

APPENDIX TO INITIAL DECISION

FTC DOCKET 9344

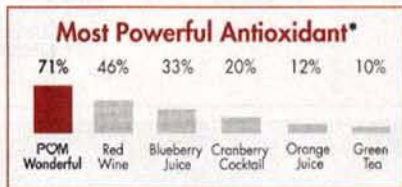
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 RUN DATE: 10/12/2003

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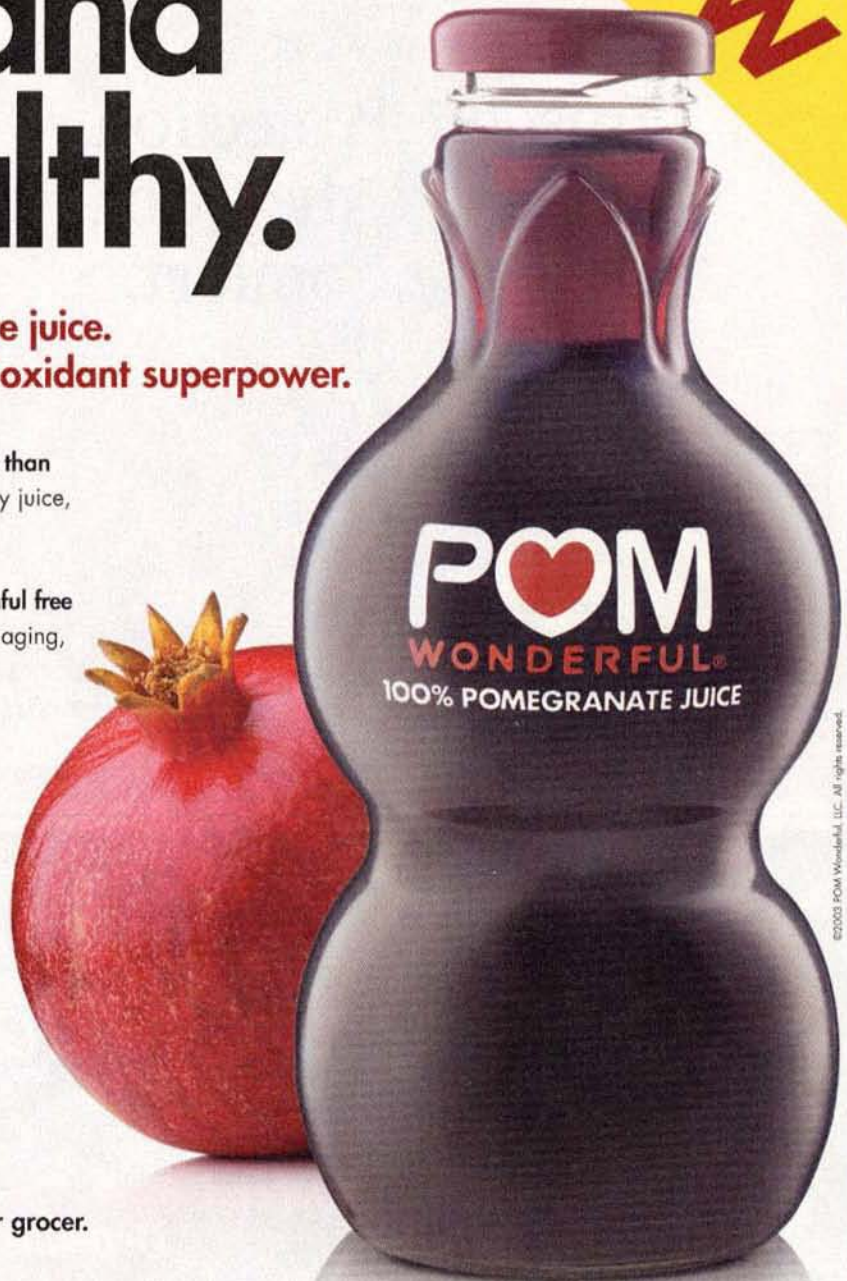
Drink and be healthy.

100% all-natural pomegranate juice.
The delicious, refreshing antioxidant superpower.

- More naturally occurring antioxidant power than any other drink, including red wine, blueberry juice, cranberry juice, orange juice and green tea.
- Antioxidants guard your body against harmful free radicals that can cause heart disease, premature aging, Alzheimer's disease, even cancer.



- Medical studies have shown that drinking 8oz. of POM Wonderful pomegranate juice daily minimizes factors that lead to atherosclerosis (plaque buildup in the arteries), a major cause of heart disease.



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In the refrigerated produce section of your grocer.
www.pomwonderful.com

*Chart compares ability of various juices to eliminate harmful free radicals; units are % of free radicals eliminated. Source: Aviram, M., Technion Faculty of Medicine. Data on file.

MFR. COUPON EXP. 02.29.04



SAVE \$100

on any flavor, any size

POM Wonderful®

100% Pomegranate Pomegranate Tangerine
 Pomegranate Blueberry Pomegranate Cherry

In the refrigerated produce section

RETAILER: We will reimburse you the face value of this coupon plus 8 cents handling provided you and the consumer have complied with the terms of this offer. Invoices proving purchase of sufficient stock of our brand to cover presented coupons must be shown on request. Any other application may constitute fraud. Coupon void where prohibited, taxed or restricted. Consumers must pay any sales tax. Cash value 1/45 cent. Reproduction of this coupon is expressly prohibited. Mail coupons to: POM Wonderful, LLC, CMS Dept. 24150, One Fawcett Drive, Del Rio, TX 78840. POM Wonderful is a registered trademark of POM Wonderful, LLC. ©2003 POM Wonderful, LLC. All rights reserved.



VMS-0000198

CX0016_0001

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POMEGRANATE JUICE.

STUDIES SHOW THAT 10 OUT OF 10 PEOPLE DON'T WANT TO DIE

IT'S NOT EASY BEING ALIVE IN TODAY'S POLLUTED, STRESSED OUT WORLD. Here's a tip: with more naturally occurring antioxidant power than any other drink, a glass of POM Wonderful® Pomegranate Juice a day might be just what the doctor ordered.

Fighting Free Radicals

Let's start with the problem: free radicals...unstable little molecules that can accelerate aging, lead to heart disease and stroke, and have even been implicated in cancer. Where do they come from? Everywhere. Free radicals are formed by exposure to air pollution, alcohol, pesticides, sunlight, tobacco smoke, drugs, even fried foods. Of course, when you're very young, your

body's self-repair mechanism can neutralize the activity of many free radicals. But by the time you're in your twenties, those mechanisms just don't work as well. That's where antioxidants come in.



fig. 1 THE HEART

They neutralize free radicals, helping to prevent the cell and tissue damage that leads to disease. Which brings us back to POM Wonderful Pomegranate Juice.

Not All Antioxidants are Equal

Since our bodies don't produce enough antioxidants to do the job on their own, we need a little outside help. POM Wonderful Pomegranate Juice, with a higher

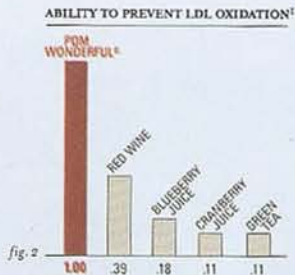
In the refrigerated produce section of your grocer.

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VMS-0000205

CX0029_0001

advertisement



level of antioxidants than any other drink, is a real Antioxidant Superpower.TM

Our Research: Heartening

We've been working with a number of top scientists, including a Nobel Laureate, for 6 years now and our seven published, peer-reviewed papers reveal heartening results. Here's the story: Free radicals are the culprits that turn LDL – or "bad" cholesterol – into that sticky stuff that becomes the plaque that clogs your arteries. Our scientific research shows that pomegranate juice is 8 times better than green tea at preventing formation of oxidized (sticky) LDL!¹ And a clinical pilot study shows that an 8 oz. glass of POM Wonderful 100% Pomegranate Juice, consumed daily, reduces plaque in the arteries up to 30%.²

The Heart Stopping Truth

Remember: heart disease is America's number one killer. For women as well as men. 98% of heart attacks are due to atherosclerosis, or too much plaque in the arteries. That same plaque increases your chance of stroke. One final scary statistic: half of patients who have a severe heart attack have normal cholesterol levels. In other words, we're all at risk.

Just a Glass a Day

To keep your heart healthy: exercise regularly. Eat a healthy diet. And drink 8 ounces of POM Wonderful Pomegranate Juice. Make every day a good day to be alive.



POM Wonderful Pomegranate Juice is the Antioxidant Superpower.TM Drink a glass a day!

¹Aviram, M., *Drugs Under Experimental and Clinical Research*, 2002. Indexed values, based on relative amount of oxidized LDL created. ²Aviram, M., *Clinical Nutrition*, 2004.

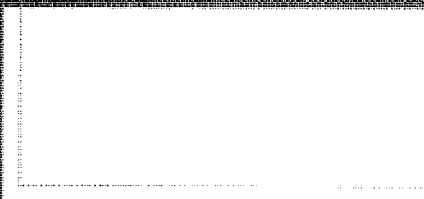
For more medical research on the Antioxidant Superpower, visit pomwonderful.com

VMS-0000206

CX0029_0002

TIME

Drink to
prostate
health.



JOB NO: PJ9745	SIZE: 7.875"x10.5"	COLOR: 4/C PROS	DATE: 08-25-08
PROJECT: NY Times Magazine Wrap	SIZE: 7.125" x 9.75"	PRINTING: BLEED (ON BOTH SIDES)	DATE: 09-09-08
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POM-OS00001566

CONFIDENTIAL-FTC Docket NO. 9344

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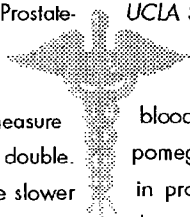
POM Wonderful and Prostate Health



A recently published medical study involving POM Wonderful 100% Pomegranate Juice followed 46 men previously treated for prostate cancer either with surgery or radiation.

After drinking eight ounces of POM Wonderful 100% Pomegranate Juice daily for at least two years, these men experienced significantly slower PSA doubling times. PSA (Prostate-Specific Antigen) is a biomarker that indicates the presence of prostate cancer. "PSA doubling time" is a measure of how long it takes for PSA levels to double. A longer doubling time may indicate slower progression of the disease.

"This is a big increase. I was surprised when I saw such an improvement in PSA numbers," said Dr. Allan Pantuck, lead author of the UCLA Study.



In addition, in-vitro testing using blood serum from the patients who drank pomegranate juice showed a 17% increase in prostate cancer cell death and a 12% decrease in cancer cell growth.

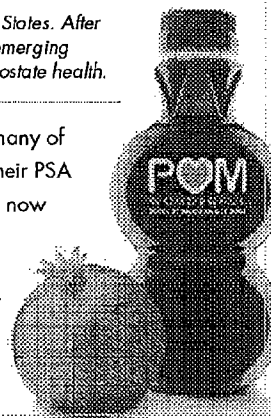
At the beginning of the study, PSA levels doubled on average every 15 months. By the end of the study, doubling time had slowed to 54 months - nearly a four-fold improvement.

One important note: All patients drank the same POM Wonderful 100% Pomegranate Juice which is available in your supermarket produce section.

Prostate Cancer is the most commonly diagnosed cancer in men in the United States. After lung cancer, it's the second leading cause of cancer death in men. However, emerging science suggests that diet and lifestyle may be able to significantly improve prostate health.

The Research Continues Results from this study were so promising that many of the original patients continued to drink pomegranate juice daily, and their PSA doubling times remained suppressed. Three more clinical studies are now underway to further investigate the effects of POM on prostate health.

Learn why POM Wonderful is the only pomegranate juice you can trust.
(See inside back cover of this wrap.)



POM WONDERFUL
pomwonderful.com

PJ9745_POMthe wrap_F.indd 2

9/10/08 9:24:12 AM

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SCALE: 1:1	BLEED: 8.375" x 11"	PRINTOUT SIZE: 100%	PROOF MARK: F

The proof is in the POM

100% Authentic

POM is the only brand guaranteed to contain 100% real pomegranate juice. We wish other brands were as honest. In fact, according to recent independent tests, nine out of ten so-called "pomegranate" juices were found to have added sugar, colorants and other low-grade fruit juices.

Tree to Bottle

POM is the only brand that controls its juice from tree to bottle, batch to batch, year to year. We only grow "Wonderful" variety pomegranates, renowned for their superior antioxidants and delicious taste. And every 16oz bottle contains the juice of five whole pomegranates.

The Antioxidant Superpower™

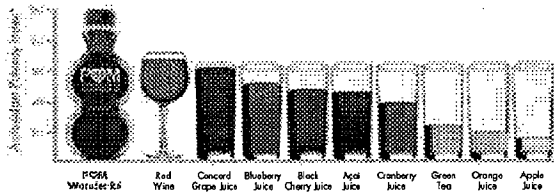
With uniquely high levels of powerful antioxidants, POM Wonderful 100% Pomegranate Juice has demonstrated superior ability to neutralize harmful free radicals and to inhibit excess inflammation.

Backed by Science

Only POM is backed by \$25 million in medical research conducted at the world's leading universities. Clinical studies have documented the benefits of drinking POM Wonderful 100% Pomegranate Juice, including improved cardiovascular and prostate health.

More Antioxidants

Sip for sip, POM Wonderful 100% Pomegranate Juice has more polyphenol antioxidants than red wine, green tea and other juices.



*Index combines results from four leading antioxidant tests (ORAC, DPPH, FRAP, TEAC). N. Soomra, et al., "Comparison of Antioxidant Potency of Commonly Consumed Polyphenol-Rich Beverages in the United States," Journal of Agricultural Food and Chemistry 12008.

PJ9745_POMtime wrap_F.indd 3

9/10/08 9:24:12 AM

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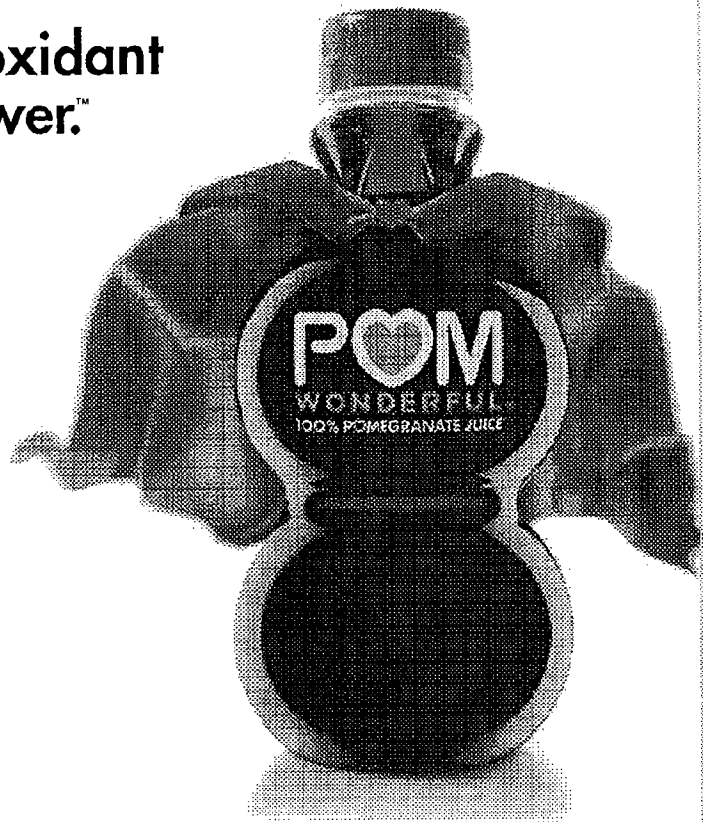
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POM-OS00001568

CONFIDENTIAL-FTC Docket NO. 9344

RESP024723

The Antioxidant Superpower.™



What's it like to have a personal superhero? Find out by drinking delicious and refreshing POM Wonderful® 100% Pomegranate Juice. It has more naturally occurring antioxidants than other drinks. Antioxidants fight free radicals, villainous little molecules that may cause premature aging, heart disease, stroke, Alzheimer's, even cancer. All you need is eight ounces to save the day. Every day.



The Antioxidant Superpower.™ 100% Pure Pomegranate Juice.

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PJ9745_POM lime wrap_F.indd 4

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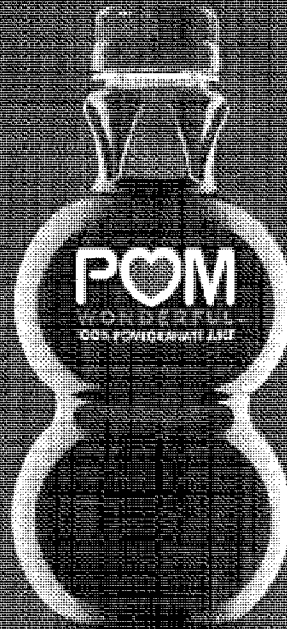
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CONFIDENTIAL-FTC Docket NO. 9344

RESP024724

TIME

Drink to
prostate
health.



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POM-OS00001570

CONFIDENTIAL-FTC Docket NO. 9344

RESP024725

POM Wonderful and Prostate Health



A recently published medical study involving POM Wonderful 100% Pomegranate Juice followed 46 men previously treated for prostate cancer either with surgery or radiation.

After drinking eight ounces of POM Wonderful 100% Pomegranate Juice daily for at least two years, these men experienced significantly slower PSA doubling times. PSA (Prostate-Specific Antigen) is a biomarker that indicates the presence of prostate cancer. "PSA doubling time" is a measure of how long it takes for PSA levels to double. A longer doubling time may indicate slower progression of the disease.

