

POMx Heart Newsletter

Pills and Liquid

Monthly

2nd Continuity Shipment

Summer '07-present (ongoing)

POMx YOUR PARTNER IN PROMOTING LIFELONG HEALTH

VOLUME 1, ISSUE 1: FOR YOUR HEART

What's New in the Lab by Dr. Mark Dreher



Mark Dreher, PhD
Chief Science Officer
POMWonderful, LLC

Hi, I'm Dr. Mark Dreher, Chief Science Officer at POM, and your guide to continuing new research on the benefits of POMx and POM Wonderful pomegranates as they relate to your health. Welcome to Your First Issue of the POMx Newsletter! There's more to come, so please stay tuned in the coming months for...

Future newsletters will contain content derived from these questions and reader feedback. We look forward to hearing from you!



Enjoy Your Life With a Healthy Heart

According to the American Heart Association (AHA), at least 58.8 million Americans suffer from some form of heart disease. Maintaining a healthy heart by reducing your risk for cardiovascular disease should be at the core of every lifelong

What's New in the Lab by Dr. Mark Dreher



Mark Dreher, PhD
Chief Science Officer
POMWonderful, LLC

Hi, I'm Dr. Mark Dreher, Chief Science Officer at POM, and your guide to continuing new research on the benefits of POMx and POM Wonderful pomegranates as they relate to your health. Welcome to Your First Issue of the POMx Newsletter! There's more to come, so please stay tuned in the coming months for:...

- POM Wonderful's latest research
- Health tips
- Pomegranate facts
- New product information

There's a strong pipeline of research supporting initial findings that POM Wonderful 100% Pomegranate Juice and its counterpart, POMx, are successfully fulfilling their promise for promoting heart health. We are committed to continually testing our products, not only prior to market

Did You Know?

POLYPHENOLS

Polyphenols are antioxidants that naturally occur in pomegranates. These antioxidants neutralize free radicals, helping to prevent the cell and tissue damage that can lead to disease. The heart health benefits associated with California grown, Wonderful variety pomegranates are due to their very high levels of polyphenols.

release but at every step in their evolution. Various patient studies across a wide variety of health concerns are in the works, and we look forward to sharing the results of this research with you.

At POM Wonderful, we aim to be your partner in the promotion of good health that lasts a lifetime. It is our commitment to you and our mission as a company. If you have any questions and/or concerns please send them directly to me at: chiefscienceofficer@pomwonderful.com

Future newsletters will contain content derived from these questions and reader feedback. We look forward to hearing from you!



Enjoy Your Life With a Healthy Heart

According to the American Heart Association (AHA), at least 58.8 million Americans suffer from some form of heart disease. Maintaining a healthy heart by reducing your risk for cardiovascular disease should be at the core of every lifelong wellness plan. A nutrient-rich diet and active lifestyle are the best weapons you have for combatting heart disease and enhancing your vitality at any age.

The AHA recommends eating plenty of fruits and vegetables loaded with the vitamins, minerals and fiber your body requires, without the extra calories it doesn't need. But even though you may be eating enough of the right foods, your body still may not be getting all the nutrients it needs to keep you heart truly healthy.

ANTIOXIDANTS: YOUR ALLY IN FIGHTING HEART DISEASE

In order to keep your body in tip-top shape and your heart beating to the rhythm of all you wish to do in life, you need help in the prevention of cell and tissue damage that can lead to disease.

Science tells us that antioxidants neutralize the free radicals that can aggressively destroy healthy cells in your body. But not all antioxidants are equal – some are better at neutralizing free radicals than others. And because your body may not always produce enough of the antioxidants required to neutralize all the free radicals that can lead to cell damage, we have developed POMx to harness and deliver the most potent antioxidants around.

THE FREE RADICAL FIGHTER

Pomegranates contain polyphenols – powerful antioxidants that are important as part of a balanced diet. Published research has shown that the unique polyphenol antioxidants
(please turn to back)

Healthy Heart (from front)
 in POMx and POM Wonderful 100% Pomegranate Juice are superior fighters in the battle against free radicals. Each dose of POMx contains the same amount of antioxidant polyphenols found in 8oz of POM Wonderful 100%

The antioxidants in POMx are supported by \$20 million in initial scientific research

Pomegranate Juice, and POMx is the most concentrated source of pomegranate polyphenol antioxidants available.

