

The Power of



Whole Food Purees

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Doctors, Nutritionists and Medical Researchers report that Whole Food is the best source of Complete Nutrition. Getting your nutrients from Whole Food helps to reduce the risk for the diseases of aging: Heart Disease, Diabetes, Stroke, Cancer and Alzheimer's Disease.



This article by Dr. Mark Pedersen

Many people make the mistake of buying into the media hype surrounding Superfruit juices. Retailers market Superfruit juices such as Noni, Pomegranate and Acai juice to consumers who believe that they are getting full nutrition in a glass of juice.

A Whole Food Puree contains the juice of the fruit plus a whole lot more. To be considered a Whole Food Puree, a product must include the Whole Fruit: the skin, the pulp, sometimes the seeds depending on the fruit and the juice. Incorporating the Whole Fruit means that consumers benefit from the wealth of antioxidants and nutrients which reside in the fruit's skin, seeds and pulp. Because Whole Food Purees deliver super-concentrated nutrition, a recommended serving size is 1 to 2 ounces once or twice a day.

Juice products such as Noni, Pomegranate and Acai typically contain as little as 1% juice blended with 99% water. In squeezing the juice from the fruit, pulp is usually removed. With the pulp discarded, beneficial fiber is lost. Because juice is not a concentrated nutritional product, suggested serving size is 8 ounces.

Many people believe that fruit juice provides the same health benefits as fresh fruit. This notion is false. In fact, many fruit juices contain more sugar than soft drinks and high consumption of juice is linked to weight gain due to the high sugar content.

For example, grape juice contains 50% more sugar than Coca Cola. Many nutritionists recommend consuming no more than 4 ounces of fruit juice per day and direct their clients to focus on receiving their nutrients from Whole Food.

ViaViente's Whole Food Puree delivers Whole Food Nutrition in each and every ounce. This concentrated nutritional drink is rich in antioxidants and fiber and low in sugar and carbohydrates.

Because this Whole Food Puree is made from the Whole Fruit, consumers receive the nutritional antioxidant equivalent of 5 Servings of Fruits and Vegetables in every ounce of product.