"This is a big increase. I was surprised when I saw such an improvement in PSA numbers," said Dr. Allan Pantuck, lead author of the UCLA Study.

In addition, in-vitro testing using blood serum from the patients who drank pomegranate juice showed a 17% increase in prostate cancer cell death and a 12% decrease in cancer cell growth.

At the beginning of the study, PSA levels doubled on average every 15 months. By the end of the study, doubling time had slowed to 54 months – nearly a four-fold improvement.

One important note: All patients drank the same POM Wonderful 100% Pomegranate Juice which is available in your supermarket produce section.

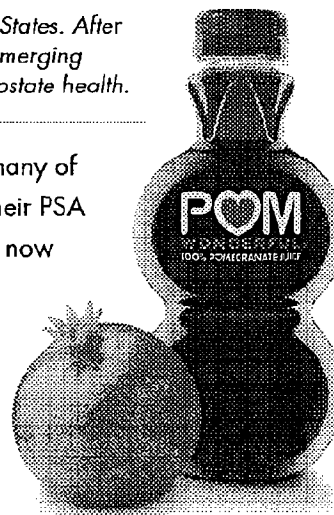
Prostate Cancer is the most commonly diagnosed cancer in men in the United States. After lung cancer, it's the second leading cause of cancer death in men. However, emerging science suggests that diet and lifestyle may be able to significantly improve prostate health.

The Research Continues Results from this study were so promising that many of the original patients continued to drink pomegranate juice daily, and their PSA doubling times remained suppressed. Three more clinical studies are now underway to further investigate the effects of POM on prostate health.

Learn why POM Wonderful is the only pomegranate juice you can trust. (See inside back cover of this wrap.)



pomwonderful.com





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The Antioxidant Superpower

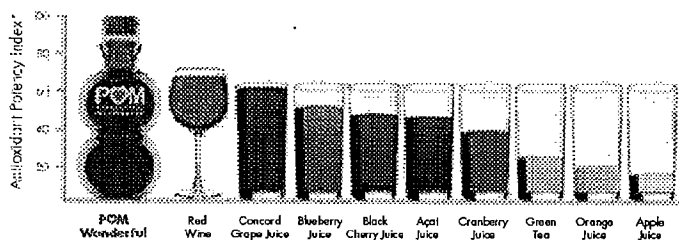
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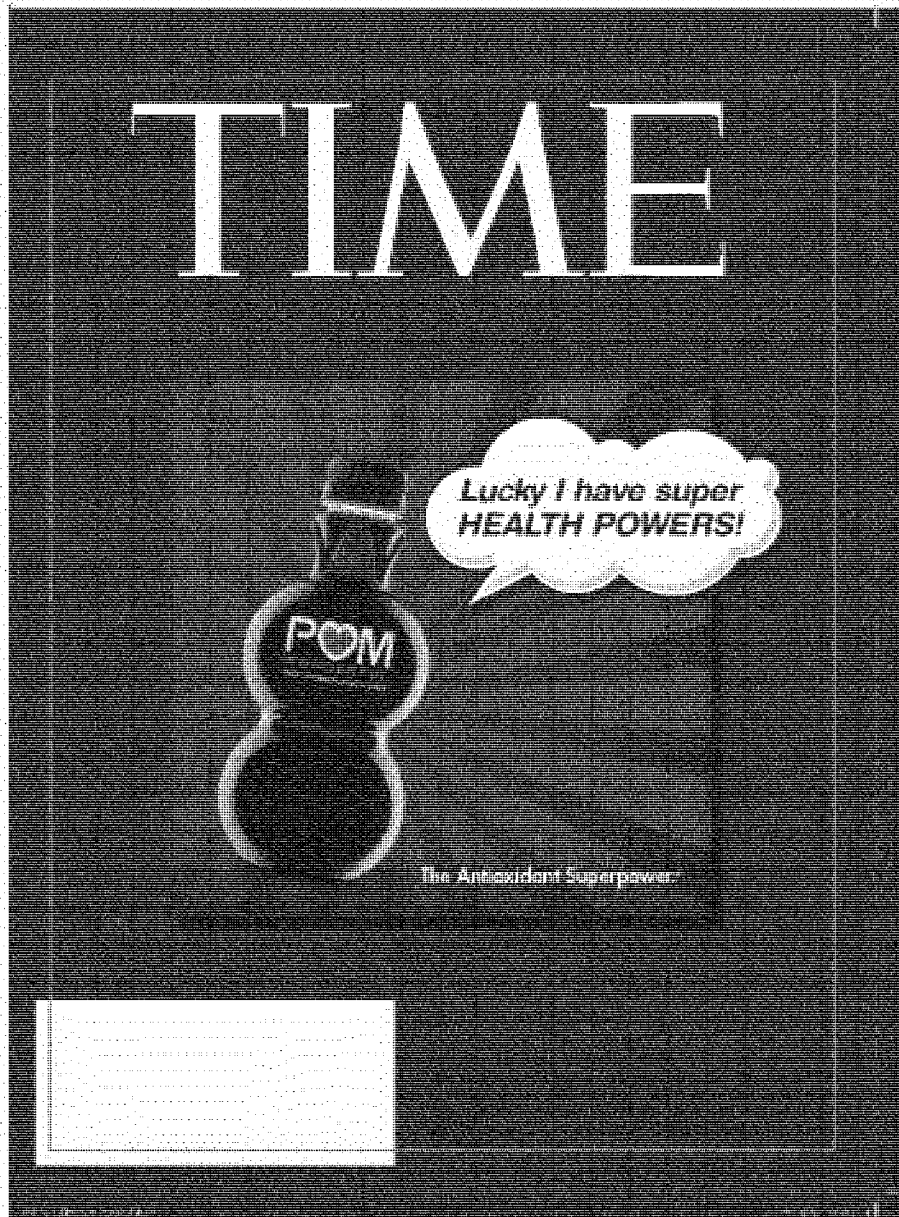
Ingredients:
pomegranates,
\$25 million
in medical
research.



What goes into our POM Wonderful bottle goes into you — 100% authentic Wonderful variety pomegranate juice, your daily dose of free-radical-fighting antioxidants, \$25 million in published medical research and proven health benefits. Nothing else. That means no cheap filler juices. No sweeteners. And no added colorants. So read the label. And drink to your health. Trust in POM.


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JOB NO: P2007	TRIM: 7.875" x 10.5"	COLOR: 4/C PROS	DATE #: 9-02-00	CREATIVE: CJ
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PROSTATE HEALTH!
\$32 million in medical research.

A recently published pilot study* involving POM Wonderful 100% Pomegranate Juice followed 46 men previously treated for prostate cancer either with surgery or radiation.

After drinking eight ounces of POM Wonderful 100% Pomegranate Juice daily for at least two years, these men experienced significantly slower average PSA doubling times. PSA (Prostate-Specific Antigen) is a biomarker that indicates the presence of prostate cancer. PSA doubling time is a measure of how long it takes for PSA levels to double. A longer doubling time may indicate slower progression of the disease.

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The Research Continues: Results from this study were so promising that many of the original patients continued to drink pomegranate juice daily, and their PSA doubling times remained suppressed. Three more clinical studies are now underway to further investigate the effects of POM on prostate health.

Learn why POM Wonderful is the only pomegranate juice you can trust. (See inside back cover of this wrap.)


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* Published in *Urologic Oncology* (also known as *Journal of Cellular Biochemistry*) (2006). Visit pomwonderful.com/health/research to review this and other published studies.

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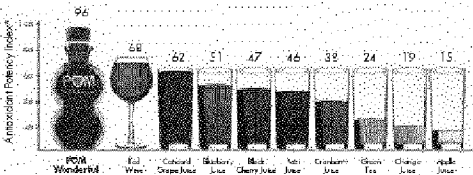
100% Authentic
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Tree to Bottle
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 With uniquely high levels of powerful antioxidants, POM Wonderful 100% Pomegranate Juice has demonstrated superior ability to neutralize harmful free radicals and to inhibit excess inflammation.

Backed by Science
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More Antioxidants
 Sip for sip, POM Wonderful 100% Pomegranate Juice has more polyphenol antioxidants than red wine, green tea and other juices.



Beverage	Antioxidant Polyphenol Index
POM Wonderful	96
Red Wine	58
Concord Grape Juice	62
Blackberry Juice	51
Blueberry Juice	47
Noni Juice	46
Cranberry Juice	39
Green Tea	24
Orange Juice	19
Apple Juice	15



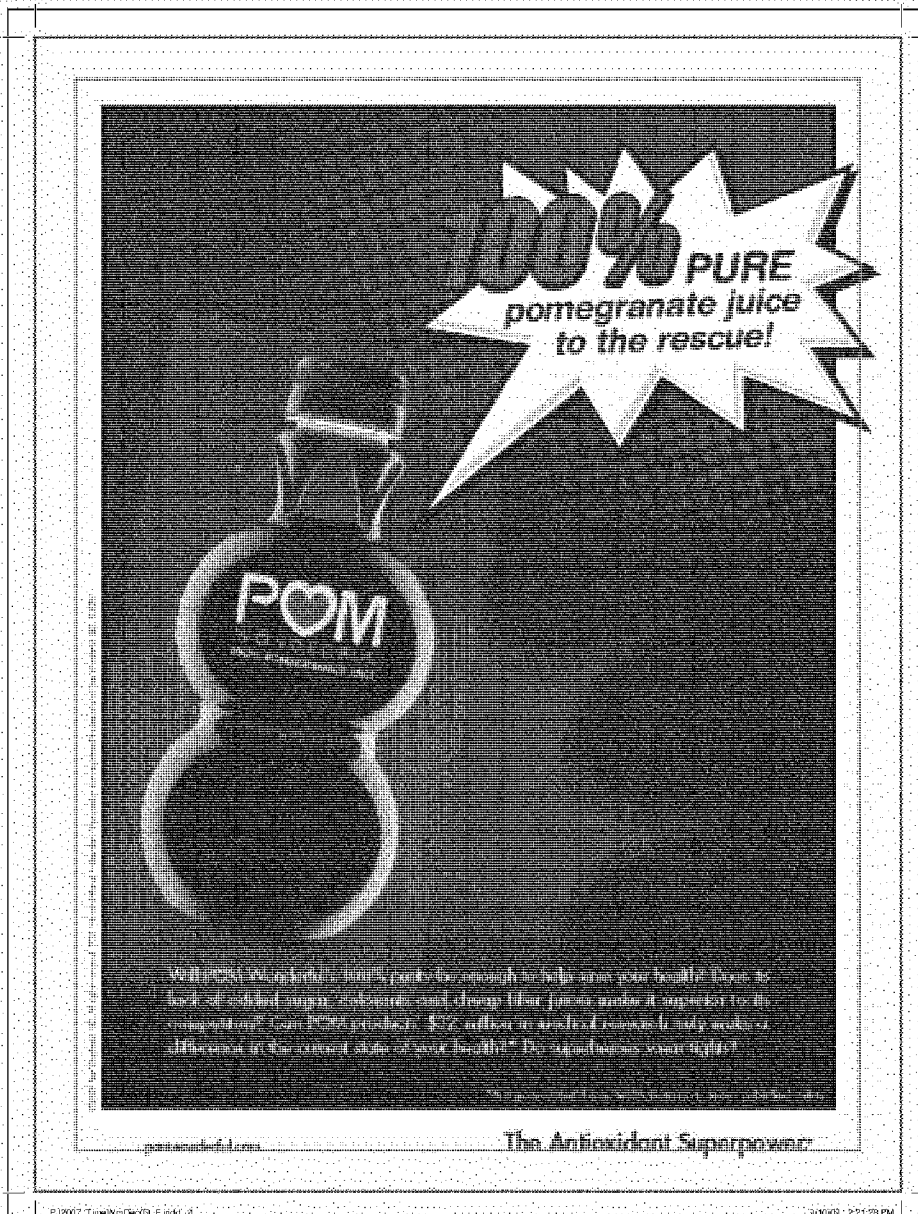
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*Index combines results from four leading antioxidant tests (ORAC, DPPH, FRAP, TEAC). N. Samaan, et al., "Comparison of Antioxidant Potency of Commercially Consumed Polyphenol Rich Beverages to the United States," *Journal of Agricultural and Food Chemistry* (2008). <http://pubs.acs.org/doi/10.1021/jf072030a>

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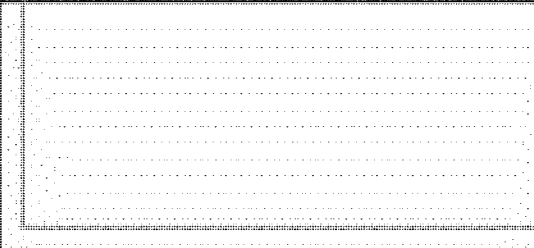
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TIME

Lucky I have super
HEALTH POWERS!



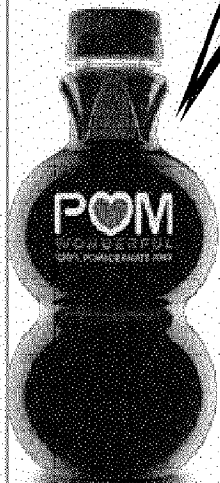
The Antioxidant Superpower.™



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HOLY HEALTH!
\$32 million in medical research.



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After drinking eight ounces of POM Wonderful 100% Pomegranate Juice daily for at least two years, these men experienced significantly slower average PSA doubling times. PSA (Prostate-Specific Antigen) is a biomarker that indicates the presence of prostate cancer. PSA doubling time is a measure of how long it takes for PSA levels to double. A longer doubling time may indicate slower progression of the disease.

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The Research Continues Results from this study were so promising that many of the original patients continued to drink pomegranate juice daily, and their PSA doubling times remained suppressed. Three more clinical studies are now underway to further investigate the effects of POM on prostate health.

Learn why POM Wonderful is the only pomegranate juice you can trust. *(See inside back cover of this wrap.)*

pomwonderful.com



* Pantuck et al., Phase II study of pomegranate juice for men with rising prostate specific antigen following surgery or radiation for prostate cancer, *Clinical Cancer Research*, 2005. Visit pomwonderful.com/health/research to review this and other published studies.

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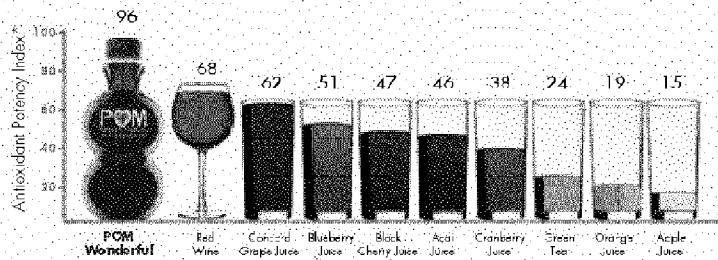
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JOB NO.: PJ2005	TRIM: 7.875" x 10.5"	COLOR: 4/C PROCESS	DATE IN: 7-22-09
PROJECT: TimeWrap Oct09	LIVE: 7.125" x 9.75"	LIVE, TRIM, BLEED (DO NOT PRINT)	DATE OUT: 8-20-09
SCALE: 1 : 1	BLEED: 8.375" x 11"	PRINTOUT SIZE: 100%	PROOF ROUND: F2

**Risk your health
in this economy?
NEVER!**

POM
WONDERFUL
100% PURE POMEGRANATE JUICE

In a time of financial distress, one 16-ounce hero has devoted itself to maintaining the world's health: POM Wonderful. One of the POM products backed by \$32 million in medical research*, the Antioxidant Superpower will defend you with the full force of its 100% pure pomegranate juice. And you will survive.

pomwonderful.com

The Antioxidant Superpower.®

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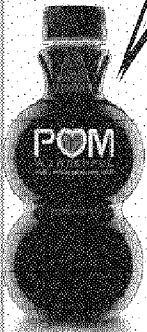
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JOB NO.: PJ2006	TRIM: 7.875" x 10.5"	COLOR: 4/C PROS	DATE: 09-01-09	CREATIVE: CJ
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SCALE: 1 : 1	BLEED: 8.375" x 11.0"	PRINTING SIZE: 100%	RELEASE DATE: 0-10-09	PROOF: FZ

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POY HEALTH!
\$32 million in medical research

A recently published pilot study* involving POM Wonderful 100% Pomegranate Juice followed 46 men previously treated for prostate cancer either with surgery or radiation.

After drinking eight ounces of POM Wonderful 100% Pomegranate Juice daily for at least two years, these men experienced significantly slower average PSA doubling times. PSA (Prostate-Specific Antigen) is a biomarker that indicates the presence of prostate cancer. PSA doubling time is a measure of how long it takes for PSA levels to double. A longer doubling time may indicate slower progression of the disease.

At the beginning of the study, PSA levels doubled on average every 15 months. By the end of the study, doubling time had slowed to 54 months – nearly a four-fold improvement. *“This is a big increase. I was surprised when I saw such an improvement in PSA numbers,”* said Dr. Allan Pantuck, lead author of the UCLA Study.


One important note: All of the patients drank the same POM Wonderful 100% Pomegranate Juice which is available in your supermarket produce section.

Prostate cancer is the most commonly diagnosed cancer in men in the United States. After lung cancer, it's the second leading cause of cancer death in men. However, emerging science suggests that diet and lifestyle may be able to significantly improve prostate health.

The Research Continues: Results from this study were so promising that many of the original patients continued to drink pomegranate juice daily, and their PSA doubling times remained suppressed. Three more clinical studies are now underway to further investigate the effects of POM on prostate health.

