

GOLD COUNTRY TIMES

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TRUEBLUE

Blueberry health benefits are phenomenal, little powerhouses ranking #1 in antioxidant activity when compared to 40 other fruits and vegetables (USDA Study). These molecules battle cell and DNA damage involved in cancer, heart disease, diabetes, and perhaps brain degeneration. Anthocyanin (the pigment that makes blueberries blue) is thought to be responsible for this major health benefit. Blueberries can lower cholesterol better than prescription drugs; blueberries reduce the risk of diseases such as cancer, heart disease & stroke by neutralizing 'free radicals'; blueberries protect against the effects of age-related deterioration of the brain, such as short-term memory loss; they contain a compound that promotes urinary tract health and reduces the risk of infection; they are known to prevent and even reverse the most common cause of blindness; they strengthen collagen formation, reducing the signs of aging. The naturally-sweet wild berry is thought to have been a popular native fruit, since sugar was scarce and very expensive in the early years of North America; therefore, blueberries played an important role in the diets of Native Americans. Interestingly, soldiers in the Civil War regularly drank a blueberry beverage because of

its health benefits.

In the past, blueberries were used for medicinal purposes along with the leaves and roots, and were used to treat coughs, and was said to be good for the blood. Wild blueberries tend to contain more brain-saving bioflavonoids than the domestic ones.

Enjoy the goodness of blueberries year round by drinking the delicious, healthful TrueBlue®. Each 16oz serving of TrueBlue contains as much juice as a full serving of fresh blueberries. TrueBlue was awarded "Best New Blueberry Beverage in 2005" by the North American Blueberry Council. www.trueblueberry.com. It has 25% less calories than most Cranberry cocktails, does not contain High Fructose Corn Syrup, which has been linked to obesity, and has 100% recommended daily intake of Vitamin C. It has all natural flavors and colors, and comes in the following great flavors: Blueberry, Blueberry Green Tea, Blueberry Cranberry, Blueberry Pomegranate, and Blueberry Raspberry. It is a refreshing change from the typical fruit juices and a healthful choice, with 25% fewer calories per serving than most cranberry based products.

Recently, LiteBlue® Blueberry Juice Cocktail has been added to the TrueBlue™ lineup and is a preferred dietary choice.

LiteBlue® contains only half the calories of TrueBlue® (50 calories per serving), and is



sweetened with a combination of cane sugar and Splenda®. Two LiteBlue® flavors are available: Blueberry and Blueberry-Raspberry.

The blueberry juice in TrueBlue™ is a blend of both wild and cultivated berries. Lightly sweetened with cane sugar, the product is "all natural" and formulated to comply with the most strict health food requirements.

TrueBlue® is available in the following stores in California: Albertsons, Lucerne Valley Market, Raley's, Safeway, Stater Bros., Vons, and other specialty stores. Visit online at <http://www.trueblueberry.com/>
Editor's Note: TrueBlue® really rocks chilled over ice! I drink it often, knowing I am on the road to better health with this powerful beverage. Introduce it to your family soon, replacing sugar-laden drinks with Trueblue, confident in its benefits for any age.