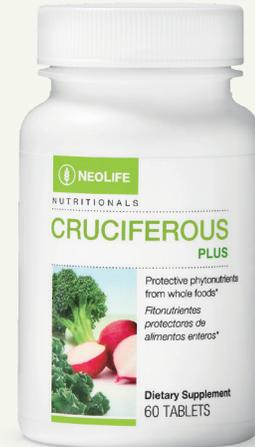


Each tablet of Cruciferous Plus provides the phytonutrient value of one optimal serving of a wide variety of cruciferous vegetables. Cruciferous Plus is tested and confirmed under United States National Cancer Institute protocols to support immune function.\*



NeoLife Scientific  
Advisory Board

#3301 - 60 Tablets



- **Broad-spectrum cruciferous vegetable supplementation.** Each tablet provides the phytonutrient value of one optimal serving of a wide variety of cruciferous vegetables.
- **NeoLife's exclusive Cruciferous Blend** contains extracts of broccoli, radish, kale, mustard, and watercress.
- **Cruciferous Plus supplies other beneficial phytonutrients** — limonene from oranges, chalcones from licorice root, and isoflavones from soybeans — which research has shown can help protect cells and promote health.\*
- **Contains sulforaphane**, a powerful phytonutrient in cruciferous vegetables shown to neutralize toxins. Research shows that sulforaphane can help protect long-term health.\*
- **Whole-food derived ingredients** that contain certain phytonutrients shown to support good health while providing cellular protection.\*
- **No artificial colors, flavors, preservatives, or sweeteners.**
- **Convenient serving** — our product supports an optimally healthy diet that includes one serving of cruciferous vegetables each day.
- Almost 90% of Americans do not regularly consume the recommended amount of vegetables.<sup>1</sup> Generally, the U.S. population does not meet intake recommendations for any of the vegetable subgroups. Most individuals should focus on increasing their total intake of vegetables and increase the diversity of vegetables over time.

## Why Cruciferous Vegetables?

- Research has shown a link between a high consumption of cruciferous vegetables and a low risk for developing long-term diseases.
- Cruciferous vegetables contain unique phytonutrients (plant nutrients) that are not found in any other foods, but are crucial for good health.

- Cruciferous vegetables contain substances shown in research studies to help strengthen the body's defenses.
- The National Cancer Institute, the American Cancer Society, and the National Research Council all recommend consuming at least 5 servings of a variety of non-starchy vegetables and fruits each day.

## A Mountain Of Research Supports The Health Benefits Of Cruciferous Vegetables

- Scientists often disagree amongst themselves, debating the latest theories in journal articles and at research conferences. But fruits and vegetables seem to be one area where the research is so compelling and convincing that it'd be hard to find anyone willing to take the "con" side of the debate. Thousands of scientific studies document the health benefits of diets rich in fruits and vegetables, and hundreds link these diets with lower risks of developing long-term diseases. Among this mountain of research, some of the strongest evidence correlates lower long-term disease rates with increased consumption of cruciferous vegetables, named for their cross-shaped flower petals. Members of this pungent family include:

- |  |                  |
|--|------------------|
| ◦ Bok choy (Chinese cabbage)                                   | ◦ Horseradish    |
| ◦ Broccoflower   | ◦ Kale           |
| ◦ (Or Romanesco, a newcomer that looks like green cauliflower) | ◦ Kohlrabi       |
| ◦ Broccoli   | ◦ Mustard        |
| ◦ Brussels sprouts   | ◦ Mustard greens |
| ◦ Cabbage  | ◦ Radish         |
| ◦ Calabrese (sprouting broccoli)                               | ◦ Rutabaga       |
| ◦ Cauliflower  | ◦ Turnips        |
| ◦ Collard greens   | ◦ Turnip greens  |
|  | ◦ Watercress     |

- The first study reporting the health-protecting abilities of cruciferous vegetables was published in 1978. Now a unique product from NeoLife lets you put this mountain of scientific research to work for your health. Cruciferous Plus supplies bioactive phytonutrients from cruciferous vegetables and other plants (oranges, licorice root, soybeans) shown to help support health. The Best Offense Is A Good Defense
- What's in cruciferous vegetables that helps protect your health? Besides having lots of vitamins, minerals, and fiber, cruciferous vegetables are chock-full of other vital plant nutrients called phytonutrients. Some of the first healthful phytonutrients to be identified by scientists were the carotenoids and flavonoids, families of colorful pigments from fruits and vegetables that help protect the lipid- and water-soluble portions of cells, respectively, from oxidative damage.
- The phytonutrients in cruciferous vegetables, however, help protect your cells in different ways. Research has shown that the special protection afforded by cruciferous phytonutrients can lessen our risk factors for developing certain long-term diseases. How diets rich in cruciferous vegetables and other phytonutrient-rich plants can help minimize risk is not fully understood, but it is likely that they:
  - Defend cells from infiltration of "bad" estrogen by blocking its entry sites on the cell membrane.
  - Inhibit the formation and activation of certain toxins and other negative impacts on DNA replication.
- Getting additional phytonutrients and antioxidants from non-cruciferous sources such as oranges, licorice root, and soybeans is important because they help protect your cells in different ways.
- In addition to reducing risk, compounds in cruciferous vegetables have been shown to:
  - Neutralize toxins
  - Lower cholesterol
  - Regulate the immune system
  - Influence metabolism