Learn why POM Wonderful is the only pomegranate juice you can trust. (See inside back cover of this wrap.)

pomwonderful.com





* Published at: *Phase II study of pomegranate juice for men with rising prostate-specific antigen following surgery or radiation for prostate cancer* (Clinical Cancer Research 2004). Visit pomwonderful.com/health/research to review this and other published studies.

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JOB NO.: PJ2006	TRIM: 7.875" x 10.5"	COLOR: 4/C PROS	DATE IN: 9-01-09	CREATIVE: CJ
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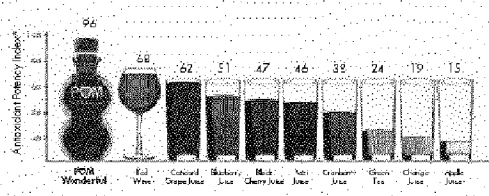
100% Authentic
 POM is the only brand guaranteed to contain 100% real pomegranate juice. We wish other brands were as honest. In fact, according to recent independent tests, nine out of ten so-called "pomegranate" juices were found to have added sugar, colorants and other low-grade fruit juices.


Tree to Bottle
 POM is the only brand that controls its juice from tree to bottle, batch to batch, year to year. We only grow "Wonderful" variety pomegranates, renowned for their superior antioxidants and delicious taste. And every 16oz bottle contains the juice of five whole pomegranates.

The Antioxidant Superpower®
 With uniquely high levels of powerful antioxidants, POM Wonderful 100% Pomegranate Juice has demonstrated superior ability to neutralize harmful free radicals and to inhibit excess inflammation.

Backed by Science
 Only POM products are backed by \$32 million in medical research conducted at the world's leading universities, primarily in the areas of cardiovascular, prostate and erectile function.

More Antioxidants
 Sip for sip, POM Wonderful 100% Pomegranate Juice has more polyphenol antioxidants than red wine, green tea and other juices.





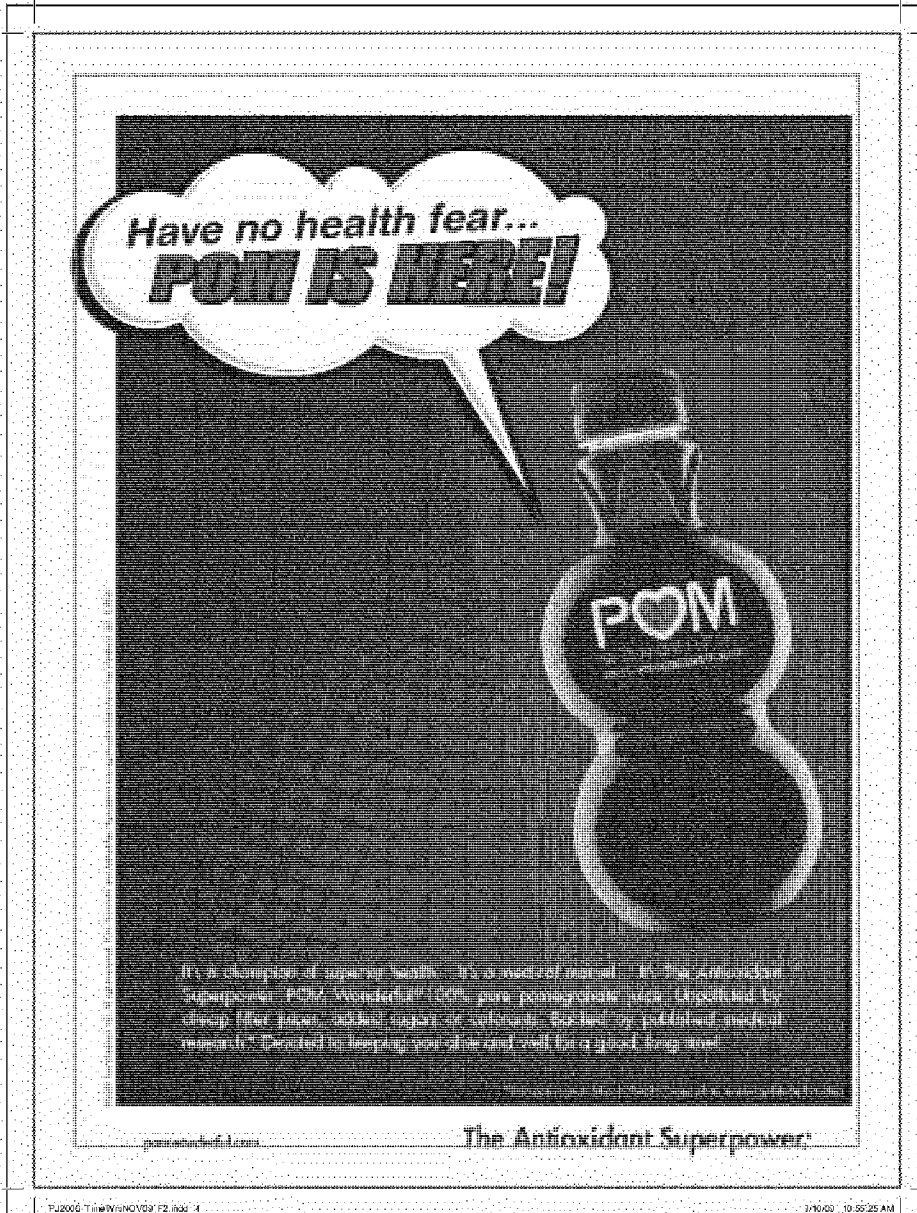
pomwonderful.com

*Values combine results from four leading antioxidant tests (ORAC, DPPH, FRAP, TEAC). N. Samaan, et al., "Composition of Antioxidant Polyphenols of Commercially Available Polyphenol Rich Beverages in the United States," *Journal of Agricultural and Food Chemistry* (2008). <http://pubs.acs.org/doi/10.1021/jf072000a>

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TIME

Lucky I have super
HEALTH POWERS!



The Antioxidant Superpower.*

*Based on a study published in the Journal of Agricultural and Food Chemistry, 2005, 53(12), 5605-5610. The study found that pomegranate juice has a higher antioxidant capacity than other fruits and vegetables. The study also found that pomegranate juice has a higher antioxidant capacity than other fruits and vegetables. The study also found that pomegranate juice has a higher antioxidant capacity than other fruits and vegetables.

100% PURE
pomegranate juice
to the rescue!

POM
WONDERFUL
100% POMEGRANATE JUICE

Will POM Wonderful's 100% purity be enough to help save your health? Does its lack of added sugar, colorants and cheap filler juices make it superior to its competitors? Can POM products' \$32 million in medical research truly make a difference in the current state of your health?® Do superheroes wear tights?

*Visit pomwonderful.com/health/research to review published studies.

pomwonderful.com

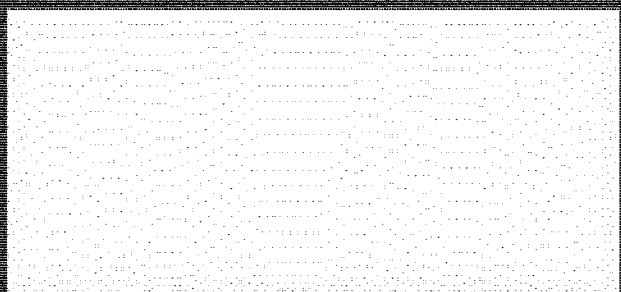
The Antioxidant Superpower.®

TIME



*Lucky I have super
HEALTH POWERS!*

The Antioxidant Superpower.*



*Based on a study published in the Journal of Agricultural and Food Chemistry, 54(12), 4500-4506 (2006). The study found that pomegranate juice has a higher antioxidant capacity than other fruits and vegetables. The study also found that pomegranate juice has a higher antioxidant capacity than other fruits and vegetables. The study also found that pomegranate juice has a higher antioxidant capacity than other fruits and vegetables.

THE ONLY ANTIOXIDANT SUPPLEMENT RATED X.



Always use protection.

Emerging science suggests that antioxidants are critically important to maintaining good health because they protect you from free radicals, which can damage your body. Taking one POMx pill a day will help protect you from free radicals and keep you at your healthy best.



The antioxidant power of our 8oz juice.

POMx. Super-potent. Like you.

POMx is an all-natural, ultra-potent antioxidant extract. Containing a full spectrum of pomegranate polyphenols, POMx is so concentrated that a single capsule has the antioxidant power of a full glass of POM Wonderful® 100% Pomegranate Juice.



The Antioxidant Superpill.™

\$32 million in research. We're not just playing doctor.

POMx is made from the only pomegranates backed by \$32 million in medical research at the world's leading universities. Not only has this research documented the unique and superior antioxidant power of pomegranates, it has revealed promising results for erectile, prostate and cardiovascular health.



Is that POMx in your pocket?

Our POMx pills are made from the same pomegranates we use to make our POM Wonderful 100% Pomegranate Juice, on which each of the following medical studies was conducted.

In a preliminary study on erectile function, men who consumed POM Juice reported a 50% greater likelihood of improved erections as compared to placebo. "As a powerful antioxidant, enhancing the actions of nitric oxide in vascular endothelial cells, POM has potential in the management of ED... further studies are warranted." *International Journal of Impotence Research*, '07.^{1,2,3}

An initial UCLA study on our juice found hopeful results for prostate health, reporting "statistically significant prolongation of PSA doubling times." *Clinical Cancer Research*, '06.^{1,2,4}

A preliminary study on our juice showed promising results for heart health. "Stress-induced ischemia (restricted blood flow to the heart) decreased in the pomegranate group." *American Journal of Cardiology*, '05.^{1,2,5}

Try POMx Pills **FREE**
FOR ONE MONTH

when you sign up for
POMx Monthly delivery.*
 (cancel anytime)

Order Now: **888-766-7455**
 or pompills.com/adv Use discount code: **ADV30**

*SIGN UP FOR POMx MONTHLY, AND WE'LL SEND YOUR FIRST BOTTLE FREE. AFTER THAT, YOU'LL CONTINUE TO RECEIVE MONTHLY SHIPMENTS FOR \$29.95 WITH COMPLIMENTARY SHIPPING. Offer expires 9/30/10 and applies only to the purchase price for the first bottle of POMx Monthly. Following months will be \$29.95 per bottle. One discount per customer. Cannot be combined with other offers. No substitutions, transfer rights or cash equivalents. We reserve the right to modify or discontinue this promotion, change the product price or change the shipping charge at any time. Valid only at pompills.com or 1-888-766-7455. Not valid on POMx Trial or other POM products. Credit or debit card required.



¹ pompills.com/research ² These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. ³ 53 men with mild/moderate erectile dysfunction drank 8oz 100% pomegranate juice daily for one month. ⁴ 46 men with rising PSA after surgery or radiotherapy drank 8oz 100% pomegranate juice daily for two years. ⁵ 45 patients with coronary heart disease and myocardial ischemia drank 8oz 100% pomegranate juice daily for three months. ©2010 PomWonderful LLC. All rights reserved. POM Wonderful, POMx and Antioxidant Superpill are trademarks of PomWonderful LLC. PP3423

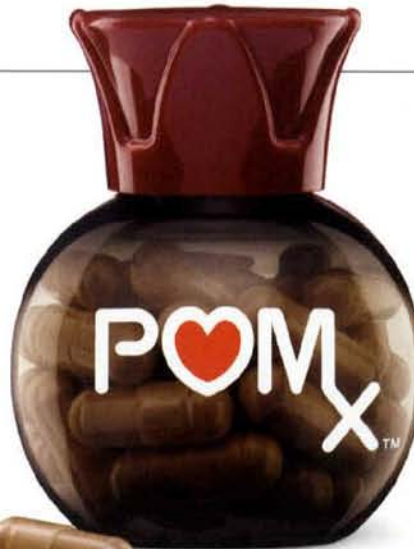
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THE ONLY ANTIOXIDANT SUPPLEMENT RATED X.



Always use protection.

Emerging science suggests that antioxidants are critically important to maintaining good health because they protect you from free radicals, which can damage your body. Taking one POMx pill a day will help protect you from free radicals and keep you at your healthy best.



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The antioxidant power of our 8oz juice.

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Try POMx Monthly **FREE** for ONE MONTH
 We'll even pay for the shipping.*



Order Now: 888-766-7455
 or pompills.com/ga Use discount code: GA30

*SIGN UP FOR POMx MONTHLY, AND WE'LL SEND YOUR FIRST BOTTLE FREE. AFTER THAT, YOU'LL CONTINUE TO RECEIVE MONTHLY SHIPMENTS FOR \$29.95 WITH COMPLIMENTARY SHIPPING. Offer expires 9/30/10 and applies only to the purchase price for the first bottle of POMx Monthly. Following months will be \$29.95 per bottle. One discount per customer. Cannot be combined with other offers. No substitutions, transfer rights or cash equivalents. We reserve the right to modify or discontinue this promotion, change the product price or change the shipping charge at any time. Valid only at pompills.com or 1-888-766-7455. Not valid on POMx Trial or other POM products. Credit or debit card required.



¹ pompills.com/research ² These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease. ³ 53 men with mild/moderate erectile dysfunction drank 8oz 100% pomegranate juice daily for one month. ⁴ 46 men with rising PSA after surgery or radiotherapy drank 8oz 100% pomegranate juice daily for two years. ⁵ 45 patients with coronary heart disease and myocardial ischemia drank 8oz 100% pomegranate juice daily for three months. ©2010 PomWonderful LLC. All rights reserved. POM Wonderful, POMx and Antioxidant Superpill are trademarks of PomWonderful LLC. PP5749

VMS-0000323



Antioxidant Superpill™

The most concentrated source
of pomegranate antioxidants available.



POM IN A PILL™

1.888.POM.PILL (1.888.766.7455)

pompills.com

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Exhibit I, Page 1

POMx™ is the first and only pomegranate antioxidant supplement reviewed for safety by the FDA.

POMx™ is a highly concentrated, incredibly powerful blend of all-natural polyphenol antioxidants made from the very same pomegranates in POM Wonderful 100% Pomegranate Juice. In fact, our method of harnessing astonishing levels of antioxidants is so extraordinary, it's patent-pending.

The power of POM. Now in one little pill.™

All of the antioxidant power of an 8oz glass of POM Wonderful 100% Pomegranate Juice is now available in the convenience of a single calorie-free pill. **Take one daily.**

Each bottle contains a one-month supply of 30 pills.



Our antioxidants make other antioxidants feel inferior.



fact. 1 **More polyphenol antioxidants than any other 100% pomegranate supplement**

fact. 2 **The antioxidant power of an 8oz glass of our juice, in a calorie-free pill**

fact. 3 **An astonishing 1000mg of natural pomegranate polyphenol extract in every pill**

fact. 4 **Made from the same California pomegranates in POM Wonderful 100% Pomegranate Juice**



Why take an antioxidant supplement?



Let's start with the problem: free radicals. Emerging science tells us these unstable molecules aggressively destroy healthy cells in your body and may be linked to everything from the wrinkles we get as we age to more serious health threats like cancer and heart disease. In fact, scientists have already linked free radicals to as many as 60 different types of diseases.

Fighting free radicals.

Where do free radicals come from? Everywhere. They're formed by exposure to alcohol, sunlight, tobacco smoke, air pollution,

pesticides and even fried foods. That's where antioxidants come in. Science tells us that pomegranate antioxidants neutralize free radicals, helping to prevent the damage that can lead to disease. In the fight against free radicals, POMx is the Antioxidant Superpill.™

Not all antioxidants are equal.

POMx is made from pomegranates only—nothing else. When other supplements add non-pomegranate ingredients or even other antioxidants, they can disrupt the balance of molecules that nature intended the pomegranate to have. The polyphenol antioxidants in POMx are as natural and unadulterated as those in our fresh, California-grown POM Wonderful Pomegranates.

“Findings from a small study suggest that pomegranate juice may one day prove an effective weapon against prostate cancer.”

The New York Times (July 4, 2006)



Prostate health.

Prostate cancer is the most commonly diagnosed cancer among men in the United States and the second-leading cause of cancer death in men after lung cancer.¹

Time pill.

Stable levels of prostate-specific antigens (or PSA levels) are critical for men with prostate cancer. Patients with quick PSA doubling times are more likely to die from their cancer.² According to a UCLA study of 46 men age 65 to 70 with

advanced prostate cancer, drinking an 8oz glass of POM Wonderful 100% Pomegranate Juice every day slowed their PSA doubling time by nearly 350%.³

83% of those who participated in the study showed a significant decrease in their cancer regrowth rate.³

One small pill for mankind.

New studies are under way to further investigate the possibilities of POM Wonderful pomegranate antioxidants and their potential ability to slow the rise of PSA levels in patients with prostate cancer.

To learn more, visit pompills.com/research.

“The most abundant and most active ingredients in pomegranate juice are also found in POMx. Basic studies indicate that POMx and POM Wonderful Pomegranate Juice may have the same effects on prostate health.”

David Heber, MD, PhD, Professor of Medicine and Director, UCLA Center for Human Nutrition



These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.
¹American Cancer Society ²Vital Signs newsletter, UCLA Healthcare, April 2007 ³pompills.com/research *Data on file

“POM Wonderful Pomegranate Juice has been proven to promote cardiovascular health, and we believe that POMx may have the same health benefits.”

Dr. Michael Aviram, Lipid Research Laboratory, Technion Faculty of Medicine, Haifa, Israel

Heart health.

