be more protective than supplementation with individual antioxidant nutrients. For example, when tested in eight female subjects, ten ounces of spinach increased plasma antioxidant values better than did 1,250 milligrams of vitamin C. Another advantage of whole

Many of the health benefits of fruits and vegetables are attributed to their antioxidant content. Animal studies show that antioxidant-rich foods can prevent declines in memory and learning ability, maintain the capacity of the brain to respond to chemical signals, and afford protection against damage to blood vessels. Antioxidants are also protective of the health of the eyes and even help maintain the integrity of DNA.

## Antioxidant Benefits

a day recommended by the U.S. Department of Agriculture's Dietary Guidelines for Americans and it becomes apparent that many of us still have a way to go to achieve an adequate intake of these health-promoting foods. Epidemiological studies of healthy populations suggest that, for best protection, it may be necessary to consume at least 7 servings of fruits and vegetables a day. This may seem like a feat for some given that many Americans are lucky if they consume this many in a week!

The sad truth is that the average American's daily intake of fruits and vegetables is woefully low. For example, the NCI found that the average American eats only about three servings of fruits and vegetables a day and forty two percent eat less than two servings a day. Moreover, this figure can be generous, hence, misleading, given that included among the vegetable servings can be such poor nutritional choices as French fries and iceberg lettuce. Furthermore, compare this 3- servings-per-day figure with the five to nine servings

public education campaign. consume more servings, NCI introduced a 5-A-Day recommend a diet that includes at least five servings a day of fruits and vegetables. To get Americans to eat your fruits and vegetables. This was wise advice. Many scientific studies now confirm that eating, on a daily basis, a diet that is rich in colorful fruits and vegetables promotes good health. Accordingly, national agencies such as The American Heart Association and the National Cancer Institute (NCI) recommend a diet that includes at least five servings a day of fruits and vegetables. To get Americans to consume more servings, NCI introduced a 5-A-Day public education campaign.

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