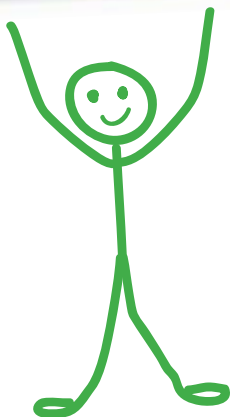




it shows

acidic or alkaline?



← acidic pH 6.0

6.0

6.4

6.8

7.2

7.6

8.0

alkaline pH 8.0 ▶

Feel the
difference in
21 days.



A balanced pH for the
healthiest body - naturally

Congratulations! The rewards for taking care of your health are numerous including more energy and more enjoyment from life!

When it comes to your health, you are likely doing a lot of things right - watching what you eat, exercising regularly and reducing stress wherever possible. However, there is one factor that is often overlooked. According to the latest research, ultimate health can only be achieved with a balanced pH.

What is pH?

pH (potential of hydrogen) represents the balance of positively charged (acid-forming) ions to negatively charged (alkaline-forming) ions in your body. The lower the pH of your blood, the more acidic; the higher the pH, the more alkaline.



Studies show your pH directly impacts your overall health, including energy, digestion and skin – as well as your risk for serious diseases, including cancer, osteoporosis and even obesity.

For optimum health, our body's pH should be slightly alkaline; however the majority of North Americans are overly acidic due mostly to their diets. The good news is that you can become more alkaline, starting with an easy pH test and the right dietary and lifestyle changes.

How does the Acid-Alkaline balance work?

Every day we derive energy from the foods we consume and a steady flow of oxygen. After food is consumed it is broken down, digested and absorbed. What's left behind is an ash residue that's either acidic – requiring elimination via the intestines, kidneys, skin or lungs - or alkaline.

Before the body can excrete acidic waste products, it must neutralize them using a steady source of oxygen and organic minerals found in foods such as vegetables, herbs and green food supplements. When there is ample oxygen and alkaline minerals available for neutralization, the body's pH remains balanced and its organs function correctly.

Are you at risk?

What causes acidosis? When we consume too many acid-forming foods, and not enough alkaline-forming foods, the body looks to its own 'buffers' (stored alkalinizing minerals) to neutralize the acidic load. Emotional and physical stress also increases acidity, due to its uric acid by-product.



What happens when the body is too acidic?

In addition to tell-tale signs such as low energy and poor digestion, studies have shown a direct link between an acidic pH and a variety of health issues, including:

- Free radical oxidation (premature aging)
- Inadequate absorption of essential vitamins and minerals
- Low bone density / Osteoporosis
- Poor skin and hair health
- Weight gain (increased cortisol which lays down abdominal fat)
- Internal toxin build-up
- Frequent colds, flu and headaches

pH and Weight Loss

Can a healthy pH help you lose weight? Yes! That's because instead of eating processed foods that overload your body and deplete energy, an alkaline-friendly diet feeds your body whole, natural foods for the best energy, digestion, and metabolism. Studies also show a diet heavy in acid-forming foods promotes production of the stress hormone cortisol – which in-turn promotes the accumulation of abdominal fat. In other words, pay attention to the pH scale and not your bathroom scale and your body will reward you back!

pH and Serious Illness

For years, doctors have linked oxygen supply with cancerous activity. Research shows acidosis (little to no oxygen) appears to allow pathogens and cancer cells to proliferate, whereas an alkaline pH (high oxygen levels) discourages cancer cell colony initiation and promotion. This explains why regular, deep belly breathing is so important – it feeds your body oxygen! (*Graci, The Path to Phenomenal Health, Wiley, 2005.*)

greens+ is research-proven to help achieve a healthy pH!



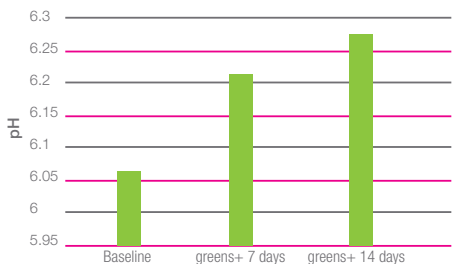
greens+ was shown in a recently published research study to statistically increase the urinary pH (i.e. increase alkalinity) of healthy men & women after being taken regularly for just 2 weeks. Results showed urinary pH became significantly more alkaline after just 7 days, and at the completion of the trial the average urinary pH

increased (became more alkaline) by two-fold.

Berardi JB, Logan AC, Rao V. Plant-based dietary supplement increases urinary pH. Journal of the International Society of Sports Nutrition 2008 Nov 6;5:20-7

The pH scale is logarithmic, which means that each number represents a 10 fold increase. For example, a pH of 8 is 10x more alkaline than 7 and 100x more alkaline than 6. In this case, a increase of pH from 6.07 to 6.27 represents a 2x increase in urinary pH in just 14 days!

The effects of greens+ on urinary pH



How are foods determined Acidic or Alkaline-forming?

Based on the Potential Renal Acid Load (PRAL) of foods, researchers have established a way to measure the ability of foods to increase or decrease the acid-base balance in the body. The most accurate and complete PRAL table can be found in the *Journal of the American Dietetic Assoc* (1995), by Thomas Remer, PhD and Friedrich Manz, MD.