In two groundbreaking preliminary studies, patients who drank POM Wonderful 100% Pomegranate Juice experienced impressive cardiovascular results. A pilot study at the Rambam Medical Center in Israel included 19 patients with atherosclerosis (clogged arteries). After a year, arterial plaque decreased 30% for those patients who consumed 8oz of POM Wonderful 100% Pomegranate Juice daily.³

An additional study at the University of California, San Francisco 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 a 17% improvement in blood flow.³ Initial studies on POMx share similar promise for heart health, and our research continues.



fig. 1 THE HEART

The POMx Difference

Ultra-Potent:

- 1000mg of natural pomegranate polyphenol extract in every pill
- More antioxidants than any other pomegranate supplement
- One POMx pill = the antioxidant power of 8oz of POM Wonderful 100% Pomegranate Juice
- Your daily antioxidants in a single pill
- A full spectrum of pomegranate polyphenol antioxidants

Natural:

- Made from pomegranates and nothing else

- No synthetic or other antioxidants added
- No sugar, artificial colors or preservatives
- Calorie-free, vegan, kosher

Science, Not Fiction:

- Made from the only pomegranates backed by \$20 million in medical research and the POM Wonderful brand
- Promotes heart and prostate health
- Guards your body against free radicals⁴
- Proven to be easily absorbed⁴
- Clinically tested on adults⁴

To access the original published studies mentioned, visit pompills.com/research.

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

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:...

- 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

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.

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.

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.

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

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)*

VOLUME 1, ISSUE 1: FOR YOUR HEART

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.

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WWW.POMPILLS.COM

POM
WONDERFUL

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

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 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.

VOLUME 3, ISSUE 2: PROSTATE HEALTH

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@pomfills.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?



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The Antioxidant Superpower.
Learn about POM's
promising health benefits ▶

POM Tea

NEW POMx Iced Coffee in NYC

Antioxidant Superpill

POM Juice

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Antioxidants
Published Research
Glossary



Health Benefits

POM Wonderful 100% Pomegranate Juice is the only pomegranate juice backed by \$25 million in medical research. Actually, we are the only pomegranate juice backed by any medical research at all.

There has been a lot of talk lately about the role of pomegranates in promoting heart health, prostate health, and proper erectile function. But while these results are promising, keep in mind that all of the research has been done on POM Wonderful 100% Pomegranate Juice. Our juice comes from a unique pomegranate variety (the Wonderful), which is grown in a unique location (California), and which is juiced with proprietary technology (ours!). No other pomegranate juice can claim these distinctions, and no other brand has been clinically tested.

So what are the medical results on POM Wonderful 100% Pomegranate Juice?

Cardiovascular

- ▼ A 2005 study published in the American Journal of Cardiology showed improved blood flow to the heart in patients drinking 8oz. daily of POM Wonderful 100% Pomegranate Juice for 3 months. Researchers studied a total of 45 patients with coronary heart disease who had reduced blood flow to the heart. Patients drinking POM Wonderful 100% Pomegranate Juice experienced a 17% improvement in blood flow, compared to a 18% worsening in patients drinking a placebo...[Read more](#)
- ▼ One pilot study on 19 patients with atherosclerosis (clogged arteries) at the Technion Institute in Israel demonstrated a reduction in arterial plaque growth. After one year, arterial plaque decreased 30% for those patients who consumed 8oz of POM Wonderful 100% Pomegranate Juice daily, compared to a 9% worsening for patients who drank a placebo. ..[Read more](#).

Prostate Health


- ▼ A preliminary UCLA medical study, published by The American Association for Cancer Research, found hopeful results for prostate health. The study followed 46 men previously treated for prostate cancer either with surgery or radiation. After drinking 8 oz POM Wonderful 100% Pomegranate Juice daily for two years, these men experienced significantly slower PSA doubling times - from 15 months at the beginning of the study to 54 months at the end. PSA is a biomarker for prostate cancer, and slower PSA doubling time may indicate slower disease progression.

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POM Wonderful - Health Benefits Home



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Erectile Function

- ▼ A pilot study released in the International Journal of Impotence Research in 2007 examined 61 male subjects with mild to moderate erectile dysfunction. Compared to participants taking a placebo, **those men drinking 8oz. of POM Wonderful 100% Pomegranate Juice daily for four weeks were 50% more likely to experience improved erections.**

Antioxidant Superpower

- ▼ Numerous independent laboratory tests have shown that POM Wonderful 100% Pomegranate Juice has superior antioxidant content, ounce-for-ounce, compared to other juices and beverages...[Read more](#)

[Healthcare Professionals](#)

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Heart Health - Emerging Science

What does current research say about heart health? Let's start with some facts - heart disease is one of the leading killers in America for women as well as men. [Atherosclerosis](#), or too much [plaque](#) in the arteries, is a leading factor in heart attacks.

Where does this plaque come from? The problem starts in your arteries. Emerging science suggests that free radicals may be the culprits that can oxidize LDL... "bad" [cholesterol](#) ... turning it into the plaque that clogs up arteries. [g](#) Initial Laboratory research suggests that antioxidants may help minimize the oxidation of LDL cholesterol.

To learn more about the preliminary research that examines pomegranate juice consumption and cardiovascular health, click on the links below:

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The American Journal of Cardiology, 2005

[Pomegranate Juice Consumption for 3 Years by Patients with Carotid Artery Stenosis Reduces Common Carotid Intima-Media Thickness, Blood Pressure and LDL Oxidation.](#)
- Clinical Nutrition, 2004

[Pomegranate Juice Consumption Inhibits Serum Angiotensin Converting Enzyme Activity and Reduces Systolic Blood Pressure.](#)
- Atherosclerosis, 2001

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Effects of Pomegranate Juice Consumption on Myocardial Perfusion in Patients With Coronary Heart Disease

Michael D. Sumner, PhD^a, Melanie Elliott-Eller, RN, MSN^a, Gerdi Weidner, PhD^a, Jennifer J. Daubenmier, PhD^a, Mailine H. Chew, MD^b, Ruth Marlin, MD^a, Caren J. Raisin, RN^a, and Dean Ornish, MD^{a,b,c,*}

Pomegranate juice contains antioxidants such as soluble polyphenols, tannins, and anthocyanins and may have antiatherosclerotic properties. However, no study has investigated the effects of pomegranate juice on patients who have ischemic coronary heart disease (CHD). We investigated whether daily consumption of pomegranate juice for 3 months would affect myocardial perfusion in 45 patients who had CHD and myocardial ischemia in a randomized, placebo-controlled, double-blind study. Patients were randomly assigned into 1 of 2 groups: a pomegranate juice group (240 ml/day) or a placebo group that drank a beverage of similar caloric content, amount, flavor, and color. Participants underwent electrocardiographic-gated myocardial perfusion single-photon emission computed tomographic technetium-99m tetrofosmin scintigraphy at rest and during stress at baseline and 3 months. Visual scoring of images using standardized segmentation and nomenclature (17 segments, scale 0 to 4) was performed by a blinded independent nuclear cardiologist. To assess the amount of inducible ischemia, the summed difference score (SDS) was calculated by subtracting the summed score at rest from the summed stress score. The experimental and control groups showed similar levels of stress-induced ischemia (SDS) at baseline ($p > 0.05$). After 3 months, the extent of stress-induced ischemia decreased in the pomegranate group (SDS -0.8 ± 2.7) but increased in the control group (SDS 1.2 ± 3.1 , $p < 0.05$). This benefit was observed without changes in cardiac medications, blood sugar, hemoglobin A1c, weight, or blood pressure in either group. In conclusion, daily consumption of pomegranate juice may improve stress-induced myocardial ischemia in patients who have CHD. © 2005 Elsevier Inc. All rights reserved. (Am J Cardiol 2005;96:810–814)

Pomegranate juice may have antiatherosclerotic properties in mice and humans.¹ It contains antioxidants such as sol- Methods Participants: The research protocol received approval

The screenshot shows a web browser window displaying the POM Wonderful website. The address bar shows the URL: http://www.pomwonderful.com/carotid_thickness.html. The website header includes the POM Wonderful logo, navigation links (POM's Blog, History & Legend, Club POM, Store Locator), and a search bar. A secondary navigation bar lists: Products, Health Benefits, Recipes, Decorations, POM in the News, POM Ads, and Store Locator.

The main content area features a sidebar on the left with links: Powerful Benefits, Getting Started, The Science of POM (with sub-links: The Science of POM, Antioxidants), POMbassadors, Helpful Materials, and On the Road.

The main article is titled "Pomegranate Juice Consumption for 3 Years by Patients with Carotid Artery Stenosis Reduces Common Carotid Intima-Media Thickness, Blood Pressure and LDL Oxidation". A quote from M. Aviram states: "The present study clearly demonstrates for the first time that pomegranate juice consumption by patients with carotid artery stenosis possesses anti-atherosclerotic properties." - M. Aviram from this paper.

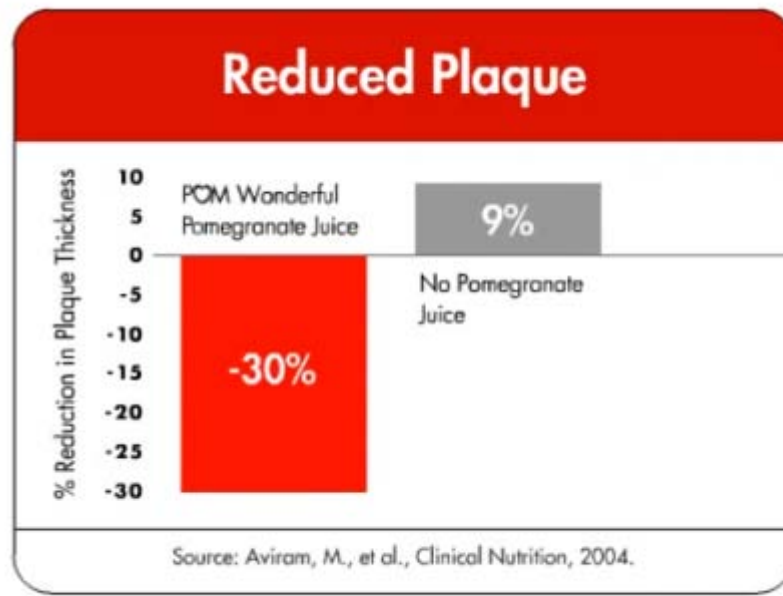
The authors listed are: Aviram M, Rosenblat M, Gaitini D, Nitecki S, Hoffman A, Dornfeld, Volkova N, Presser D, Attias J, Liker H, Hayek T. Clinical Nutrition (2004), 23: 423-433.

The text of the study states: "This randomized controlled pilot study of 19 patients (ages 65-75) is the first to show that pomegranate juice may reduce the amount of plaque in the arteries of patients with heavy plaque buildup (severe carotid artery stenosis) as well as substantially benefiting several important blood parameters. Ten patients consumed 8 oz. a day of POM Wonderful pomegranate juice for 1 year. Nine patients who did not consume pomegranate juice served as controls. The intima-media thickness (IMT) of the carotid artery wall was measured and blood samples were taken at the beginning of the study and at 3, 6, 9 and 12 months. After 1 year, those patients who did not consume pomegranate juice showed a 9% increase in IMT, while those consuming juice showed a decrease in IMT of up to 30%. Furthermore, for those drinking pomegranate juice, systolic (but not diastolic) blood pressure was reduced by 21%, total antioxidant status of the blood increased by 130%, LDL oxidation decreased by 90%, antibodies to oxidized LDL decreased by 19% and serum paraoxonase 1 (PON1) increased by 83%. Major blood biochemical markers were not affected, including levels of LDL and HDL cholesterol. Benefits were maintained in five patients who continued drinking pomegranate juice for 2 additional years, with further improvements in serum lipid peroxidation."

A bar chart titled "Reduced Plaque" compares the change in plaque thickness between two groups. The y-axis is labeled "Change in Plaque Thickness" and ranges from -30 to 10. The "POM Wonderful Pomegranate Juice" group shows a -30% change (red bar), while the "No Pomegranate Juice" group shows a 9% change (grey bar).

Group	Change in Plaque Thickness
POM Wonderful Pomegranate Juice	-30%
No Pomegranate Juice	9%

Source: Aviram, M., et al., Clin Nutr, 2004.



http://www.pomwonderful.com/serum_angiotension.html

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Powerful Benefits
Getting Started
The Science of POM
Antioxidants
POMBassadors
Helpful Materials
On the Road

Pomegranate Juice Consumption Inhibits Serum Angiotensin Converting Enzyme Activity and Reduces Systolic Blood Pressure

Aviram M, Dornfeld L.
Atherosclerosis (2001), 158: 195-198.

"...the significant inhibitory effect of pomegranate juice on serum ACE activity and the minor attenuation in blood pressure...in addition to its potent inhibitory effect on lipid peroxidation, suggests that pomegranate juice consumption may offer wide protection against cardiovascular diseases." - M. Aviram from this paper

This pilot study demonstrates that pomegranate juice lowers blood pressure in patients with hypertension. Ten patients, ranging in age from 62 to 77, with an average blood pressure of over $155 \pm 7/83 \pm 7$ drank 8 oz. (1.5 mmol total polyphenols equivalent) of POM Wonderful pomegranate juice each day for 2 weeks. This resulted in a 5% decrease in systolic blood pressure. ACE (angiotensin converting enzyme), which helps lower blood pressure, prevent heart disease and reduce the risk of stroke, was also decreased by 36%. Patients were already on ACE inhibitors or calcium channel blockers.

Decreased ACE Activity

Time Point	Average Serum ACE Activity (U/l)
Before Pomegranate Juice Consumption (8 oz./day)	~25
After 2 weeks	~16

Source: Aviram, M, et al., Atherosclerosis, 2001.

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Healthcare Professionals

The screenshot shows a web browser window with the URL http://www.pomwonderful.com/health_benefits.html. The browser's address bar and menu bar are visible at the top. The website header features the POM Wonderful logo on the left and navigation links for 'POM's Blog', 'History & Legend', 'Club POM', and 'Store Locator' on the right. A search bar is also present. Below the header, a horizontal menu lists 'Products', 'Health Benefits', 'Recipes', 'Decorations', 'POM in the News', 'POM Ads', and 'Store Locator'. The main content area is titled 'Heart Health - Emerging Science' and includes a sidebar with links for 'Antioxidants', 'Cancer', 'Aging', and 'Glossary'. The article text discusses heart disease, plaque, and the role of antioxidants in minimizing LDL cholesterol oxidation. It also provides three references related to pomegranate juice consumption and cardiovascular health. At the bottom of the page, there is a 'Healthcare Professionals' button and a footer with site information and copyright details.

http://www.pomwonderful.com/health_benefits.html

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Heart Health - Emerging Science

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The screenshot shows a web browser window displaying the POM Wonderful website. The address bar shows the URL <http://www.pomwonderful.com/cancer.html>. The browser interface includes a menu bar (File, Edit, View, Favorites, Tools, Help) and a search bar with the text "Google". The website header features the POM Wonderful logo, navigation links for "POM's Blog", "History & Legend", "Club POM", and "Store Locator", and a search input field. A secondary navigation bar lists "Products", "Health Benefits", "Recipes", "Decorations", "POM in the News", "POM Ads", and "Store Locator".

The main content area is titled "Cancer - Emerging Science". On the left, a sidebar menu includes "Antioxidants", "Cancer", "Aging", and "Glossary". The central focus is a bottle of POM Wonderful 100% Pomegranate Juice. To the right of the bottle, the text reads:

Cancer - Emerging Science

Not a single condition, but the name attached to more than a 100 different diseases, cancer is characterized by the uncontrolled growth and spread of abnormal cells.

Emerging science has shown that diets rich in fruits and vegetables that contain antioxidants, along with regular exercise, might slow or help prevent the development of cancer. Two great sources of antioxidants are POM Wonderful Pomegranate Juice and POM Tea.

Below the text is a link labeled "Clinical Cancer Research" with a PDF icon. At the bottom of the page, there is a button for "Healthcare Professionals" and a footer containing links for "About Us", "FAQ", "Site Map", "Privacy Policy", "Terms of Use", "Contact Us", and "Careers". A copyright notice states: "©2008 POM Wonderful, LLC. All rights reserved. POM Wonderful is a registered trademark of POM Wonderful, LLC."

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POM Glossary

ACE - ACE stands for angiotensin-converting enzyme. By splitting proteins, these enzymes convert angiotensin I into angiotensin II, a substance that increases salt and water in the body and leads to high blood pressure, a real no-no. ACE inhibitors make blood vessels relax, helping to lower blood pressure and allowing more oxygen-rich blood to reach the heart. [Research](#) shows POM Wonderful reduced ACE by 36% in ten elderly patients with high blood pressure after drinking an 8 oz. glass a day for only 2 weeks and also lowered their systolic blood pressure by 5%. [11](#)

Anthocyanins - Naturally occurring polyphenolic compounds give many fruits, vegetables and plants their bright colors. Originally derived from two Greek words meaning *plant* and *blue*, anthocyanins are what make eggplants purple and pomegranates red. Many of the antioxidant characteristics in plants are due largely to anthocyanins. In fact, the darker, more deeply red and blue fruits usually have higher values of antioxidants; the rich, red pomegranate is absolutely loaded. [1](#)

Atherosclerosis - Often called hardening of the arteries, atherosclerosis starts when oxidized cholesterol and other substances build up in the inner lining of an artery. The build-up is called plaque. Damage occurs when the plaque reduces the blood's flow or when the plaque ruptures and causes blood clots. When a blood vessel that feeds the heart is blocked, it can cause a heart attack. If it blocks a vessel feeding the brain, it can cause a stroke. Naturally, the less plaque, the better. And that's where POM Wonderful comes in. A [pilot study](#) of 19 elderly patients with atherosclerosis showed that an 8 oz. glass a day can reduce plaque build-up in the arteries by up to 30%. [12](#)

Antioxidants - Antioxidants are scavengers that may neutralize free radicals before they get a chance to harm you body. They get their name from their ability to inhibit oxidation. There are lots of different substances we call antioxidants, including many vitamins and minerals. Of course, not all antioxidants are created equal, and some of the most powerful, polyphenol antioxidants are found in great abundance in POM Wonderful Pomegranate Juice. Which is why we call POM Wonderful Pomegranate Juice, "The Antioxidant Superpower™". [1](#)

Carotid IMT - A stroke occurs when an adequate flow of blood to the brain is disrupted. The most common cause of this disruption is a narrowing or blockage of the carotid artery caused by the accumulation of plaque in the artery walls. [8](#) The carotid arteries are the main blood supply to the brain. The intima-media thickness (IMT) of the carotid arteries is a common way to measure how much plaque is lining the artery walls. The less, of course, the better.

