

**PACKED FULL OF SUPERFOOD POWERS, ADD PRUNES TO YOUR
DIET TODAY TO RECEIVE THE HIGHEST LEVEL OF ANTIOXIDANTS**

Every year a new fruit or vegetable is hailed a superfood. From blueberries to acai berries, nutritionists and health gurus seem to be always alerting us to another food that has been crowned King of the shopping aisles. But there is one fruit which has been aiding our health for years and continues to provide an assortment of potent dietary benefits - the Prune!

Offering the highest level of antioxidants¹ of any fruit or vegetable, and packed full of vitamins and minerals, this wrinkly dried fruit just proves that it is what's on the inside, not the outside that counts!

California Prunes are dried in quality controlled conditions to produce the highest quality prunes in the world, which in turn provide the following health benefits:

- **Antioxidants:** California Prunes have the **highest** anti-oxidant rating of any fruit or vegetable¹. Anti-oxidants help slow down the process of ageing, protect against heart disease and certain types of cancer
- **Natural Sugar:** Prunes contain only naturally occurring sugars, with no added sugar. Natural sugars are slow releasing and maintain energy levels throughout the day (great for those on a GI diet)
- **Fat Free:** California Prunes are fat free, so make a great, healthy snack
- **Fibre:** Prunes are a good source of fibre. A daily serving of 40g (5 prunes) will provide 1/6 of an adult recommended daily intake for fibre
- **Salt and Sodium:** Prunes are salt and sodium free
- **Post-Menopausal Osteoporosis:** moderate consumption of California Prunes may help in the prevention of post-menopausal osteoporosis²

California Prunes are so healthy that they are the Official Snackfood of England Netball, the world's most popular team sport for women, with 1.1million women and girls playing in the UK every week. By eating just a few prunes players can ensure that they are full of energy for every match, as well as protecting their bones against post-menopausal osteoporosis².

So if you're trying to decide if it should be goji berries or wheatgrass taking pride of place in your shopping basket this week, forget the hype and eat some high quality California Prunes instead.

Visit www.californiaprunes.co.uk

Editor's notes:

1 Anti-oxidant analysis called ORAC (Oxygen Radical Absorbance Capacity) developed by the Agricultural Research Service's Human Research Centre, Tufts University, Boston. See also 'The ORACle Diet', 2002, Michael van Straten

2 Osteoporosis research, Department of Nutritional Sciences, Oklahoma State University, Stillwater, OK, USA

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