To learn more about pH and healthy eating, go to genuinehealth.com and download a free preview from *The Power of Superfoods* by Sam Graci.

Use this food guide when shopping and meal planning

(pH level meter) acidic 6.0 ←

FOODS	6.0	6.4	6.8
VEGETABLES, BEANS, LEGUMES	Most Acid processed soybeans, salted & sweetened peanut butter	Medium Acid salted & unsweetened peanut butter	Low Acid corn, lentils, peanuts w/skin, organic peanut butter, soy protein powder, beans: kidney, lima, navy, pinto, white, black peas: green, split & chick, extra firm tofu, edamame
FRUITS	cranberry, dried fruit, (sulfured)	prunes, olives, pickles sweetened fruit juice, canned fruit, jams or preserves	dried fruit, natural figs, dates, bananas, unsweetened canned fruit, natural fruit juice, unsweetened jams & preserves
SEASONINGS, HERBS, SPICES	black pepper, MSG, soya sauce, brewer's and nutritional yeast	vanilla, nutmeg, mayonnaise, ketchup	tahini, carob, cocoa regular table salt
BEVERAGES	alcoholic drinks, soft drinks	coffee (milk & sugar)	unsweetened soy milk & rice milk, black tea, black & decaf coffee
GRAINS, CEREALS, OTHER	barley, pastries, cakes, tarts, cookies	plain rice protein powder, rolled oats & oat bran, rye, white bread, white pasta & rice	brown & basmati rice, wheat & buckwheat, kasha, amaranth, whole wheat & corn pasta, whole grain bread
NUTS, SEEDS, GRASSES, SPROUTS, OILS	pistachios, trans fatty acids, acrylamides	cashews, pecans, walnuts	popcorn, canola oil, grapeseed oil, green soybeans, pine nuts, safflower oil
MEATS, FISH & FOWL	beef, lobster	chicken, lamb, pork, veal	fish, turkey, venison, wild duck, seafood
DAIRY, EGGS	processed cheese, hard cheese, yolk of chicken eggs	soy cheese & soft cheese, ice cream, whole chicken eggs	cow's milk, cream, yogurt, butter, buttermilk, white of chicken eggs
SWEETENERS	artificial sweeteners	corn syrup & fructose, high-fructose corn syrup, sugar	commercial honey
VINEGAR	white vinegar	balsamic vinegar	rice vinegar

Healthy Eating Tips

- Balance your meal with a salad, a vegetable, a small portion of meat, fish or a vegetarian entrée. Skip the bread and the dessert.
- Control your sauces as they contain most of an entrée's fat and calories
- Rather than fat-laden creamy dressings on a salad, use tablespoon of organic, extra-virgin olive oil

For a complete meal plan, alkaline recipes, and dining-out tips, visit genuinehealth.com.



to help you keep your body's pH balance in check.

▶ alkaline 8.0

7.0	7.2	7.8	8.0
<p>Low Alkaline</p> <p>brussels sprouts, beets (tops & roots), tomatoes & tomato juice, fresh peas, dark lettuce, all mushrooms, potatoes w/skin, pumpkin, squash, tempeh</p>	<p>Medium Alkaline</p> <p>bell pepper, cauliflower, parsnip, endive, ginger root, sweet potato, cabbage, celery, carrots, asparagus</p>	<p>Most Alkaline</p> <p>broccoli, cucumber, cilantro, garlic, oriental greens, onions, kale, spinach, parsley, sea vegetables, greens+</p>	
<p>fresh pineapples, apricots, grapes, blueberries, strawberries, blackberries, papayas</p>	<p>apple, avocado, pink grapefruit, lemon, lime, mango, pear, peach</p>	<p>cantaloupe, honeydew, raisins, nectarine, raspberry, watermelon, fresh black cherries, black olives in oil</p>	
<p>most herbs, curry, mustard powder, kola nut, tamari, milk thistle, maca, astragalus, suma, echinacea</p>	<p>cinnamon, ginger, dill, mint, peppermint, turmeric, rhodiola, basil, oregano, licorice root, Siberian ginseng</p>	<p>Celtic sea salt, Real Salt (Great Salt Lake), miso & natto, cayenne, ashwagandha gotu kola, ginkgo biloba, baking soda (sodium bicarbonate)</p>	
<p>dry red wine, unsweetened almond milk, distilled water, beer (draft) or dark stout, black coffee (organic)</p>	<p>Teas: green, matcha green, ginger, rooibos, chamomile, water, ozonated water, ionized water, aloe vera juice</p>	<p>electron-rich alkaline water, plasma activated water (PAW), greens+</p>	
<p>whole oats, quinoa, wild rice, millet & spelt, hemp protein powder</p>		<p>bee pollen, soy lecithin granules, dairy-free probiotic cultures</p>	
<p>hazelnuts, flaxseed & sea buckthorn oils, hemp seeds & oil, sesame seeds & oil, sunflower seeds & oil, fresh coconut & oil</p>	<p>extra virgin olive oil, borage & primrose oil, chestnuts, Brazil nuts, light & dark flaxseeds, macadamia nuts, black currant oil</p>	<p>pumpkin seeds, almonds w/skin, plain almond butter w/skin, all sprouts, wheat grass, alfalfa grass, barley grass</p>	
<p>cod liver oil</p>	<p>wild, pure Omega-3 fish oil, CLA (conjugated linoleic acid)</p>		
<p>soft goat cheese, fresh goat milk</p>	<p>dairy probiotic cultures, whey protein isolate powder</p>	<p>human breast milk (for nursing infants)</p>	
<p>stevia, brown rice syrup, pure maple syrup, unpasteurized honey</p>	<p>(unsulfured) blackstrap molasses</p>		
	<p>apple cider vinegar</p>		