Ellagic Acid - A naturally occurring phenolic compound [phytochemical](#) found in many fruits and vegetables, with levels much higher in berries and pomegranates than in apples, pears or walnuts.

Free Radicals - Free radicals are atoms or molecules in your body with an unpaired electron-making them highly unstable. Because electrons normally come in pairs, the free radicals collide with other molecules in an attempt to steal an electron, and may start a chain reaction, damaging your DNA and cells. Emerging science suggests this free radical damage may be linked to disease. [2](#) Free radical scavengers, or antioxidants, bind with the free radicals before they can do their damage. This brings us back to POM Wonderful Pomegranate Juice. The polyphenol antioxidants in POM Wonderful have been shown through emerging science to function as potent free radical scavengers. [6](#)

Done

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ACE - ACE stands for angiotensin-converting enzyme. By splitting proteins, these enzymes convert angiotensin I into angiotensin II, a substance that increases salt and water in the body and leads to high blood pressure, a real no-no. ACE inhibitors make blood vessels relax, helping to lower blood pressure and allowing more oxygen-rich blood to reach the heart. [Research](#) shows POM Wonderful reduced ACE by 36% in ten elderly patients with high blood pressure after drinking an 8 oz. glass a day for only 2 weeks and also lowered their systolic blood pressure by 5%. [11](#)

Anthocyanins - Naturally occurring polyphenolic compounds give many fruits, vegetables and plants their bright colors. Originally derived from two Greek words meaning *plant* and *blue*, anthocyanins are what make eggplants purple and pomegranates red. Many of the antioxidant characteristics in plants are due largely to anthocyanins. In fact, the darker, more deeply red and blue fruits usually have higher values of antioxidants; the rich, red pomegranate is absolutely loaded. [1](#)

Atherosclerosis - Often called hardening of the arteries, atherosclerosis starts when oxidized cholesterol and other substances build up in the inner lining of an artery. The build-up is called plaque. Damage occurs when the plaque reduces the blood's flow or when the plaque ruptures and causes blood clots. When a blood vessel that feeds the heart is blocked, it can cause a heart attack. If it blocks a vessel feeding the brain, it can cause a stroke. Naturally, the less plaque, the better. And that's where POM Wonderful comes in. A [pilot study](#) of 19 elderly patients with atherosclerosis showed that an 8 oz. glass a day can reduce plaque build-up in the arteries by up to 30%. [12](#)

Antioxidants - Antioxidants are scavengers that may neutralize free radicals before they get a chance to harm you body. They get their name from their ability to inhibit oxidation. There are lots of different substances we call antioxidants, including many vitamins and minerals. Of course, not all antioxidants are created equal, and some of the most powerful, polyphenol antioxidants are found in great abundance in POM Wonderful Pomegranate Juice. Which is why we call POM Wonderful Pomegranate Juice, "The Antioxidant Superpower™". [1](#)

Carotid IMT - A stroke occurs when an adequate flow of blood to the brain is disrupted. The most common cause of this disruption is a narrowing or blockage of the carotid artery caused by the accumulation of plaque in the artery walls. [8](#) The carotid arteries are the main blood supply to the brain. The intima-media thickness (IMT) of the carotid arteries is a common way to measure how much plaque is lining the artery walls. The less, of course, the better.

Ellagic Acid - A naturally occurring phenolic compound [phytochemical](#) found in many fruits and vegetables, with levels much higher in berries and pomegranates than in apples, pears or walnuts.

Free Radicals - Free radicals are atoms or molecules in your body with an unpaired electron-making them highly unstable. Because electrons normally come in pairs, the free radicals collide with other molecules in an attempt to steal an electron, and may start a chain reaction, damaging your DNA and cells. Emerging science suggests this free radical damage may be linked to disease. [2](#) Free radical scavengers, or antioxidants, bind with the free radicals before they can do their damage. This brings us back to POM Wonderful Pomegranate Juice. The polyphenol antioxidants in POM Wonderful have been shown through emerging science to function as potent free radical scavengers. [6](#)

http://www.pomwonderful.com/carotid_thickness.html

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your artery wall increases. This can cause high blood pressure.

Nitric Oxide - Produced by several different kinds of cells and present in all humans and most animals, nitric oxide functions as a signaling molecule that tells the body to make blood vessels relax and widen. Nitric oxide controls our blood pressure, giving us more blood when we're exercising and reducing the flow of blood when we're at rest. Since heart attacks happen when the blood can't flow through the blood vessels to the heart, we of course want to encourage lots of nitric oxide in our body...it can help by relaxing the blood vessels, allowing them to open and increasing blood flow. [10](#)

Oxidation - When those unstable free radicals "borrow" an electron from a normal cell in your body, the process is called oxidation. It's the same process as when metal rusts...or a cut up apple turns brown. Yuck. Free radicals cause oxidation inside your body which is why you want plenty of antioxidants...or compounds that inhibit chemical reactions with oxygen. You know, like POM Wonderful Pomegranate Juice. [3](#)

Phytochemicals - Phytochemicals is simply a word that means "plant chemicals." Once, researchers attributed the health promoting affects of plants to their numerous vitamins, minerals and fibers. More recently, however, researchers have discovered that the many other chemical compounds in plants also provide benefits to humans when consumed. Phytochemicals provide plants with protection from the environmental challenges they face, such as ultraviolet light. When we consume plants rich in phytochemicals, they seem to protect us as well. Some researchers estimate that up to 40,000 different phytochemicals will someday be fully catalogued and understood. [Polyphenols](#) are a class of phytochemicals that are particularly rich in antioxidants and plentiful in POM Wonderful Pomegranate Juice. [1](#)

Plaque - Atherosclerosis occurs when fat, cholesterol and other substances accumulate in the walls of the arteries and form plaque. Eventually, plaque can erode the walls of the artery, diminish its elasticity and interfere with blood flow. Plaques can also rupture, causing debris to head downstream within the artery. What we're talking about is a common cause for heart attack and stroke. Naturally, the less plaque, the better. And that's where POM Wonderful comes in. A [pilot study](#) of 19 elderly patients with atherosclerosis showed that an 8 oz. glass a day can reduce plaque build-up in the arteries by up to 30%. [12](#)

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Punicalagin - A hydrolyzable tannin, punicalagin is found almost exclusively in pomegranates. This highly unique and potent [polyphenol](#) antioxidant breaks down to [ellagic acid](#).

Systolic/Diastolic Blood Pressure - The systolic measurement is the first, or top number in a blood pressure reading. It's the pressure of blood against your artery walls when the heart has just finished pumping or contracting. The diastolic measurement is the second, or bottom number in a blood pressure reading. It's the pressure of blood against your artery walls when your heart is relaxed and filling with blood. When the numbers are at 140/90 or higher, you have high blood pressure. That means that your heart and arteries work harder and you're in more danger of suffering from a stroke or heart attack. [9](#)

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Published studies are on POM Wonderful 100% Pomegranate Juice and POMx Polyphenol Extract. Patients received a minimum of 8 ounces of POM Wonderful 100% Pomegranate Juice or 850mg total pomegranate polyphenols per day.

Cardiovascular

ATHEROSCLEROSIS:

- A randomized, placebo-controlled, double-blind clinical trial followed 289 subjects at moderate risk for coronary heart disease. These subjects consumed 8 ounces per day of either POM Wonderful 100% Pomegranate Juice or a placebo beverage. After 18 months, there was no reduction in the progression of intima-media thickness of the carotid artery (CIMT) in the group as a whole. However, further analysis revealed an indication that the rate of CIMT progression slowed in nearly one third of patients, those with elevated cardiovascular disease risk factors. [Read the Study.](#)

In a pilot study of 40 subjects with carotid artery stenosis (obscure buildup) patients

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* PSA doubling time is an indicator of prostate cancer progression.

Diabetes - Type II

- A pilot study followed 10 subjects with non-insulin dependent diabetes mellitus who consumed POM Wonderful 100% Pomegranate Juice daily over a 3-month period. These patients showed no negative effects on diabetic parameters. Additionally, a significant reduction in serum TBARS and lipid peroxidase (biomarkers of oxidative stress) were observed. [Read the study.](#)
- In a clinical study of 30 subjects with type II diabetes mellitus, patients consumed either POM Wonderful 100% Pomegranate Juice for four weeks, or POMx pomegranate polyphenol extract for 6 weeks. These patients showed no negative effects on diabetic parameters, and also experienced stabilization of the PON 1 enzyme and reduced serum oxidative stress. [Read the study.](#)

Erectile Function

- A randomized, placebo-controlled crossover pilot study of 55 men with mild to moderate erectile dysfunction evaluated the efficacy of consuming POM Wonderful variety pomegranate juice versus placebo. After consuming POM daily for 4 weeks, the men reported 50% greater likelihood of experiencing improved erections as compared to placebo. [Read the study.](#)

Drug Interactions / Safety

- In a study of 15 healthy volunteers, 8 ounces of pomegranate juice did not inhibit the activity of CYP-3A, a critical enzyme involved in metabolizing drugs. [Read the study.](#)
- After daily consumption of 8 ounces of pomegranate juice for one week, postmenopausal women did not experience increased serum estradiol or FSH levels.

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- In a pilot study of 19 subjects with carotid artery stenosis (plaque buildup), patients who consumed 8 ounces of POM Wonderful 100% Pomegranate Juice daily for a one-year period experienced a 30% reduction in intima-media thickness of the carotid artery vs. a 9% increase for the placebo group. [Read the study.](#)
- In 13 healthy male volunteers who drank POM Wonderful 100% Pomegranate Juice for 2 weeks, the amount of LDL cholesterol oxidation decreased by 20% and antioxidant activity in the blood increased by 9%. [Read the study.](#)

BLOOD FLOW / PRESSURE:

- In 45 subjects with ischemic coronary heart disease (reduced blood supply to the heart), coronary blood flow increased by 17% in the group consuming 8 ounces of pomegranate juice over a three-month period vs. 18% decrease in placebo group. [Read the study.](#)
- In a pilot study of 10 subjects with hypertension, reduction in ACE (angiotensin converting enzyme) activity and a slight decrease in systolic blood pressure was experienced after consuming POM Wonderful 100% Pomegranate Juice daily for two weeks. [Read the study.](#)

Prostate Cancer

- In a clinical study involving 46 men with rising PSA after prostate cancer treatment (surgery or radiation) who consumed 8 ounces of POM Wonderful 100% Pomegranate Juice daily over two years, PSA doubling time increased from 15 to 54 months (p <0.001).⁵ A longer term (6-year) continued evaluation of active sub-group patients showed a further increase in PSA doubling time to 88 months. [Read the study.](#) * PSA doubling time is an indicator of prostate cancer progression.

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Betsy

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Author and scientist Pliny the Elder (AD 23-79) recommended pomegranates for easing nausea in pregnant women.
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I am so thankful for POM! It saved my boyfriend's life.

Dawn Carlucci

DID YOU KNOW?

Pomegranates were depicted in Roman mosaics, including in Pompeii

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Different fruits and vegetables contain different types of antioxidants (e.g., vitamin E, vitamin C, beta Carotene, Lycopene, as well as polyphenols such as tannins, anthocyanins, flavonoids and phenolic acids). Although they all share the same name (Antioxidants), they are very different in structure and functions, and they interact with different types of free radicals that induce oxidative stress in the human body. Pomegranates contain several antioxidant molecules ,mainly ellagitannin polyphenols (such as punicalagin), and their derivatives and metabolites that can protect against all types of oxidants, not just against only one. The combination of the multiple types of pomegranate polyphenols makes their antioxidant activity better than other antioxidants by having a much wider spectrum of action against several types (and not only one type) of free radicals.


Thus, pomegranates are superior to other antioxidants in protecting LDL ("the bad cholesterol") from oxidation (Aviram, Am Clin Nutr, 2000), and as a result, it inhibits atherosclerosis development, even in humans (Aviram, Clin Nutr , 2004), as well as its consequent cardiovascular events better than any other nutritional antioxidant. Pomegranate antioxidants are not free, but are attached to the pomegranate sugar molecules, and hence pomegranates are beneficial even in diabetic patients (Aviram, Atherosclerosis, 2006).

Furthermore, pomegranate antioxidants are unique in their ability to increase the activity of the HDL ("the good cholesterol") - associated paraoxonase 1 (Aviram, JAFC, 2008), which breaks down harmful oxidized lipids in the atherosclerotic plaque.

Finally, the unique antioxidants in pomegranates beneficially affect two additional important atherosclerotic processes by decreasing blood pressure (Aviram, At Atherosclerosis, 2001), and by attenuating blood clotting (Aviram, AJCN, 2000).

Professor Michael Aviram, DSc
Head, Lipid Research Laboratory, Technion Faculty of Medicine
Director, Department of Laboratory Medicine

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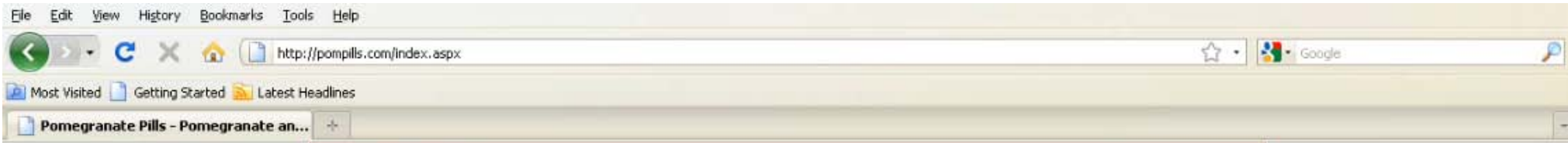
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Take it daily. Feel it forever.™

One POM_x Pill = the antioxidant power of an 8oz glass of POM Wonderful 100% Pomegranate Juice

POM_x is a highly concentrated, incredibly powerful blend of all-natural polyphenol antioxidants made from the very same pomegranates in POM Wonderful 100% Pomegranate Juice. In fact, our method of harnessing astonishing levels of antioxidants is so extraordinary, it's patent-pending.

Ingredients: 100% California-Grown Wonderful Variety Pomegranates

Research has shown that the naturally occurring polyphenol antioxidants in pomegranates have extraordinary health benefits. So POM_x is created using only 100% pomegranate antioxidants and nothing else. The result is 100% pure polyphenols with no unnatural levels of synthetic or natural compounds. The way nature intended antioxidants to be.

POM in a Pill™

All of the antioxidant power of POM Wonderful 100% Pomegranate Juice is now available in a supplement. So you can still get your daily antioxidants from an 8oz glass of juice, or now the convenience of a calorie-free pill.


Antioxidant Superpill.™

fact 1 More concentrated polyphenol antioxidants than any other 100% pomegranate supplement

fact 2 The antioxidant power of an 8 oz. glass of juice, in a calorie-free pill

fact 3 An astonishing 1000mg of natural pomegranate polyphenol extract in every capsule

fact 4 Made from the same California pomegranates in 100% POM Wonderful Pomegranate Juice



The first and only pomegranate supplement to be reviewed for safety by the FDA.

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The Most Concentrated Source of Pomegranate Antioxidants Available.

Ultra Potent

- 1000mg of natural pomegranate polyphenol extract in every capsule
- More polyphenol antioxidants than any other pomegranate supplement
- A full spectrum of pomegranate polyphenols

100% Pomegranate Antioxidants — Just Like Nature Intended

- All-natural — contains only pomegranates and nothing else
- No sugar, artificial colors, preservatives or additives
- Calorie-free, Vegan, Kosher ®

Science, Not Fiction

- Made from the only pomegranates backed by \$32 million in medical research and the POM Wonderful brand
- Clinically tested
- Proven to be easily absorbed
- Guards your body against free radicals
- Promotes prostate and heart health

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POM Wonderful 100% Pomegranate Juice

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Pomegranates

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POMx or POM Wonderful 100% Pomegranate Juice?

Every teaspoon of POMx Liquid provides the antioxidant power of an 8oz glass of POM Wonderful 100% Pomegranate Juice, without all the calories. So you can still get your daily antioxidants from the convenience of an 8oz glass of juice, or now a teaspoon of POMx Liquid.

Ultra Potent


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- More polyphenol antioxidants than any other 100% pomegranate supplement
- A full spectrum of pomegranate polyphenols
- Because POMx is ultra potent, it has a naturally bitter taste.

100% Pomegranate Antioxidants — Just Like Nature Intended

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- No artificial colors, preservatives or additives
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- Vegan and Kosher ®

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Why take an antioxidant supplement?