## Cruciferous Plus's Risk-Reduction Team

We wanted to create the most complete, technologically advanced product on the market to harness the healthful properties of cruciferous vegetables. To achieve this goal we first examined almost two decades of research and identified key support nutrients. Then, in formulating our exclusive Cruciferous Plus blend, we used all-natural foods as sources of these vital phytonutrients, derived from a wide variety of cruciferous vegetables to ensure broad-spectrum supplementation:

- Broccoli
- Radish
- Kale
- Watercress

- These cruciferous vegetables contain two main phytonutrients that science has shown may lower your risk of developing long-term diseases:
  - **Isothiocyanates.** One potent member of this family of protector nutrients is sulforaphane, a component of broccoli and other crucifers that has been shown to reduce inflammation that can lead to cell damage. Sulforaphane helps stimulate enzymes that disarm toxins, preventing their interaction with DNA and facilitating their excretion. Its potential relevance for supporting long-term health is the subject of multiple clinical trials, past and current.
  - **Indole carbinols.** Breakdown products from the digestion of phytonutrients found in cruciferous vegetables, I3C may impact estrogenic activity by diffusing byproducts and by facilitating their excretion.

Other beneficial phytonutrients found in whole foods that can help support long-term health:

- **Terpenes.** D-Limonene, a terpene (plant oil) in citrus fruits, can boost levels of enzymes that break down toxins, stimulate beneficial immune cells, and support healthy cell production. It has been shown to positively impact normal cell growth in animal studies.
- **Chalcones.** A sweet substance in licorice root, chalcones have been shown to support normal cellular processes. Relatives of antioxidant flavonoids, they have been studied for their potential benefits on various biological tissues.
- **Isoflavones.** Research has shown that isoflavones such as genistein in soybeans can support positive estrogenic function and healthy cell replication.

## Help Reduce Your Risk with Crucifers

- Cancer strikes three out of four families. Nevertheless, you can reduce your risk. Population studies show that people who consume the most fruits and vegetables have half the cancer risk of those who eat the least. As many as 35% of all cancer deaths may be prevented simply by eating right, according to the American Cancer Society. That organization, the National Cancer Institute (United States), and the National Research Council (United States) all recommend consuming at least 5 servings of a variety of non-starchy vegetables and fruits each day.

## Fruit And Vegetable Consumption: Almost Everyone Falls Short

Yet people worldwide fall profoundly short of meeting the five-serving recommendations. For instance, the Second National Health and Nutrition Examination Survey (NHANES II, 1976-1980) showed that less than 10% of the U.S. population consumed the recommended amount of produce. In fact, the survey revealed that on a given day 45% of the population ate no fruit or juice and 22% ate no vegetables.

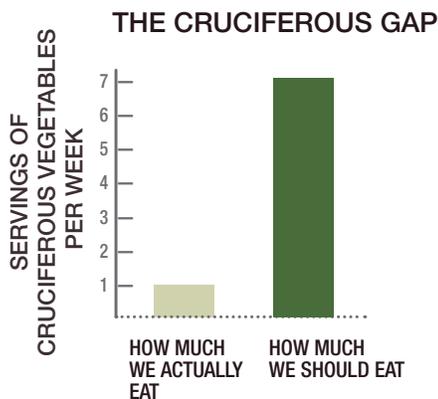
Even if you think you're eating enough of the right stuff, you could be fooling yourself. A study commissioned by the United Fresh Fruit and Vegetable Association, now known as the United Fresh Produce Association, revealed that consumers overestimated the amounts of fruits and vegetables they ate by 33%. Examination of food diaries from 2,000 households showed that study participants actually ate 13% fewer vegetable and 56% fewer fruit servings than they reported. On average, people consumed one serving of fruit and two of vegetables daily — far less than the five or more servings recommended by the National Cancer Institute and other leading health authorities. Larger studies confirm that the average consumption of fruits and vegetables ranges from 2.5 to 3.5 servings a day.