pH and Vitamin Absorption

If your body is too busy neutralizing its acidic load, it can't digest or absorb vitamins and minerals from food and supplements. If you decrease the acidic load you can reverse this situation – not to mention reap the important benefits of a daily multi-vitamin or Omega-3 supplement, for example.

pH and Osteoporosis

Research continues to show a direct correlation between an acidic pH and poor bone health. Excess acidity in the body will pull alkaline minerals from anywhere it can find them – namely Calcium from our bones. During this process, osteoclasts (the cells that break down bone) become activated while osteoblasts (cells that build bone) become inhibited. If not corrected, bone loss occurs more rapidly, resulting in osteopenia, followed by osteoporosis.

Recommended supplement:



greens+ bone builder feeds the body the most alkalinizing synergy of bone-building nutrients, including 3 forms of highly absorbable Calcium, Magnesium, Vitamin D₃ and Lycopene.

Benefits include:

- Reduces risk of osteoporosis
- Increases bone mineral density and promotes bone formation

pH and Healthy, Youthful Skin

Your skin is your largest organ, and your body relies on it to excrete toxins. When the acid load is too much, it can show up in the form of dark circles, premature signs of aging and blemishes. Bottom line: beauty is skin deep and a healthier pH will make it so.

Recommended supplement:



healthy skin with greens+ provides the most effective whole food formula for a healthier pH plus noticeably improved skin. In addition to its highly alkaline-forming and phytonutrient-rich **greens+** base, it contains powerful, skin-boosting antioxidants such as Cocoa Seed extract.

Benefits include:

- Reduction of fine lines and wrinkles
- Reduction of redness, roughness and scaling

Is consuming more Calcium the answer?

Not according to the latest research. Our body can only absorb approximately 500 mg of Calcium at one time. Any amount beyond that is not absorbed and increases acidity.

Much of my research has shown that dietary antioxidants - including the polyphenols and the carotenoid lycopene found in brightly coloured fruits and vegetables - play a very important role in bone health, which may be important in increasing bone density, development and repair.

- Dr. L. Rao

Director of Calcium Research Laboratory, St. Michael's College and University of Toronto

How to Measure your pH

For the best results, test your pH for 30 days, 3 times daily, approximately 2 hours away from meals. You can use your urine or saliva; however urine often provides a more accurate reading. The first reading should be done after 4 a.m., at the time of your first urinary void.

1


Tear off a strip (approximately 2.5 cm or 1 inch long).

3

Once the paper makes contact, immediately compare its colour to the colour-coded chart on the pH dispenser.

2

If using urine, place the pH paper in direct contact at mid-stream or into a cup containing a urine sample. If you are using saliva, do not let the strip touch your mouth or tongue. Instead, collect a sample of your saliva in a spoon or cup and dip the pH paper in.

4

Write down your results each time. Continue this for 30 days.



What does it mean?

An ideal pH range is between 6.2 to 7.4, typically fluctuating as follows:

- Morning: 6.2 to 7.0
- Afternoon: 6.6 to 7.2
- Evening: 7.0 to 7.4

If your pH level is consistently 5.5 or less, you are overly acidic and should adjust your diet accordingly. While you may feel okay, your health is at risk over the long-term.

How to become more Alkaline

One of the most important steps to increasing alkalinity is to reduce intake of acid-forming foods and increase intake of alkaline-forming foods. The ideal diet is comprised of 75% alkaline-forming foods and 25% acid-forming foods. Other proven ways to become more alkaline, include:

- Reduce and/or eliminate stress
- Reduce and/or eliminate medications where possible
- Exercise regularly
- Practice deep belly breathing throughout the day

**Did you know?*

greens+ is formulated with highly alkalizing ingredients such as soy lecithin, organic spirulina, chlorella, beet juice powder, alfalfa, barley and wheat grass to help promote a balanced pH.



Learn more about pH

To find out more about the acid-alkaline connection, including how to choose the right supplements and more, visit: www.genuinehealth.com.

Easy Steps You Can Take Now!

- ✓ Drink fresh, natural water throughout the day with a squeeze of lemon.
- ✓ Begin each morning with a green food, such as **greens+ Instant Smoothie a day.**
- ✓ Enjoy avocados, carrots, celery and apples as healthy snack options.
- ✓ Practice deep belly breathing when stuck in traffic or sitting at your desk.



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