POM_x is the most potent natural antioxidant available.
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Let's start with the problem: free radicals. Emerging science tells us these unstable molecules aggressively destroy healthy cells in our bodies and may be linked to everything from the wrinkles we get as we age to more serious health threats like cancer and heart disease. In fact, scientists have already linked free radicals to as many as 60 different types of diseases.

Fighting Free Radicals

Where do free radicals come from? Everywhere. They're formed by exposure to alcohol, sunlight, tobacco smoke, air pollution, pesticides and even fried foods. That's where antioxidants come in. Science tells us that the pomegranate antioxidants neutralize free radicals, helping to prevent the cell and tissue damage that can lead to disease. But not all antioxidants are equal — some are better at neutralizing free radicals than others. Which brings us back to POM_x.

POM_x: The Antioxidant Superpill™

It's enough to make other antioxidants feel inferior: in the fight against free radicals, POM_x is the Antioxidant Superpill. POM_x fights free radicals with more concentrated pomegranate antioxidants than any other 100% pomegranate supplement. In fact, our method of harnessing astonishing levels of polyphenol antioxidants is so revolutionary — it's patent-pending.

POM_x is made from the only pomegranates with \$25 million in medical research behind them, and backed by the POM Wonderful brand. A single capsule or teaspoon of POM_x gives you all the antioxidant power of an 8oz. glass of POM Wonderful 100% Pomegranate Juice — the very same juice that in a preliminary UCLA medical study showed hopeful results for men with prostate cancer. [Learn more](#). POM_x is simply one of the most concentrated, all-natural sources of pomegranate polyphenol antioxidants available.

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Why take an antioxidant supplement?



POMx is the most potent natural antioxidant available.
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Not for the Faint of Heart

POMx Liquid: The most concentrated source of pomegranate antioxidants available.

Take your antioxidants into your own hands. The Antioxidant Superpower™ is now available in a single teaspoon. POMx Liquid is a highly concentrated, incredibly powerful blend of all-natural polyphenol antioxidants made from the very same pomegranates in POM Wonderful 100% Pomegranate Juice. Our method of harnessing astonishing levels of antioxidants is so extraordinary, it's patent-pending.

Ingredients: 100% California-Grown Wonderful Variety Pomegranates

Research has shown that the naturally occurring polyphenol antioxidants in pomegranates have extraordinary health benefits. So POMx is created using only 100% pomegranate antioxidants and nothing else. The result is 100% pure polyphenols with no unnatural levels of synthetic or natural compounds, the way nature intended antioxidants to be.


POMx or POM Wonderful 100% Pomegranate Juice?

Every teaspoon of POMx Liquid provides the antioxidant power of an 8oz glass of POM Wonderful 100% Pomegranate Juice, without all the calories. So you can still get your daily antioxidants from the convenience of an 8oz glass of juice, or now a teaspoon of POMx Liquid.

Ultra Potent

- 850mg of natural pomegranate polyphenols in every teaspoon
- More polyphenol antioxidants than any other 100% pomegranate supplement
- A full spectrum of pomegranate polyphenols
- Because POMx is ultra potent, it has a naturally bitter taste.

100% Pomegranate Antioxidants — Just Like Nature



One teaspoon = the antioxidant power of 8oz of POM Wonderful 100% Pomegranate Juice.

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Health Benefits

Research

The antioxidants in POM_x are supported by \$25 million in initial scientific research from leading universities, and so far we've uncovered encouraging results. [Learn more](#)

Antioxidant Benefits

Recent scientific research suggests that free radicals aggressively destroy healthy cells in your body, contributing to disease. The good news? Emerging science tells us that pomegranate antioxidants help guard your body against free radicals. [Learn more](#).

Heart Health

We have researched the effects of pomegranate juice on cardiovascular health for almost 10 years, and findings suggest 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. Initial pre-clinical tests have shown that POM_x has equivalent cardiovascular benefits to POM Wonderful Juice, and additional studies are now going on. [Learn more](#).

Prostate Health

A preliminary UCLA medical study on POM Wonderful 100% Pomegranate Juice showed hopeful results for men with prostate cancer who drank an 8oz glass of pomegranate juice daily. And every POM_x capsule provides the antioxidant power of an 8oz glass of POM Wonderful 100% Pomegranate Juice. [Learn more](#).

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Antioxidant Superpill.™

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- A full spectrum of pomegranate polyphenols

100% Pomegranate Antioxidants — Just Like Nature Intended

- All-natural — contains only pomegranates and nothing else
- No sugar, artificial colors, preservatives or additives
- Calorie-free, Vegan, Kosher ®

Science, Not Fiction

- Made from the only pomegranates backed by \$25 million in medical research and the POM Wonderful brand
- Clinically tested
- Proven to be easily absorbed
- Guards your body against free radicals
- Promotes prostate and heart health

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Medical Research

Research

The antioxidants in POMx are supported by \$32 million in initial scientific research from leading universities, and so far we've uncovered encouraging results.

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Antioxidant Benefits

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Heart Health

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The Heart of The Matter



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Amaze your cardiologist. Take POM_x

POM_x is made from the only pomegranates supported by \$25 million of initial scientific research from leading universities... The very same pomegranates in POM Wonderful 100% Pomegranate Juice that showed encouraging results in initial cardiovascular health studies.

Let's start with some facts: atherosclerosis (or too much plaque in the arteries) is a leading cause of heart disease. Emerging science suggests that free radicals may be the culprits that can oxidize LDL (also known as "bad" cholesterol) – turning it into plaque that clogs up arteries. And science also tells us that pomegranate antioxidants neutralize free radicals.

Promising results from studies on POM Wonderful Juice.

One pilot study on 19 patients with atherosclerosis (clogged arteries) at the Technion Institute in Israel demonstrated a reduction in arterial plaque growth. After one year, arterial plaque decreased 30% for those patients who consumed 8oz of POM Wonderful 100% Pomegranate Juice daily, compared to a 9% worsening for patients who drank a placebo...

A recently published 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 3 months experienced 17% improved blood flow; those who drank a placebo experienced an 18% decline.

POM_x and heart health.

Initial research on POM_x also shows promise for promoting heart health. In his 2006 POM_x study, Dr. Michael Aviram, one of the world's preminent cardiovascular researchers, remarked that "POM_x is as potent an antioxidant as pomegranate juice and just like pomegranate juice, POM_x may promote cardiovascular health." Research on POM_x continues to further explore its potential cardiovascular benefits.

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POMx is made from the only pomegranates with \$25 million in medical research behind them, and backed by the POM Wonderful brand. A single capsule or teaspoon of POMx gives you all the antioxidant power of an 8oz. glass of POM Wonderful 100% Pomegranate Juice — the very same juice that in a preliminary UCLA medical study showed hopeful results for men with prostate cancer. [Learn more](#). POMx is simply one of the most concentrated, all-natural sources of pomegranate polyphenol antioxidants available.

Not all antioxidants are equal.

There are antioxidants...and then there are POMx antioxidants. Unlike some pomegranate supplements, POMx is never "spiked" with any ingredients, but is made from pomegranates only. When other pomegranate supplements add natural or synthetic ingredients like ellagic acid or punicalagins, it can actually disrupt the natural balance of molecules that nature intended.

The polyphenol antioxidants in POMx are as natural and unadulterated as the antioxidants in our fresh California-grown POM Wonderful pomegranates. Of course, you'd have to eat more than a few pomegranates to equal the antioxidants in a single POMx capsule.

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Research

For centuries, the pomegranate has been valued as a symbol of health. Could the legends have some basis in fact? In 1998, research began in an effort to uncover the truth.

A number of top scientists in their fields, including a Nobel Laureate, are researching areas including cardiovascular disease, prostate cancer, antioxidant activity and other important conditions. To date, multiple pilot, peer-reviewed studies have been completed and published, while a number of others are still in progress.

To learn more about the studies, please click on any of the following areas of research:

Cardiovascular Studies

[Pomegranate juice helps promote healthy coronary endothelial cells by enhancing nitric oxide.](#)
 de Nigris F, et al.
 Nitric Oxide, 2006

[Pomegranate juice protects nitric oxide against oxidative destruction and enhances the biological actions of nitric oxide.](#)
 Ignarro LJ, et al.
 Nitric Oxide, 2006


[Pomegranate juice improves myocardial perfusion in coronary heart patients.](#)
 Summer, MD, et al.
 American Journal of Cardiology, 2005

[Pomegranate juice pilot research suggest anti-atherosclerosis benefits.](#)
 Avram, M, et al.
 Clinical Nutrition, 2004

[Pomegranate juice helps promote normal systolic blood pressure.](#)
 Avram, M and Dornfeld, L.
 Atherosclerosis, 2001

Cancer Studies

[Pomegranate juice delays PSA doubling time in humans.](#)
 Pantürk A I et al



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[Pomegranate juice shows superior anti-cancer bioactivity when compared to its purified compounds.](#)
Seeram, N, et al.
Journal of Nutritional Biochemistry, 2005

Chemical Composition Studies

[Composition of pomegranate polyphenols.](#)
Reed, JD, et al.
Phytochemistry, 2005

[Pomegranate juice is rich in potent polyphenol antioxidants.](#)
Gil, MI, et al.
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[Specific POMr components are potent antioxidants and bioactive](#)
Reddy, MK, et al.
Planta Medica, 2007.

Diabetes Studies

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Rosenblat, M, et al.
Atherosclerosis, 2006

[Pomegranate juice stimulates unique antioxidant function relevant to diabetes.](#)
Rosenblat, M, et al.
Atherosclerosis, 2006

Bioavailability Studies

[Pomegranate juice polyphenols are bioavailable up to 48 hours.](#)
Seeram NP, et al.
Journal of Nutrition, 2006

[Pomegranate juice polyphenols are bioavailable.](#)
Seeram, N, et al.
Clinica Chimica Acta, 2004

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Research

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A number of top scientists in their fields, including a Nobel Laureate, are researching areas including cardiovascular disease, prostate cancer, antioxidant activity and other important conditions. To date, multiple pilot, peer-reviewed studies have been completed and published, while a number of others are still in progress.

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 Atherosclerosis, 2001

Cancer Studies

[Pomegranate juice delays PSA doubling time in humans.](#)



The antioxidants in POMx are supported by \$32 million in initial scientific research.

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The screenshot shows a Windows Internet Explorer browser window displaying a PDF document. The browser's address bar shows the URL: http://pompills.com/pdf/Myocardial_Perfusion.pdf. The document title is "Effects of Pomegranate Juice Consumption on Myocardial Perfusion in Patients With Coronary Heart Disease". The authors listed are Michael D. Sumner, PhD^a, Melanie Elliott-Eller, RN, MSN^a, Gerdi Weidner, PhD^a, Jennifer J. Daubenmier, PhD^a, Mailine H. Chew, MD^b, Ruth Marlin, MD^a, Caren J. Raisin, RN^a, and Dean Ornish, MD^{a,b,c,d}.

The document content includes an abstract and a methods section. The abstract states: "Pomegranate juice contains antioxidants such as soluble polyphenols, tannins, and anthocyanins and may have antiatherosclerotic properties. However, no study has investigated the effects of pomegranate juice on patients who have ischemic coronary heart disease (CHD). We investigated whether daily consumption of pomegranate juice for 3 months would affect myocardial perfusion in 45 patients who had CHD and myocardial ischemia in a randomized, placebo-controlled, double-blind study. Patients were randomly assigned into 1 of 2 groups: a pomegranate juice group (240 ml/day) or a placebo group that drank a beverage of similar caloric content, amount, flavor, and color. Participants underwent electrocardiographic-gated myocardial perfusion single-photon emission computed tomographic technetium-99m tetrofosmin scintigraphy at rest and during stress at baseline and 3 months. Visual scoring of images using standardized segmentation and nomenclature (17 segments, scale 0 to 4) was performed by a blinded independent nuclear cardiologist. To assess the amount of inducible ischemia, the summed difference score (SDS) was calculated by subtracting the summed score at rest from the summed stress score. The experimental and control groups showed similar levels of stress-induced ischemia (SDS) at baseline ($p > 0.05$). After 3 months, the extent of stress-induced ischemia decreased in the pomegranate group (SDS -0.8 ± 2.7) but increased in the control group (SDS 1.2 ± 3.1 , $p < 0.05$). This benefit was observed without changes in cardiac medications, blood sugar, hemoglobin A1c, weight, or blood pressure in either group. In conclusion, daily consumption of pomegranate juice may improve stress-induced myocardial ischemia in patients who have CHD. © 2005 Elsevier Inc. All rights reserved. (Am J Cardiol 2005;96:810-814)

The methods section begins with: "Pomegranate juice may have antiatherosclerotic properties in mice and humans.¹ It contains antioxidants such as soluble polyphenols, tannins, and anthocyanins² and may decrease carotid artery intima-media thickness after 1 year in humans.³ However, the effects of pomegranate juice on

The methods section continues with: "Methods Participants: The research protocol received approval from the institution review board and written informed consent was obtained from participants before entering the study. Forty-five patients who had stable CHD were enrolled. All were

At the bottom of the page, there is a section titled "Cancer Studies" with a link: [Pomegranate juice delays PSA doubling time in humans](#). Below the link, it says "Panturk AI et al".

Cancer Studies

[Pomegranate juice delays PSA doubling time in humans](#)

Panturk AI et al

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Cancer Therapy: Clinical

Phase II Study of Pomegranate Juice for Men with Rising Prostate-Specific Antigen following Surgery or Radiation for Prostate Cancer

Allan J. Pantuck,¹ John T. Leppert,¹ Nazy Zomorodian,¹ William Aronson,¹ Jenny Hong,¹ R. James Barnard,² Navindra Seeram,² Harley Likic,² Hejing Wang,⁴ Robert Bashoff,⁴ David Heber,² Michael Avram,³ Louis Ignarro,² and Arie Beldegrun¹

Abstract **Purpose:** Phytochemicals in plants may have cancer preventive benefits through antioxidation and via gene-nutrient interactions. We sought to determine the effects of pomegranate juice (a major source of antioxidants) consumption on prostate-specific antigen (PSA) progression in men with a rising PSA following primary therapy. **Experimental Design:** A phase II, Simon two-stage clinical trial for men with rising PSA after surgery or radiotherapy was conducted. Eligible patients had a detectable PSA ≥ 0.2 and ≤ 5 ng/mL and Gleason scores ≤ 7 . Patients were treated with 8 ounces of pomegranate juice daily (Wonderful variety, 570 mg total polyphenol gallic acid equivalents) until disease progression. Clinical end points included safety and effect on serum PSA, serum-induced proliferation and apoptosis of LNCaP cells, serum lipid peroxidation, and serum nitric oxide levels. **Results:** The study was fully accrued after efficacy criteria were met. There were no serious adverse events reported and the treatment was well tolerated. Mean PSA doubling time significantly increased with treatment from a mean of 15 months at baseline to 54 months posttreatment ($P < 0.001$). *In vitro* assays comparing pretreatment and posttreatment patient serum on the growth of LNCaP showed a 12% decrease in cell proliferation and a 17% increase in apoptosis ($P = 0.0048$ and 0.0004 , respectively), a 23% increase in serum nitric oxide ($P = 0.0085$), and significant ($P < 0.02$) reductions in oxidative state and sensitivity to oxidation of serum lipids after versus before pomegranate juice consumption. **Conclusions:** We report the first clinical trial of pomegranate juice in patients with prostate cancer. The statistically significant prolongation of PSA doubling time, coupled with corresponding laboratory effects on prostate cancer *in vitro* cell proliferation and apoptosis as well as oxidative stress, warrant further testing in a placebo-controlled study.

Adenocarcinoma of the prostate is currently the most common malignancy in men in the United States comprising 29% of all cancers. This year an estimated 232,090 men will be newly diagnosed with prostate cancer (1). There has been a trend toward improved survival in prostate cancer over the past several years. Prostate cancer 5-year survival rates have increased from 67% for the period of 1974 to 1976 to 92% for the period of 1989 to 1995 (2). However, prostate cancer remains the second most common cause of cancer death in men in the United States, accounting for 11% of all cancer deaths. This year an estimated 30,350 men will die of prostate cancer (1).

Primary management of prostate cancer for the majority of patients consists of either radical surgery or radiation therapy. Although this is adequate for permanent disease control in many patients, a significant number of patients relapse and ultimately develop metastatic disease. Radical prostatectomy is currently the most commonly used therapy for curative intent (3). However, approximately one third of prostate cancer patients with clinically confirmed cancer that are treated with radical prostatectomy will develop a biochemical recurrence (4, 5). Pound et al (6) reviewed 1,997 patients that underwent radical prostatectomy for clinically localized prostate cancer and determined that 15% of patients had biochemical recurrence. Thirty-four percent of patients with biochemical recurrence developed distant metastases with only 15 years of total follow-up, median time to development of metastases was 8 years from the time of initial prostate-specific antigen (PSA)

Authors' Affiliations: Departments of ¹Urology, ²Medicine, ³Physiologic Science, and ⁴Bioinformatics, David Geffen School of Medicine, University of California at Los Angeles, Los Angeles, California and ⁵Schriber Faculty of Medicine, Rambam Medical Center, Bat-Gan, Haifa, Israel

Received 9/21/05; revised 3/23/06; accepted 5/2/06

Grant support: Lynde and Stewart Resnick Revocable Trust and grants P50CA82131 and 1R01CA100338 (W. Aronson and R.J. Barnard); Lynde and Stewart Resnick own the POM Wonderful Co, which provided the juice for the study.