POM Wonderful is committed to understanding the effects of POM Wonderful Pomegranate Juice on cardiovascular health. To date, our scientists have found that pomegranate juice may help counteract factors leading to arterial plaque build up, as well as inhibit a number of factors associated with heart disease.

NEW RESEARCH OFFERS FURTHER PROOF OF THE HEART-HEALTHY BENEFITS OF POM WONDERFUL JUICE

30% DECREASE IN ARTERIAL PLAQUE

After one year of a pilot study conducted at the Technion Institute in Israel involving 19 patients with atherosclerosis (clogged arteries),

In his 2006 POMx study, Dr. Michael Aviram, one of the world's pre-eminent cardiovascular researchers from the Technion Institute in Israel, remarked that "POMx is as potent an antioxidant as pomegranate juice and just like pomegranate juice, POMx may promote cardiovascular health."

those patients who consumed 8oz of POM Wonderful 100% Pomegranate Juice daily saw a 30% decrease in arterial plaque.

17% IMPROVED BLOOD FLOW

A recent study at the University of California, San Francisco (UCSF) included 45 patients with impaired blood flow to the heart. Patients who consumed 8oz of POM Wonderful 100% Pomegranate

Juice daily for three months experienced 17% improved blood flow. Those who drank a placebo experienced an 18% decline.

PROMOTES HEALTHY BLOOD VESSELS

An in vitro study at the University of California, Los Angeles (UCLA) showed that pomegranate juice uniquely possesses enough antioxidant activity to protect nitric oxide (an important biochemical that helps maintain healthy blood vessels for proper blood flow) against oxidative destruction thereby enhancing its biological activity. In other words, pomegranate juice by protecting nitric oxide promotes healthy blood flow.

THE POWER OF POMX

The antioxidants in POMx are supported by \$20 million in initial scientific research from leading universities and so far we've uncovered encouraging results.

POMx supplements your diet without adding calories, allowing you to more easily maintain a healthy weight while still getting the necessary antioxidants

Due to this promising information, our studies on POMx and heart health continue. It is our mission to deliver the latest information on our research to you in this newsletter as soon as studies are completed. At POM Wonderful we are committed to learning all we can about the health benefits of this miraculous fruit and sharing them with you.



NEXT ISSUE: PROSTATE HEALTH

One out of every six men will get prostate cancer, but only one out of 34 will die from the disease. In our newsletter next month, we will discuss preventative measures all men need to know to manage their prostate health.

1.888.POMPILL
 WWW.POMPILLS.COM



POMx Prostate Newsletter

Pills and Liquid

Monthly

3rd Continuity Shipment

Fall '07 - present (ongoing)

**POMx YOUR PARTNER IN
PROMOTING LIFELONG HEALTH**

VOLUME 1, ISSUE 2: PROSTATE HEALTH

**Prostate Cancer Affects
1 Out of Every 6 Men**

Prostate cancer is the second leading cause of cancer related death in men in the United States according to the National Cancer Institute. Prostate cancer incidence rates rose dramatically in the late 1980's with improved detection and diagnosis through widespread use of prostate-specific antigen (PSA) testing.

**Prostate cancer
is the second
leading cause of**

fruits and vegetables. Doctors are not sure which of these factors causes the risk to go up but the best advice is to consume daily the equivalent of five or
(continued on back)

**What's New in the Lab
by Dr. Mark Dreher**



**Mark Dreher, PhD
Chief Science Officer
POMWonderful, LLC**

Research studies like the ones discussed in this newsletter and

Prostate Cancer Affects 1 Out of Every 6 Men

Prostate cancer is the second leading cause of cancer related death in men in the United States according to the National Cancer Institute. Prostate cancer incidence rates rose dramatically in the late 1980's with improved detection and diagnosis through widespread use of prostate-specific antigen (PSA) testing.

Prostate cancer is the second leading cause of cancer related to death in men in the United States according to the National Cancer Institute

Since the early 1990's, prostate cancer incidence and deaths have been declining, but the American Cancer Society estimates that there will still be about 218,890 new cases of prostate cancer and 27,050 deaths in the United States in 2007.

According to the American Cancer Society, some of the risk factors for prostate cancer include:

Age – Growing older raises a man's risk of prostate cancer. About two of every three prostate cancers are found in men over the age of 65.

Family History – Men with close family members (father or brother) who have had prostate cancer are more likely to get it themselves, especially if their relatives were young when they got the disease.

Diet – One risk factor that can be changed is diet. The National Cancer Institute's research suggest that obesity and weight gain is linked to increased prostate cancer mortality.

