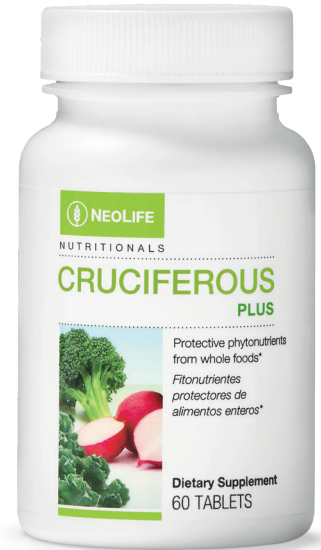




CRUCIFEROUS PLUS™

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 cancers, especially breast, prostate, and digestive tract cancers. The American Cancer Society recommends eating one serving of cruciferous vegetables every day, but most of us only eat one serving a week. Each Cruciferous Plus tablet provides the phytonutrient value of an optimal serving of a wide variety of cruciferous vegetables.



NeoLife Scientific
Advisory Board

#3301, 60 Tablets

Why Cruciferous Vegetables?

- Research has shown a link between a high consumption of cruciferous vegetables and a low risk for developing certain cancers (breast, prostate, lining of the uterus, lung, colon and other digestive tract cancers).
- Cruciferous vegetables contain unique phytonutrients (plant nutrients) that are not found in any other foods, but are essential 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 one serving of cruciferous vegetables each day.

Our Solution: Cruciferous Plus

- **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 broccoli, radish, kale, black mustard, brown 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 from cancer.*

- **Contains sulforaphane**, an important phytonutrient in cruciferous vegetables that helps neutralize carcinogens (cancer-causing agents) and other toxins. Research shows that sulforaphane can help protect against the development of hormonally-mediated cancers.*
- **Whole-food ingredients** provide several important phytonutrients with health benefits (neutralizing toxins, maintaining normal cholesterol levels, boosting immunity, influencing metabolism, reducing menopausal symptoms) in addition to providing cellular protection.*
- **No artificial anything.** Cruciferous Plus contains no artificial colors, flavors, preservatives, or sweeteners.
- **Convenient serving** — just one more way to help you meet the recommendations of the National Cancer Institute, the American Cancer Society, and the National Research Council to consume one serving of cruciferous vegetables every day.

We should eat one serving of cruciferous vegetables every day, according to the National Cancer Institute, the American Cancer Society, and the National Research Council. We actually only eat one serving a week, according to the United States Department of Agriculture.

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 cancer. Among this mountain of research, some of the strongest evidence correlates lower cancer rates with increased consumption of cruciferous vegetables, named for their cross-shaped flower petals. Members of this pungent family include:

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

The first study reporting the health-protecting abilities of cruciferous vegetables was published in 1978. Since then, the healthful properties of cruciferous vegetables have been so well documented that the National Cancer Institute, the American Cancer Society, and the National Research Council all recommend consuming at least one serving of cruciferous vegetables per day. Now a unique new 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 protect 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 of developing what scientists call "hormonally mediated" cancers (breast, prostate, lining of the uterus), as well as other cancers (lung, colon and other digestive tract cancers). How cruciferous vegetables and other plants can help prevent cancer is not yet fully understood, but it is likely that they:

- Boost production of enzymes that detoxify cancer-causing agents (carcinogens) and flush them out of the body.
- Prevent the conversion of "good" estrogen (a hormone correlated with a lower risk for breast cancer) to "bad" estrogen (correlated with a higher risk).
- Defend cells from infiltration of "bad" estrogen by blocking its entry sites on the cell membrane.
- Inhibit the formation of carcinogens by preventing activation of their precursors (toxins and mutagens).

In addition to reducing cancer risks, 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 protector 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
- Black mustard
- Brown mustard
- Watercress

CRUCIFEROUS PLUS™

These cruciferous vegetables contain two main phytonutrients that science has shown may lower your risk of developing cancer:*

- **Isothiocyanates.** One potent member of this family of protector nutrients is sulforaphane, a component of broccoli and other crucifers that has been shown to inhibit tumors of the lung, esophagus, stomach, small intestine, colon, breast, liver, and bladder in rats and mice. Sulforaphane can prevent chemicals from becoming active carcinogens in the first place, stimulate enzymes that detoxify them, block their interaction with DNA, and facilitate their excretion. Its potential for preventing cancer is the subject of current human clinical trials.
- **Indole carbinols.** These compounds encourage estrogen to follow a metabolic pathway that is associated with a reduced risk of breast cancer. Indole carbinols also can defuse cancer-promoting estrogen byproducts and facilitate their excretion. Cruciferous Plus also contains antioxidants from oranges, licorice root, and soybeans that help protect your cells in different ways:
- **Terpenes.** D-Limonene, a terpene (plant oil) in citrus fruits, can boost levels of enzymes that break down carcinogens, stimulate cancer-killing immune cells, and inhibit oncogenes (genes capable of causing cancer). It has been shown to inhibit breast cancer at all stages in animal studies and has even been shown to cause regression of breast cancer in rats.
- **Chalcones.** A sweet substance in licorice root, chalcones have been shown to prevent the formation of a byproduct of testosterone that spurs the growth of prostate cancer. Relatives of antioxidant flavonoids, they can also prevent the DNA damage that often precedes cancer.
- **Isoflavones.** Research has shown that isoflavones such as genistein in soybeans can inhibit cancer by hindering the growth of the capillaries that supply tumors, blocking the entry of estrogen into cells, and deterring the proliferation of cancer cells. Genistein is currently under investigation as an agent to prevent cancer in humans.

Reduce Your Risk With Five A Day, And Make One Cruciferous

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 five servings of fruits and vegetables per day, including one of cruciferous vegetables, as a means of preventing cancer.

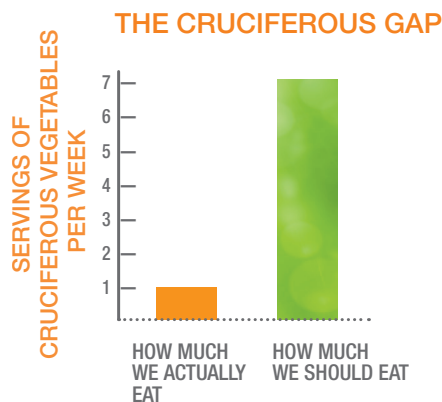
Fruit And Vegetable Consumption: Almost Everyone Falls Short

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



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

CRUCIFEROUS PLUS™

developed nations, aren't eating anywhere near the amount of crucifers recommended by public health authorities to lessen cancer risks.

In addition, people aren't getting enough of other health promoting phytonutrients. Non-Asian diets frequently miss out on the anti-cancer boons 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.

Cruciferous Plus Bridges The Gap

While eating a serving of brussels sprouts, cabbage, or broccoli each day is easier said than done, getting the protective phytonutrients you need to help reduce your cancer risk is now easier than ever. In a convenient tablet, NeoLife's Cruciferous Plus provides the nutrient density and diversity of the phytonutrients found in one optimal serving of a combination of cruciferous vegetables. Based in nature and backed by science, Cruciferous Plus offers an excellent means of bridging dietary gaps and supplying unique phytonutrients.*

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%

Cruciferous Plus Blend	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); Licorice extract (<i>Glycyrrhiza glabra</i>) (root); Mustard concentrate (<i>Brassica juncea</i>) (seed); Watercress concentrate (<i>Rorippa nasturtium officinale</i>) (leaf and stem).		

** 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.

#1902

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 products use only
GMO-free ingredients.**