

REASONS TO DRINK 100% FLORIDA ORANGE JUICE

What is in those 8 ounces of Indian River Select® Brand 100% Pure Florida Orange Juice?

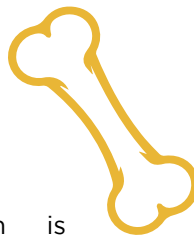
Antioxidants



One 8-ounce glass of **Indian River Select® Brand 100% Pure Orange Juice** provides 100 percent or more of the recommended Daily Value for vitamin C. Vitamin C is an important antioxidant. Antioxidants may help neutralize free radicals formed as part of the body's natural oxidation processes.

Calcium for Bone Health

An 8-ounce serving of calcium-fortified **Indian River Select® Brand 100% Pure Orange Juice** with Calcium is considered an excellent non-dairy, lactose free source of calcium, a mineral important for bone health. **Indian River Select® Brand 100% Pure Orange Juice** with Calcium also includes vitamin D, a key vitamin that helps support bone health.



Potassium

Potassium helps to maintain proper fluid balance, support healthy blood pressure and ensure a normal heart beat, muscle function and energy production. One 8-ounce glass of **Indian River Select® Brand 100% Pure Orange Juice** provides 14 percent of the Daily Value for potassium.



Folate (Folic Acid)

Folate is essential for fetal growth and development. It plays a role in DNA formation and cell division. Folic acid, the synthetic form of the vitamin found in supplements and fortified foods, is associated with helping reduce the risk of birth defects of the brain and spinal cord, known as "neural tube defects." Women should get adequate folic acid before and during early pregnancy and consume a healthy diet that includes foods with natural folate, such as **Indian River Select® Brand 100% Pure Orange Juice**. Pregnant women need 600 micrograms of folate each day. One hundred percent Florida orange juice is one of the few fruit juices considered a good source of natural folate and is recommended as part of a folate-rich diet.

Cognitive Function

Phytochemicals found in **Indian River Select® Brand's 100% Pure Orange Juice**, particularly the flavonoid hesperidin, may help maintain brain tissue cells. These flavonoids are able to cross the blood-brain barrier, which the body uses to protect the brain from harmful or damaging agents. Recent research suggests that hesperidin also has favorable effects on blood pressure and blood vessel function.



What are Phytochemicals?

Phytochemicals are found in plant based foods, such as fruits, vegetables, beans and grains. Plants produce these chemicals to protect themselves, but recent research suggests that they can also protect humans against diseases! Some of the well-known phytochemicals are lycopene in tomatoes, isoflavones in soy, and flavonoids in fruit.

What are Antioxidants?

Antioxidants are chemicals that block the activity of other chemicals known as free radicals. Free radicals are highly reactive and have the potential to cause damage to cells, including damage that may lead to cancer.

Vitamin Absorption

Indian River Select's® Brand 100% Pure Orange Juice is high in vitamin C, which may help aid the absorption of non-heme iron (the iron found in plants like spinach, not meat products). Vitamin C-rich

Thiamin



Thiamin, also known as vitamin B1, is important to the health of both men and women. It plays a role in the functions that help the body to convert food into energy. An 8-ounce glass of **Indian River Select® Brand 100% Pure Orange Juice** provides 18 percent of the Daily Value for thiamin.