Men who eat a lot of red meat or high-fat dairy products seem to have a greater chance of getting prostate cancer. These men also tend to eat fewer

fruits and vegetables. Doctors are not sure which of these factors causes the risk to go up but the best advice is to consume daily the equivalent of five or
(continued on back)

What's New in the Lab by Dr. Mark Dreher



**Mark Dreher, PhD
Chief Science Officer
POM Wonderful, LLC**

Research studies like the ones discussed in this newsletter and conducted by UCLA (my alma mater) serve to validate the many reasons I am proud to be affiliated with POM Wonderful and POMx.

POM Wonderful 100% Pomegranate Juice and POMx are backed by a \$25 million dollar investment in world-class scientific research. This includes ten clinical studies published in top peer-reviewed medical journals that document the pomegranate's antioxidant health benefits such as heart and prostate health.

Working at POM Wonderful gives me the unique opportunity to really make a difference in the world. That's what gets me up every morning! I get to work with renowned scientists, including a Nobel Laureate, at leading

Studies funded by POM represent the vast majority of medical research ever conducted on pomegranates.

universities around the world. In fact, studies funded by POM represent the vast majority of human medical research ever conducted on pomegranates. No other company that I know of is as dedicated as POM in pursuing the truth and keeping our customers informed.

At POM Wonderful, we aim to be your partner in the promotion of good health that lasts a lifetime. It is our commitment to you, our mission as a company.

Prostate Cancer (from front)
 more servings of vegetables
 and fruits rich in antioxidants
 and to eat less red meat and
 high-fat foods.

**EARLY DETECTION SEEN AS KEY TO
 INCREASING SURVIVAL RATES***

The prostate-specific antigen (PSA)
 test and rectal exam can be used to
 detect the presence of prostate
 cancer when no symptoms are
 present. They may help catch the
 disease at an early stage when
 treatment is more effective.

During a PSA test, a small amount
 of blood is drawn and the level
 of PSA (a protein produced by the
 prostate) is measured to determine
 the level of risk. When prostate
 cancer is found and treated, the PSA
 test may also measure the potential
 risk for the cancer to return.

** Please talk to your doctor for more
 specific prostate cancer information.*

**NEW POMEGRANATE RESEARCH OFFERS
 HOPE TO PROSTATE CANCER PATIENTS**

A preliminary UCLA medical study
 involving POM Wonderful 100%
 Pomegranate Juice revealed
 promising news. 46 men who had
 been treated for prostate cancer with
 surgery or radiation were given 8oz
 of POM Wonderful 100%
 Pomegranate Juice to drink daily. A

**Patients with prostate
 cancer showed a
 prolongation of
 PSA doubling time,
 coupled with
 corresponding lab effects
 on reduced prostate
 cancer as well as
 reduced oxidated stress.**

majority of the patients experienced
 a significantly extended PSA
 doubling time. Doubling time is an
 indicator of prostate cancer
 progression - extended doubling
 time may indicate slower disease
 progression.

Before the study, the mean doubling
 time was 15 months. After
 drinking 8oz of pomegranate juice
 daily for two years, the mean PSA
 doubling time increased to 54
 months. Testing on patient blood
 serum showed a 12% decrease in
 cancer cell proliferation and a 17%

increase in cancer cell death
 (apoptosis).

In another study, in vitro laboratory
 testing at UCLA showed that POMx
 significantly decreased human
 prostate cancer cell growth and
 increased cancer cell death.

Based on the promising results of
 these preliminary studies, two
 additional studies are underway to
 more fully investigate the potential of
 POMx to extend PSA doubling time.

According to Dr. David Heber,
 Director of UCLA's
 Center for Human Nutrition,
 "The most abundant
 and most active ingredients
 in pomegranate juice
 are also found in POMx.
 Basic studies in our
 laboratory so far indicate
 that POMx and pomegranate
 juice may have
 the same effects."

**SEND US YOUR
 QUESTIONS AND COMMENTS**

We encourage you
 to participate in our commitment
 to a lifetime of good health
 by sending your questions
 and/or concerns to
 chiefscienceofficer@pompills.com
 Future newsletters will contain
 content derived from these
 questions and reader feedback.
 We look forward to
 hearing from you!



**NEXT ISSUE: POMEGRANATE
 SUPPLEMENT COMPARISONS**

How does POMx compare with
 other pomegranate supplements for
 antioxidant potency?



1.888.POMPILL
 WWW.POMPILLS.COM