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Requests for reprints: Allan J. Pantuck, Department of Urology, David Geffen School of Medicine, University of California at Los Angeles, 66-118 Center for Health Sciences, Box 951738, Los Angeles, CA 90095-1738. Phone: 310-206-2438; Fax: 310-206-4082; E-mail: apantuck@mednet.ucla.edu.

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doi:10.1158/1078-0432.CCR-05-2190

Clin Cancer Res 2006;12(13): July 1, 2006 4018 www.aacrjournals.org

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Health Benefits

Research

The antioxidants in POM_x are supported by \$25 million in initial scientific research from leading universities, and so far we've uncovered encouraging results. [Learn more](#)

Antioxidant Benefits

Recent scientific research suggests that free radicals aggressively destroy healthy cells in your body, contributing to disease. The good news? Emerging science tells us that pomegranate antioxidants help guard your body against free radicals. [Learn more.](#)

Heart Health

We have researched the effects of pomegranate juice on cardiovascular health for almost 10 years, and findings suggest 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. Initial pre-clinical tests have shown that POM_x has equivalent cardiovascular benefits to POM Wonderful Juice, and additional studies are now going on. [Learn more](#)

Prostate Health

A preliminary UCLA medical study on POM Wonderful 100% Pomegranate Juice showed hopeful results for men with prostate cancer who drank an 8oz glass of pomegranate juice daily. And every POM_x capsule provides the antioxidant power of an 8oz glass of POM Wonderful 100% Pomegranate Juice. [Learn more.](#)

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Pomegranates and Prostate Health



Prostate Health

Prostate cancer is the most commonly diagnosed cancer among men in the United States, and the second leading cause of cancer death in men, after lung cancer. However, emerging science suggests that diet, lifestyle and dietary supplements may improve prostate health.

Promising News

A preliminary UCLA medical study involving POM Wonderful 100% Pomegranate Juice revealed promising news. Men who had been treated surgically or with radiation for prostate cancer were given 8oz of POM Wonderful 100% Pomegranate Juice. A majority of the 46 men participating in the study experienced a significantly extended PSA doubling time.

PSA (prostate-specific antigen) is a marker that is thought to be associated with the progression of prostate cancer; a slower PSA [doubling time](#) may reflect slower progression of the disease.

Before the study of pomegranate juice, the average PSA doubling time for the participants was 15 months. After drinking 8oz of juice daily, the average PSA doubling time increased to 54 months. That's a 350% increase. [Learn more.](#)

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 have the same effect on prostate health."***

A new study is underway to more fully investigate the potential of POMx to extend PSA doubling time.

"Findings from a small study suggest that pomegranate juice may one day prove an effective weapon against prostate cancer."

The New York Times, July 4, 2006

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Pomegranates and Prostate Health



The amount of time it takes for the prostate-specific antigen[s] (also called PSA levels) to double in men with prostate cancer may reflect the progression of the disease. A longer doubling time may indicate a slower growing cancer.

Prostate Health

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- [What are the health benefits of pomegranates, pomegranate juice and POMx?](#)
- [Heart Disease: How does drinking pomegranate juice help the fight against cardiovascular disease?](#)
- [Prostate Cancer: There has been promising news on the benefits of pomegranate juice in the fight against prostate cancer. Is this really true?](#)
- [Erectile Dysfunction: Can pomegranate juice benefit men with erectile dysfunction?](#)
- [Do pomegranate supplements supply the same health benefits as drinking pomegranate juice?](#)
- [Is it true that POM Wonderful has spent \\$25 million researching the health benefits of pomegranates, pomegranate juice, and pomegranate supplements?](#)

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- [What is a pomegranate?](#)
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- [Your label lists other ingredients besides pomegranate extract. What are these?](#)
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- [Why should I beware of pomegranate supplements that are standardized to 40% ellagic acid?](#)
- [How long does it take for my system to get benefits of POMx?](#)

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- [What's special about the antioxidants in POMx and POM Wonderful Juice?](#)

Product Usage Questions

- [Dosage: How much POMx should I take?](#)
- [Are POMx Pills difficult to swallow?](#)
- [What does POMx liquid taste like?](#)
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Why are pomegranates so healthy?

Heart Disease: How does drinking pomegranate juice help the fight against cardiovascular disease?

Improved Cardiac Blood Flow: A recently published human 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 3 months experienced 17% improved blood flow; those who drank a placebo experienced an 18% decline.

Decrease in Arterial Plaque: Another published human study included 19 patients with atherosclerosis (clogged arteries) at the world-renowned Technion Institute in Israel. After one year, artery plaque decreased 30% for those patients who consumed 8oz of POM Wonderful 100% Pomegranate Juice daily, compared to a 9% worsening of arterial plaque buildup for patients who drank a placebo.

Initial pre-clinical tests have shown that POMx has equivalent cardiovascular benefits as POM Wonderful 100% Pomegranate Juice, and human studies are now ongoing. According to Dr. Michael Aviram, one of the world's preeminent cardiovascular researchers, *"The results of our pre-clinical studies showed that POMx is as potent an antioxidant as pomegranate juice, and just like pomegranate juice may promote cardiovascular health."*

Prostate Cancer: There has been promising news on the benefits of pomegranate juice in the fight against prostate cancer. Is this really true?

A preliminary UCLA medical study involving POM Wonderful 100% Pomegranate Juice revealed promising news. Men who had been treated surgically or with radiation for prostate cancer were given 8oz of POM Wonderful 100% Pomegranate Juice. A majority of the 46 men participating in the study experienced a significantly extended PSA doubling time.

A new study is 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."*

Erectile Dysfunction: Can pomegranate juice benefit men with erectile dysfunction?

Initial results linking POM Wonderful 100% Pomegranate Juice and erectile performance are promising. In a soon-to-be-published clinical study on men with erectile dysfunction, the group who consumed 8oz of POM Juice daily experienced better erectile performance than the group who drank a placebo.

Do pomegranate supplements supply the same health benefits as drinking pomegranate juice? Is it true that POM Wonderful has spent \$25 million researching the health benefits of pomegranates, pomegranate juice, and pomegranate supplements?

POMx Product Questions

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[Dosage: How much POMx should I take?](#)

Pills: Take one pill daily, preferably with 8 oz. of water and food.

Liquid: Take one teaspoon daily, you may mix the liquid in a beverage or with food.

Whether you choose pills or liquid, it is important to remember that to reap POMx's full health benefits, you must take it every day.

At this time, there is no government Recommended Daily Intake or Daily Value established for pomegranate or polyphenol antioxidants. However, much of the preliminary medical research on the associated health benefits was done with a daily serving of 8 oz. of POM Wonderful 100% Pomegranate Juice. Since one POMx pill and one teaspoon of POMx liquid provide the antioxidant power of 8 oz. of POM Wonderful 100% Pomegranate Juice, our recommended daily serving is one pill or teaspoon.

[Are POMx Pills difficult to swallow?](#)

POMx Pills are actually easy-to-swallow capsules, but if you have any difficulty swallowing them, we will gladly replace your capsules with POMx liquid for no additional charge.

[What does POMx liquid taste like?](#)

POMx liquid is quite bitter. We recommend that you mix it in a non-dairy beverage or food.

[Should I feel anything when I take POMx?](#)

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The truth about our pomegranates.

The proof is in the POM.

POM is the only pomegranate juice you can trust for real pomegranate health benefits and superior taste. There are many imitators, but only one POM.

100% Authentic.

POM is the only brand guaranteed to contain 100% authentic pomegranate juice. Unfortunately, not all brands are as honest. According to recent tests conducted by three independent labs, nine out of ten so-called "pomegranate juices" had added sugar, colorants and other low-grade fruit juices. Why is this? Two reasons: (1) because there is currently a worldwide shortage of pomegranate juice; and (2) because pomegranate juice is very expensive to produce. By using non-pomegranate ingredients, unscrupulous exporters to the U.S. make their "pomegranate juice" cheaper and more readily available. As a result, what's missing are the unique antioxidants that make pomegranate juice so healthy.

[Read more.](#)

Read the label.

Beware of filler juices! Other companies try to sell you "100% juice" with the word "Pomegranate" next to pretty pictures of pomegranate fruit. These companies want you to believe their products contain all the health benefits of real pomegranate juice. Don't be fooled. These products are loaded with highly processed filler juices like white grape, apple and pear, all of which are little better than sugar water when it comes to antioxidant benefits. [Read more.](#)

Backed by science.

POM is the only pomegranate juice backed by \$25 million in medical research. To date, numerous published clinical studies have documented the benefits of drinking pomegranate juice, benefits that include improved heart and prostate health and better erectile function. **All of these studies featured patients who drank POM Wonderful 100% Pomegranate Juice, not any other brands.** Since POM is totally different from other pomegranate juices (see below), that means ours is the only one you can trust to deliver genuine pomegranate health benefits. [Read more.](#)

Tree to bottle.

POM is the only brand that controls its pomegranate juice from tree to bottle. We grow the fruit in our own orchards, hand-pick the pomegranates when perfectly ripe, squeeze them in our

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Read the Label
Backed by Science
Tree to Bottle
Wonderfully Superior
Grown in California

Backed by science.

POM is the only pomegranate juice backed by \$25 million in medical research. Actually, we are the only pomegranate juice backed by any medical research at all.

There has been a lot of talk lately about the role of pomegranates in promoting heart health, prostate health, and proper erectile function. But while these results are promising, keep in mind that all of the research has been done on POM Wonderful 100% Pomegranate Juice. Our juice comes from a unique pomegranate variety (the Wonderful), which is grown in a unique location (California), and which is juiced with proprietary technology (ours!). No other pomegranate juice can claim these distinctions, and no other brand has been clinically tested.



So what are the medical results on POM Wonderful 100% Pomegranate Juice?

Heart Health

- A 2005 study published in the American Journal of Cardiology showed improved blood flow to the heart in patients drinking 8oz. daily of POM Wonderful 100% Pomegranate Juice for 3 months...[Read more](#)
- Researchers studied a total of 45 patients with coronary heart disease who had reduced blood flow to the heart.
 - Patients drinking POM Wonderful 100% Pomegranate Juice experienced a 17% improvement in blood flow, compared to a 18% worsening in patients drinking a placebo.

Prostate Health

- An initial UCLA medical study, published by The American Association for Cancer Research, found hopeful results for prostate health.
- The study tested 45 men with recurrent prostate cancer who drank 8 oz. of POM Wonderful 100% Pomegranate Juice daily for two years. **Post-prostate surgery PSA doubling time increased from 15 to 54 months.** PSA is a protein marker for prostate cancer, and slower PSA doubling time indicates slower disease progression.

Erectile Dysfunction

- A pilot study released in the International Journal of Impotence Research in 2007 examined 61 male subjects with mild to moderate erectile dysfunction. Compared to participants taking a placebo, **those men drinking 8oz. of POM Wonderful**

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The screenshot shows a web browser window displaying the website <http://www.pomegranatetruth.com/>. The browser's address bar and menu bar are visible at the top. The website's navigation menu includes links for "POM's Blog", "History & Legend", "Club POM", and "Store Locator". A search bar is located in the top right corner.

The main content area features a sidebar on the left with a red heart icon and the following categories: "Antioxidants", "Cancer", "Aging", and "Glossary". The main article is titled "Heart Health - Emerging Science".

Heart Health - Emerging Science

What does current research say about heart health? Let's start with some facts - heart disease is one of the leading killers in America for women as well as men. [7](#) Atherosclerosis, or too much plaque in the arteries, is a leading factor in heart attacks.

Where does this plaque come from? The problem starts in your arteries. Emerging science suggests that free radicals may be the culprits that can oxidize LDL... "bad" cholesterol ... turning it into the plaque that clogs up arteries. [8](#) Initial Laboratory research suggests that antioxidants may help minimize the oxidation of LDL cholesterol.

To learn more about the preliminary research that examines pomegranate juice consumption and cardiovascular health, click on the links below:

[Effects of Pomegranate Juice Consumption on Myocardial Perfusion in Patients With Coronary Heart Disease](#)
The American Journal of Cardiology, 2005

[Pomegranate Juice Consumption for 3 Years by Patients with Carotid Artery Stenosis Reduces Common Carotid Intima-Media Thickness, Blood Pressure and LDL Oxidation.](#)
- Clinical Nutrition, 2004

[Pomegranate Juice Consumption Inhibits Serum Angiotensin Converting Enzyme Activity and Reduces Systolic Blood Pressure.](#)
- Atherosclerosis, 2001

At the bottom of the page, there is a button labeled "Healthcare Professionals" and a footer containing links for "About Us", "FAQ", "Site Map", "Privacy Policy", "Terms of Use", "Contact Us", and "Careers". The footer also includes the copyright notice: "©2008 POM Wonderful, LLC. All rights reserved. POM Wonderful is a registered trademark of POM Wonderful, LLC."

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FOR IMMEDIATE RELEASE

Editor's Note: Copies of the medical research, digital photos, interviews and juice samples are available upon request.

CONSUMER DEMAND FOR POM WONDERFUL'S REFRIGERATED ALL-NATURAL POMEGRANATE JUICE GROWS AS THE HEALTH BENEFITS OF POMEGRANATE JUICE BECOME RECOGNIZED.

Scientific support indicates that drinking pomegranate juice provides the body with an active source of antioxidants and shows promise against cardiovascular disease.

LOS ANGELES (January 9 - 2003) - **POM** Wonderful®, the first company to sell a refrigerated super-premium pomegranate juice, today released information from published medical research regarding the important health benefits associated with its pomegranate juice. It was announced that the antioxidant activity of **POM** Wonderful pomegranate juice exceeds that of other popular beverages known for their antioxidant properties including red wine, cranberry juice, blueberry juice, orange juice, white wine, red grape juice, white grape juice, apple juice, and grapefruit juice. The antioxidant activity of pomegranate juice is high due to the polyphenols it contains. Polyphenols are powerful, natural antioxidants. Antioxidants may be useful in counteracting premature aging, Alzheimer's, and cancer.

The research shows that the antioxidants found in pomegranate juice may also be more important than previously thought in promoting optimum cardiovascular health. Medical research shows that daily consumption of just 1.5 mmol of polyphenols from pomegranate juice (the equivalent of an 8 fl oz serving of **POM** Wonderful pomegranate juice) confers heart health benefits by lessening factors that contribute to atherosclerosis (plaque in the arteries).¹ According to the American Heart Association, cardiovascular diseases rank as America's No. 1 killer. In addition, 61.8 million Americans have some form of cardiovascular disease such as diseases of the heart, high blood pressure, and hardening of the arteries.²

General Antioxidant Effects

Free radicals are produced as a result of normal metabolic processes, pollution and chemicals in the foods we eat. They attack and damage molecules in the body so that their function is altered. One molecule that is particularly susceptible to attack is LDL (low-density

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lipoprotein) cholesterol. Once attacked and damaged, LDL is said to be oxidized. LDL oxidation is a key factor in the formation of plaque in the arteries, also called atherosclerosis. One of the best ways to defend against the damaging effects of free radicals is to consume foods and beverages that are rich in antioxidants.

Two studies have shown the superior potency of pomegranate antioxidants compared to other popular beverages. In the first study, which used four well-established tests of antioxidant activity, pomegranate juice squeezed from the Wonderful variety of pomegranates had twice the antioxidant activity of both red wine and green tea. Furthermore, pomegranate juice was shown to contain antioxidant compounds not present in either of the other beverages.³ In a second study, ten beverages known for their antioxidant capacity were tested for their total polyphenol content and their ability to prevent the oxidation of LDL cholesterol (a factor in atherosclerosis). Beverages tested included pomegranate juice (from the Wonderful variety), red wine, apple juice, orange juice, white wine, red grape juice, white grape juice, cranberry juice, blueberry juice, and grapefruit juice. Pomegranate juice surpassed all the other juices in total polyphenol content. It was also the best inhibitor of LDL oxidation.²

Effects on Heart Health

The heart is one of the most susceptible of all the organs to premature aging and free radical oxidative stress. Though vulnerable to the effects of oxidative stress, the heart is also receptive to the benefits of antioxidants.⁴ New research is showing that antioxidants can play a highly beneficial role in reducing one of the major risk factors in heart disease: atherosclerosis (plaque in the arteries). The progression of atherosclerosis depends on several steps including the oxidation of LDL cholesterol, the uptake of oxidized cholesterol into macrophage cells, clumping of LDL molecules together, and the adhesion of LDL molecules to the inner walls of the blood vessel. In one human study, drinking pomegranate juice containing 1.5 mmol of polyphenols daily for two weeks lowered the susceptibility of LDL cholesterol to oxidation, clumping and adhesion. Furthermore, it increased blood levels of an enzyme, paraoxonase, which protects against oxidation. An additional human study showed that consuming pomegranate juice reduces another enzyme: ACE (angiotensin converting enzyme). Inhibition of ACE lessens the progression of atherosclerosis and it is this enzyme that is targeted by blood pressure medications. Pomegranate juice inhibited ACE by 36% after two weeks of juice consumption. It also caused a 5% decrease in systolic blood pressure, and high blood pressure is a known risk factor for atherosclerosis.⁵

Studies in mice have revealed additional exciting results. When mice predisposed to

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atherosclerosis were given pomegranate juice for 11-14 weeks, the level of LDL oxidation and the uptake of LDL cholesterol into macrophage cells was reduced. Remarkably, the production of atherosclerotic lesions and foam cells (indicators of advanced atherosclerosis) was also reduced by almost half compared to controls.⁶ A subsequent study showed that pomegranate juice could actually reduce the size of existing atherosclerotic lesions after two months of pomegranate juice consumption, in effect, reversing atherosclerosis.⁷

About POM Wonderful

POM Wonderful, a subsidiary of Roll International Corporation, cultivates the Wonderful variety of pomegranates in orchards located in the sunny San Joaquin Valley, southwest of Kettleman City, in Central California. The Wonderful variety of pomegranate is renowned for its exquisite sweet flavor, beautiful color, and bountiful juice. In addition to selling fresh pomegranates throughout the United States, **POM** Wonderful has also created a unique, healthy, refreshing super-premium pomegranate juice that is now on sale in the refrigerated produce section of over 900 grocery stores and supermarkets in Southern California, including Von's, Ralph's, Stater Brothers, Bristol Farms, and Gelson's. **POM** Wonderful uses the juice from its fresh pomegranates to make its juice. Pomegranate juice can be enjoyed as a beverage, a drink mixer and in recipes. Each 8 fl oz serving of pomegranate juice contains the juice from approximately two pomegranates. **POM** Wonderful's pomegranate juice is currently available in four flavors, Pure **POM**, **POM** Mango, **POM** Tangerine and **POM** Blueberry and two sizes - 15.2 fl oz and 24 fl oz. The 15.2 fl oz size retails for approximately \$3.49, and the 24 fl oz size retails for approximately \$5.79. **POM** Wonderful pomegranates and **POM** Wonderful pomegranate juice products promise consistent quality and superb taste. Only fruit and juice that meet the company's strict quality standards appear in store produce sections. **POM** Wonderful prides itself on the quality of its farming operation, the sensitivity with which the fruit is hand picked and carried to its sorting and modern juicing facilities, and ultimately delivered to your table. **POM** Wonderful's mission is to educate consumers about the splendor and versatility of this luscious fruit, as well as its refreshing taste and health benefits. To learn more, visit www.pomwonderful.com.

