

Pomegranate the Super-Juice

by Tara Klein

The Carthage apple or Pomegranate has been cultivated since ancient times, it symbolised birth & death, as a fruit that 'bled'. We are now rediscovering just how much nutritive value is in that sweet blood like juice. Originating in Persia (Iran), pomegranates grow wild in the Middle East - Iran to northern India. They are widely featured in the bible and in mythical texts, and have a rich history in the Arts, often representing the fecundity of life, in all its dripping sexuality. They are now cultivated throughout India, the Middle East, southern Europe, Georgia, Armenia and California.

The juice of the pomegranate has been drunk throughout the middle east for hundreds of years, and the seeds and juice are utilised in their cuisines. Grenadine syrup, a common cocktail mixer is made from pomegranate. A great fruit with all sorts of culinary applications, that can definitely spice up your cooking.

A good source of vitamin C, pomegranate juice also contains more anti-oxidants than green tea and red wine combined. Pomegranates contain very high concentrations of polyphenols, a substance also found in berries and grapes, which have been shown to potentially have anti-aging and neuro-protective effects. Researchers report that the pomegranate is rich in antioxidants - that can keep bad LDL (Low-density lipoprotein - the type that causes health issues) cholesterol from oxidising (American Journal of Clinical Nutrition, May 2000). It seems that pomegranate can have an anti-clotting effect on the blood as well, and may have been used historically to prevent unwanted blood clots. Anti-oxidant properties are effective against health conditions, like atherosclerosis, arterial and heart inflammation and high blood pressure. These properties are also

useful for protection of the liver and kidneys from free radical damage, fighting bacteria and for promoting the activity of other antioxidants.

Drinking pomegranate juice during pregnancy may help reduce the risk of brain injuries in babies, according to researchers at the Washington University School of Medicine in St. Louis. Further research found that around 250 ml of pomegranate juice daily for three months, improved the amount of oxygen getting to the heart muscle of patients with coronary heart disease (American Journal of the College of Cardiology, Sept. 2005). There is even a suggestion that long-term consumption of pomegranate juice may help combat erectile dysfunction! (Journal of Urology, July 2005). Through research conducted by Dr. Richard E. Hartman Ph.D, there was evidence to suggest that drinking the juice could benefit sufferers of Alzheimer's and stroke victims. - there was also evidence of a prolonging of life for men diagnosed with lung cancer and prostate cancer.

Also exciting is the discovery of extremely high quantities of the anti-cancer phenolic ellagic acid in pomegranates, and also its uses in fighting cardiovascular diseases. The pomegranate is one of the world's

greatest known sources of ellagic acid, a powerful antioxidant and anti-cancer phytochemical which is being studied intensively for these properties. Dr Wendy Smith and her team at the University of Kentucky have shown that ellagic acid helps prevent the earliest chemical reactions that can lead to breast cancer. Dr Kim of South Korea's Pusan National University led a team of scientists from the US, Canada, Great Britain and Israel in powerful findings regarding the action of pomegranate phytochemicals on reduction of breast cancer proliferation, and formation of cancerous lesions. Such research is being fast-tracked in many places.

In fact, a properly produced pomegranate juice should be derived from the whole fruit, including its tough skin, which contains much of its goodness. Now the pomegranate is renowned for the hard labour involved in eating it, as you have to hack through the skin and the sacs which contain the seed-like 'arils' which hold the flavour. And so much of the best part of the fruit is discarded! So to get the best of the pomegranate, you need to source a juice pressed from the whole of the fruit, and that fruit needs to be organic or 'wild-crafted', i.e., foraged from naturally growing pomegranate trees. They may be difficult to eat, but they are very easy to drink! (some information provided by Tim Strachan - thank you). ■



Oz Grenade
100% Pure, Genuine Georgian, Wild Harvested

Pomegranate Juice



... Seven extraordinary reasons why OUR JUICE is so special!

1 EXCEPTIONALLY HIGH, SUPER ANTIOXIDANT CONTENT

Exhaustively tested by a leading Australian laboratory... the results were outstanding. No contaminants of chemicals or heavy metals of any kind were found but more importantly, the total antioxidant ORAC measurement (Oxygen Radical Absorption Capacity) scored exceptionally well at 17000umol/L. Pomegranates contain valuable natural phytochemicals in the form of super-antioxidants, much more in fact than red wine and green tea combined.

2 NOT PRODUCED FROM CONCENTRATE

The heat needed to make a concentrate can destroy the fruit's valuable properties. Our juice is just PURE juice NOT an unnatural concentrate.

3 UNIQUE GEORGIAN SOIL

Grown in soil that contains a rich blend of minerals believed to be responsible for the fabled longevity of the Georgian people.

4 THE EXTRACTION PROCESS

Our pomegranates are gently pressed whole, ensuring all the powerful antioxidants held in the skin are totally extracted, much like the process used to make a good wine.

5 NO PESTICIDES, HERBICIDES, CHEMICALS, ADDITIVES, COLOURING, ADDED SUGAR, ADDED WATER

Grown wild in the Caucasus mountains of Georgia our pomegranate juice is "as natural as natural can be".

6 LOW SALT, POTASSIUM RICH

Analysis revealed an incredibly low salt content of only 1.3mg/100mL yet Oz Grenade Juice is potassium rich.

7 THE MOST REFRESHING, NATURAL POMEGRANATE JUICE ANYWHERE IN THE WORLD

Not only does every glass of our delicious fruit juice 'explode with goodness', Oz Grenade Pomegranate Juice with its distinctive and original flavour, is probably the most wholesome and healthy fruit juice on the market today!

Google the benefits of pomegranate juice to find out about its secrets, then visit our web site at www.ozgrenade.com.au to order the most wholesome, delicious pomegranate juice in the world. We deliver to your door anywhere in Australia.



Save \$62 Take advantage of our bulk purchase price for maximum discount!

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| 8 x 1 litre bottles in master carton | \$131.00* | |
| 1 x 1 litre trial bottle (\$14.50 + postage \$5.49) | \$19.99* | |

*Discounts cannot be combined. Excludes GST. Oz Grenade Pomegranate Juice is available in 16 x 1 litre bottles in master cartons only. Oz Grenade Pomegranate Juice is available in 8 x 1 litre bottles in master cartons only. Oz Grenade Pomegranate Juice is available in 1 x 1 litre trial bottle only. Please indicate quantity of cartons required above.

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