

SUNSWEEP® PRUNES

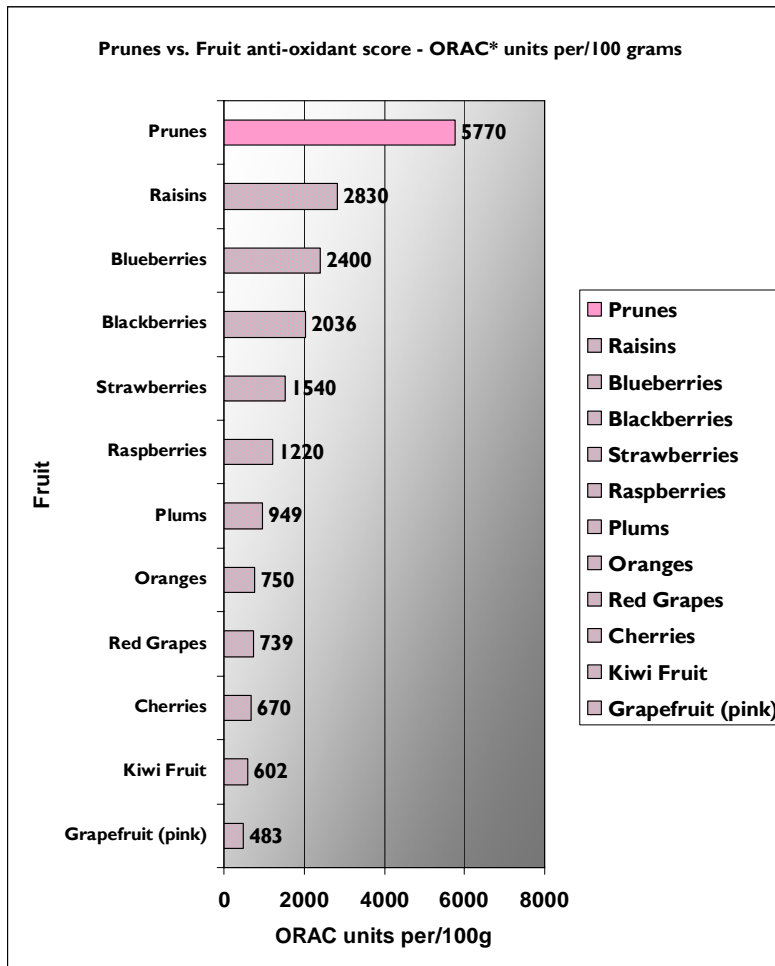
BITE FOR BITE, BETTER THAN FRESH FRUIT

Did you know prunes are an excellent source of vitamins and minerals, so much so that people have been eating them since the 15th century? They may not have the colourful good looks of a strawberry, or the exotic appeal of a papaya, but when it comes to antioxidants and vitamins, SUNSWEEP Prunes have more than a healthy advantage over fresh fruit.

They say an apple a day keeps the doctor away, but why settle for an apple when prunes contain many more nutrients. For example, gram-for-gram, SUNSWEEP Prunes have 27 times more vitamin A than apples.

Speaking of vitamins, SUNSWEEP Prunes are packed full of them! Each SUNSWEEP Prune contains Vitamin A, important for healthy skin and vision, growth, reproduction and the immune system. Vitamin B6, great for helping the body use fat for energy and assisting in the formation of red blood cells. Vitamin E, used in protecting cell membranes from the damaging effects of oxidation; which in turn, may help reduce the risk of heart disease and cancer.

It doesn't stop with just vitamins. According to research conducted at Tufts University, Boston, when compared to a wide variety of commonly eaten fruits and vegetables, prunes rank number one in antioxidant power, with a fruit antioxidant score* of 5,770 - over twice that of its nearest rival, the raisin and nearly six times more than a strawberry.



* Oxygen Radical Absorption Capacity is a test tube analysis that measures the total antioxidant power of foods and other chemical substances per 100g.

Source: ORAC Antioxidant Analysis from the Human Nutrition Centre at Tufts University in Boston, USA.

<http://www.sunsweet.com/Antioxidants.cfm>

SUNSWEET Prunes are also a real winner when it comes to providing the body with vital minerals. Each SUNSWEET Prune contains Potassium, necessary for healthy nerve impulses and muscle contractions. You may be aware that bananas are also a good source of Potassium, but did you know a SUNSWEET Prune contains twice as much of this essential mineral than bananas? And it's not just Potassium. Prunes also contain Magnesium, vital to many basic metabolic functions and Copper, helping the body metabolise and use carbohydrates, which in turn provides it with energy.

In addition, research shows that prunes can boost skeletal health. According to a study conducted at the Oklahoma State University, prunes may contribute to the prevention of bone loss in post-menopausal women. The study showed that women who ate twelve prunes daily for three months had significant increases in serum markers of bone formation, including levels of insulin-like growth factor-I (IGF-I) and serum BSAP (bone-specific alkaline phosphatase) activity.

So, with all these health benefits it's no wonder SUNSWEEP Prunes are brand leaders in both the UK and the US. In fact, latest figures show that one in every three prunes eaten throughout the world is a SUNSWEEP, making them the world's favourite prune.

Grown exclusively in SUNSWEEP's orchards in sun-drenched California, locals swear by them, and for many Hollywood stars, they're a must have. Why spend large sums of money on anti-ageing creams and supplements, when you can get everything you need for as little as 5p a prune! SUNSWEEP Prunes are versatile too. By simply adding a few to your cereal, combining them with a yoghurt for lunch, or just replacing them with your normal choice of snack during the day, you could really reap the rewards.