## The Cruciferous Gap

- Cruciferous vegetables are particularly unpopular, with the average American eating about one serving per week (instead of per day, as recommended), according to the U.S. Department of Agriculture. Inhabitants of the United Kingdom fare slightly better with three cruciferous servings per week, but still miss the “one-a-day” mark. The Japanese, who enjoy some of the world’s lowest cancer rates, especially for hormonally mediated cancers, meet the cruciferous challenge by eating eight servings per week. The bottom line is that most of the world’s people, even in developed nations, aren’t eating anywhere near the amount of crucifers recommended by public health authorities to promote long-term health.
- In addition, people aren’t getting enough of other health promoting phytonutrients. Non-Asian diets frequently miss out on the protective properties of soy products, and licorice root, which provides healthful chalcones, is hardly a dietary staple. D-Limonene is removed from oranges and lemons during juice production to curb rancidity problems. The result? We’re not getting the full protection Mother Nature can afford.

## Prioritize Your Health with Diet

- Cruciferous vegetables — the family that includes broccoli, cauliflower, Brussels sprouts, and collard greens — contain special phytonutrients that are not found in any other foods and may lower the risk of certain long-term diseases. The Dietary Guidelines for Americans (DGA) 2020-2025 recommends consuming a variety of vegetables each day since different vegetables are rich in different vitamins, minerals, and phytonutrients. Vegetables are grouped into 5 categories: dark-green, red and orange, beans/peas/lentils, starchy vegetables, and other vegetables. Cruciferous vegetables fall into the “dark-green vegetable” category (e.g. kale, broccoli) and the “other vegetables” category (e.g. Brussels sprouts, cauliflower). DGA 2020-2025 recommends eating a variety of vegetables each day. On average, this equates to a total of 17.5 cups vegetables per week, of which at least 1.5 cups should be dark green, and 4 cups should be from the “other vegetable” category.<sup>1</sup>
- While eating a serving of Brussels sprouts, cabbage, or broccoli each day may be a challenge, it’s important to prioritize long-term health. Meeting fruit and vegetable recommendations on a daily basis is an investment in your health and wellness. Simple changes such as swapping potatoes for broccoli, adding kale leaves to your blended smoothie or collard greens to soup, snacking on crunchy cauliflower and radishes can help you achieve the recommendation one serving of cruciferous vegetables per day. Neolife’s Cruciferous Plus offers an excellent means of supplying unique phytonutrients.\*



According to the United States Department of Agriculture, the National Cancer Institute, The American Cancer Society, and the National Research Council.

### Reference:

1. U.S. Department of Agriculture and U.S. Department of Health and Human Services. *Dietary Guidelines for Americans, 2020-2025*. 9th Edition. December 2020. Available at [DietaryGuidelines.gov](https://www.dietaryguidelines.gov).

**SUGGESTED USE:** 1 tablet daily with food.

## Supplement Facts

Serving Size: 1 Tablet  
Servings Per Container: 60

	Amount Per Serving	% Daily Value
Calories	0	
Total Carbohydrate	<1 g	<1%**
Sodium	10 mg	<1%
<b>Cruciferous Plus Blend</b>	525 mg	†
Soymilk powder; Broccoli extract ( <i>Brassica oleracea italica</i> ) (aerial); Radish extract ( <i>Raphanus sativus</i> ) (seed); Kale extract ( <i>Brassica oleracea acephala</i> ) (aerial); Orange extract ( <i>Citrus sinensis</i> ) (fruit); Mustard extract ( <i>Brassica juncea</i> ) (seed); Deglycyrrhizinated licorice extract ( <i>Glycyrrhiza glabra</i> ) (root); Mustard concentrate ( <i>Sinapis alba</i> ) (seed); Watercress concentrate ( <i>Nasturtium officinale</i> ) (aerial).		

\*\* Percent Daily Values are based on a 2,000 calorie diet.  
† Daily Value not established.

**OTHER INGREDIENTS:** Microcrystalline cellulose, calcium carbonate, rice starch, sodium croscarmellose, stearic acid, silicon dioxide, hydroxypropyl methylcellulose, simethicone and natural color.

**Contains soy.**

#0721

Supports enzyme activity linked to normal cell growth and renewal, especially of breast and prostate tissues with sulforaphane and indolecarbinol (from broccoli and other crucifer extracts) and D-limonene (from oranges). Soy (from high isoflavone soy milk concentrate) provides isoflavones (e.g. genistein) that helps maintain healthy hormonal activity.\*

Store in a cool, dry place, away from direct sunlight.  
Packaged with safety seal.

**Neolife product use only  
GMO-free ingredients.**