



JUICE GURU  
INSTITUTE

# THE ULTIMATE GUIDE TO FRESH JUICING



## Health Benefits of Juicing



## CENTRIFUGAL JUICERS



VS

## COLD PRESS JUICERS



### SPEED



#### HIGH SPEED

varying from  
1,000 - 30,000 RPM

High speeds lead to the destruction of useful nutrients, and enzymes, which are sensitive to temperature.



#### LOW SPEED

varying from  
70 - 120 RPM

• Practically no friction  
• Saves living enzymes which are necessary for optimum health.

### STORAGE

Storing the juice is

#### NOT RECOMMENDED

Juice already exposed to oxidation in the extraction process very quickly loses its useful properties.



Juice can be stored UP TO

#### 24-36 HOURS

It is possible to store it up to 24-36 hours (depending on your juicer) in a closed container in the refrigerator.

### EASE OF CLEANING

Large, bulky parts &  
**SHARP BLADES**  
HARD TO CLEAN



**RINSES**  
**CLEAN IN SECONDS**  
and is  
**DISHWASHER SAFE**

### QUANTITY OF JUICE

Often yields

#### LESS JUICE

than Cold Press juicers



In independent tests,  
the **Tribest Juicer**  
Extracted More Juice

+ 66% More **PINEAPPLE**  
+ 22% More **POMEGRANATE**



## Pasteurized vs Fresh Juice

### PASTEURIZED JUICE

#### BOILED OR HEATED TO PROTECT AGAINST BACTERIA

High temperature destroy beneficial enzymes, minerals, & essential nutrients



#### COOLED DOWN FOR STORAGE

Antioxidant activity dramatically reduced



#### BOTTLED FOR RETAIL

long shelf life

**98%**  
of all juices sold  
in the US are  
**PASTEURIZED**



### FRESH JUICE

#### PREPARE FRUITS & VEGETABLES

Fresh juice maintains a high level of nutrients



#### RUN THROUGH JUICER

Provides a rich source of phytochemicals including live enzymes

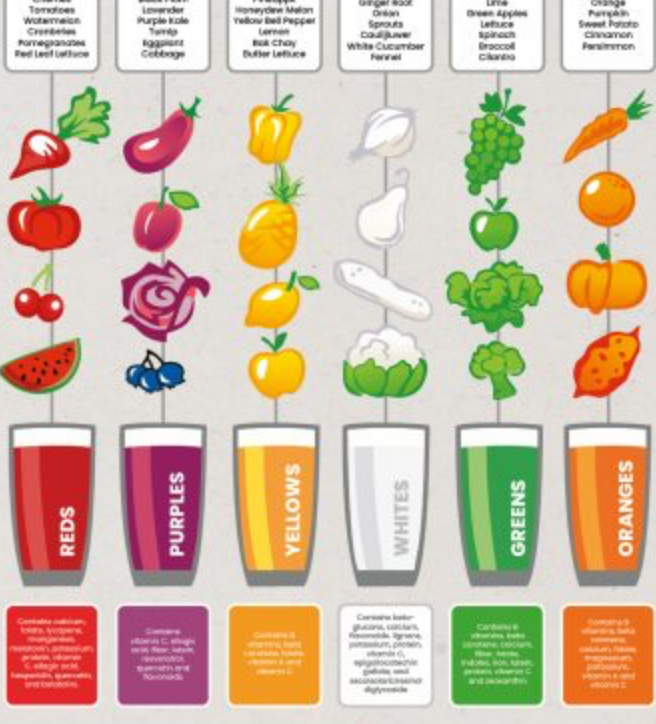


#### ENJOY FRESH JUICE!



**LOWER CHOLESTEROL**  
**PROTECT AGAINST CANCER**  
**ENHANCE IMMUNE SYSTEM**  
**STIMULATE METABOLISM**

## Drink Your Colors



## Facts and Myths

### MYTH:

Both blenders and juicers serve up nutrition so they are the same



### FACT:

The types of beverages they produce are very different. Blenders pulverize the entire fruit/veggie into a thick drink. Cold press juicers extract only nutrients dense liquid.

### MYTH:

Juice is bad because there is no fiber



### FACT:

Cold press juicing ounce for ounce yields more concentrated nutrients and enzymes. Fiber can block absorption of those healthy compounds, and result in slowing digestion.

### MYTH:

Juicing yields too much sugar



### FACT:

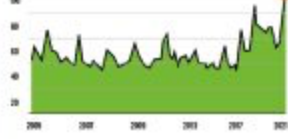
Juice made from home contains no added sugars or corn syrup. Juicing vegetables helps minimize sugar intake, and fruits such as apples can be added for taste.

## Juicing Trends

According to Google, consumer interest for "JUICING" & "JUICERS" HIT AN ALL TIME HIGH IN 2021

### CONSUMER INTEREST

#### Q JUICING



#### Q JUICER



Now is a better time than ever to start juicing!

www.juiceguru.com