POM Wonderful is a registered trademark of POM Wonderful LLC.

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Pomegranate Juice May Affect the Progression of Coronary Heart Disease

LOS ANGELES—(BUSINESS WIRE)—Sept. 16, 2005—Men and women with coronary heart disease who drink one glass of pomegranate juice daily may improve blood flow to their heart, according to a new study.

This research is the first randomized, double-blind, placebo-controlled trial showing that pomegranate juice may affect the progression of coronary heart disease, which is the #1 cause of death in the U.S. and in most of the world. Promising results from this research will be published in the September 16th issue of the American Journal of Cardiology, one of the leading peer-reviewed cardiology journals (www.ajconline.org).

Researchers from the non-profit Preventive Medicine Research Institute, University of California, San Francisco, and California Pacific Medical Center studied patients with coronary heart disease who had reduced blood flow to the heart. These 45 patients were randomly assigned into one of two groups: one group who drank a glass of pomegranate juice each day (240 ml/day, which is approximately 8.5 oz/day) or to a placebo group, who drank a beverage of similar caloric content, amount, flavor and color.

After only three months, blood flow to the heart improved approximately 17% in the pomegranate juice group but worsened approximately 18% in the comparison group (i.e., a 35% relative between-group difference). These differences were statistically significant. This benefit was observed without changes in cardiac medications or revascularization in either group. Also, there were no negative

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effects on lipids, blood glucose, hemoglobin A1c, body weight or blood pressure.

Pomegranate juice is rich in polyphenols and other naturally-occurring antioxidants. It demonstrates high capability in scavenging free radicals and inhibiting low-density lipoprotein oxidation in vitro and in vivo. Other studies have shown that pomegranate juice has a number of important health benefits.

"Although the sample in this study was relatively small, the strength of the design and the significant improvements in blood flow to the heart observed after only three months suggest that pomegranate juice may have important clinical benefits in those with coronary heart disease," said senior author, Dean Ornish, M.D., who is founder of the Preventive Medicine Research Institute and clinical professor of medicine at UCSF. "Also, it may help to prevent it."

Pomegranate juice from POM Wonderful was used in this study.

About POM Wonderful

POM Wonderful is the largest producer of California Wonderful pomegranates, and the company exclusively grows and sells this variety. POM Wonderful's pomegranates are grown in Central California, in the sunny San Joaquin Valley. Known for its exquisite sweet flavor, health benefits, large size and plentiful juice, the Wonderful variety is popular with consumers throughout the country. POM Wonderful's pomegranates promise consistent quality. POM Wonderful prides itself on the quality of its farming operation, the sensitivity with which the fruit is hand picked and carried to their sorting and modern juicing facilities, and ultimately delivered to your table. Only fruit that meets the company's strict quality standards appears in store produce sections.

The company also juices its fresh pomegranates to make its delicious, all-natural, POM Wonderful pomegranate juice. POM Wonderful pomegranate juice is available year-round at retail and is found in the refrigerated section of supermarkets and grocery stores nationwide. POM Wonderful pomegranate juice is available in five flavors: POM 100% Pomegranate, POM Cherry, POM Blueberry, POM Tangerine and POM Mango. Each flavor of POM Wonderful pomegranate juice is all-natural, preservative-free and has no added sugar.

POM Wonderful's mission is to educate consumers about the pomegranate's splendor and versatility as well as its refreshing taste and health benefits. To learn more, visit <http://www.pomwonderful.com>.

POM Wonderful is a registered trademark of POM Wonderful LLC.

Note to Editors: Interviews with Dr. Dean Ornish, Senior Author, are available upon request.

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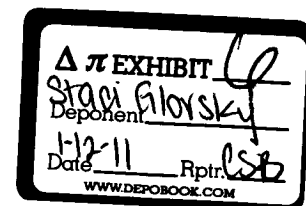
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Note to Editors: Interviews with medical researchers quoted are available upon request.

POM_x, a Highly Concentrated Form of Healthy Pomegranate Antioxidants, Becomes Available to Consumers for the First Time

LOS ANGELES (July 10 - 2006) – Three years after introducing consumers to the health benefits and delicious taste of the world’s first refrigerated, super-premium pomegranate juice, **POM Wonderful**[®] announced today that it has developed a concentrated form of pomegranate antioxidants known as **POM_x**. **POM_x**, already being noted by medical researchers as an important natural ingredient, is so concentrated that only a small amount is needed to obtain an optimal level of daily antioxidants. For consumers who are not seeking additional calories and sugars, this is an important product benefit. **POM_x** comes from the same Wonderful variety of pomegranates that are used to make **POM Wonderful**’s healthy pomegranate juices. It also has a similar biochemical profile to pomegranate juice since both contain a diverse range of phytochemicals, of which polyphenols make up a large proportion. **POM_x** is currently an active ingredient in **POM Tea** (<http://pomtea.com>), a refreshing, healthy, ready-to-drink iced tea that is available in retail stores nationally.

According to Michael Aviram, DSc, Professor of Biochemistry and Head Lipid Research Laboratory, Technion Faculty of Medicine and Rambam Medical Center, Haifa, Israel, who was at the forefront of the initial research on pomegranates, the research on **POM_x** looks very promising. In 2006, Aviram led a study on **POM_x** which was recently published (*Journal of Agriculture and Food Chemistry*, 2006 54:1928-1935). Commenting on this research, Professor Aviram remarks, “The results showed that **POM_x** is as potent an antioxidant as pomegranate juice and just like pomegranate juice may protect against cardiovascular as well as other diseases.”



The **POM**x research comes as the benefits derived from the Wonderful variety of pomegranate are, once again, being noted by the worldwide medical community. Recently, the American Association for Cancer Research published research that indicates that a daily pomegranate regimen has a positive effect for men with prostate cancer. Specifically, drinking 8 ounces of **POM** Wonderful pomegranate juice daily prolonged post-prostate surgery PSA doubling time from 15 to 54 months (*Clinical Cancer Research*, July 1, 2006). PSA is a protein marker for prostate cancer and the faster PSA levels increase in the blood of men after treatment, the greater their potential for dying of prostate cancer.

David Heber, MD, PhD, Professor of Medicine and Director, UCLA Center for Human Nutrition, provided additional commentary on **POM**x as it relates to prostate cancer. "Basic studies indicate that the effects of **POM**x and **POM** Wonderful pomegranate juice on prostate cancer are the same. The most abundant and most active ingredients in pomegranate juice are also found in **POM**x."

The Wonderful variety of pomegranate is a type of pomegranate rather than a brand. Just as there are different varieties of apples, oranges and grapes, there are several different varieties of pomegranates grown in the United States and in other countries. **POM** Wonderful's products only use extractions from the Wonderful variety of pomegranate. Of the many published peer-reviewed medical papers that speak to the health benefits of the pomegranate, most were conducted using juice or pomegranate extract from this variety of pomegranate.

About **POM** Wonderful

POM Wonderful is the largest grower of the Wonderful variety of pomegranate. The company exclusively grows and sells this variety because of its exquisite sweet flavor, health benefits, large size and plentiful juice. **POM** Wonderful's pomegranates are grown in Central California, in the sunny San Joaquin Valley. Fresh pomegranates are in season from October through January and November is National Pomegranate Month. In addition to selling the fresh fruit, the company also juices its fresh pomegranates to make **POM** Wonderful pomegranate juice and **POM**x. To learn more, visit <http://www.pomwonderful.com>.

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Note to Editors: Interviews with medical researcher quoted are available upon request.

POM Wonderful 100% Pomegranate Juice May Improve Mild to Moderate Cases of Erectile Dysfunction, Study Finds

Research shows 8 ounces a day of POM Wonderful 100% Pomegranate Juice may help the management of erectile dysfunction

LOS ANGELES (June 27 - 2007) – According to a pilot study released in the *International Journal of Impotence Research* (<http://www.nature.com/ijir>), POM Wonderful 100% Pomegranate Juice was found to have beneficial effects on erectile dysfunction (ED), a disorder that affects 1 in 10 men worldwide and 10 to 30 million men in the United States alone.^{1,2} ED can be caused by several factors, including arterial plaque, high blood pressure, heart disease, diabetes, nerve damage, endocrine imbalance or depression. Ultimately, ED is a condition that affects the blood flow to the penis during sexual stimulation.

This randomized, placebo-controlled, double-blind, crossover pilot study examined the efficacy of pomegranate juice versus placebo in improving erections in 61 male subjects. To qualify, participants had to experience mild to moderate ED for at least 3 months; be in a stable, monogamous relationship with a consenting female partner; and be willing to attempt sexual intercourse on at least one occasion per week during each study period.

Mild ED is defined as the mildly decreased ability to get and keep an erection, while moderate ED is the moderately decreased ability to get and keep an erection. The majority of men with ED have moderate ED.

For the first four weeks of the study, the subjects were assigned to drink either 8 oz. of POM Wonderful Pomegranate Juice or 8 oz. of placebo beverage daily with their evening

meal or shortly after. After a two-week washout period during which the subjects did not consume any study beverage nor utilize any ED treatment, they were assigned to drink 8 oz. of the opposite study beverage every evening for another four weeks. At the end of the each four week period, efficacy was assessed using the International Index of Erectile Function (IIEF) and Global Assessment Questionnaires (GAQ). The IIEF is a validated questionnaire that has been demonstrated to correlate with ED intensity. The GAQ elicits the patient's self-evaluation of the study beverages' effect on erectile activity.

Forty seven percent of the subjects reported that their erections improved with POM Wonderful Pomegranate Juice, while only 32% reported improved erections with the placebo ($p=0.058$). These results compare favorably to a recent 24-week study using a PDE5 inhibitor (such as Cialis), in which roughly 73% of subjects reported a benefit from the PDE5 inhibitor and 26% reported a "placebo effect" (i.e. experiencing improvement while on the placebo).³

Although the study did not achieve overall statistical significance, the authors conclude that additional studies with more patients and longer treatment periods may in fact reach statistical significance. The strong directional results of this pilot study are encouraging because almost half of the test subjects experienced a benefit simply by adding pomegranate juice to their daily diet, without the use of ED drugs.

Researchers believe that the results might be due to the potent antioxidant content of pomegranate juice, which can prevent free radical molecules from disrupting proper circulatory function. In several previously published medical studies, pomegranate juice has been shown to enhance blood flow and to slow or reverse arterial plaque growth.^{4,5,6} Because an erection requires significant blood flow, these potent pomegranate antioxidants may provide benefit by mitigating arterial plaque and promoting blood vessel dilation.

According to study co-author Harin Padma-Nathan, MD, FACS, FRCS, Clinical Professor of Urology at the Keck School of Medicine, University of Southern California, "These findings are very encouraging as they suggest there is a non-invasive, non-drug way to potentially alleviate this quality of life issue that affects so many men. For men with ED, it is important to

maintain a healthy diet and exercise. Drinking pomegranate juice daily could be an important addition to the diet in the management of this condition.”

About POM Wonderful

POM Wonderful is the largest producer of California Wonderful pomegranates and the company exclusively grows and sells this variety. POM Wonderful’s pomegranates grow in central California, in the sunny San Joaquin Valley. Fresh pomegranates are in season from October through January and November is National Pomegranate Month.

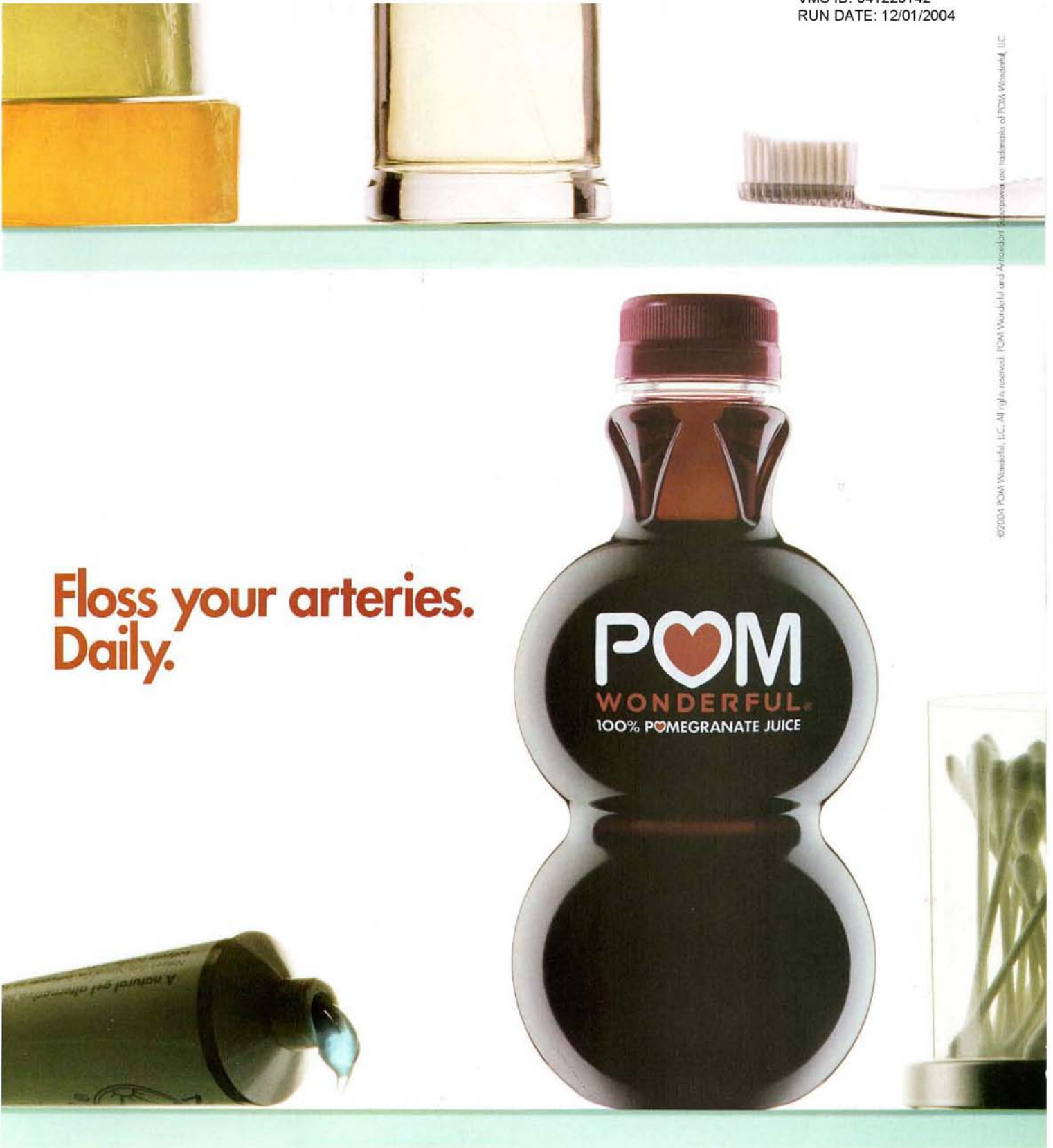
The company also uses its fresh pomegranates to make its delicious, all-natural, POM Wonderful Pomegranate Juice and POMx, a highly-concentrated blend of all-natural polyphenol antioxidants harnessed from the pomegranate by a patent-pending process. POMx is found exclusively in POM Tea, POMx Pills and POMx Liquid.

POM Wonderful Pomegranate Juice and POM Tea are available year-round at retail and are found in the refrigerated section of supermarkets nationwide. POMx Pills and POMx liquid are available at <http://www.pompills.com>. To learn more, visit <http://www.pomwonderful.com>.

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**Floss your arteries.
 Daily.**



Clogged arteries lead to heart trouble. It's that simple. That's where we come in. Delicious POM Wonderful Pomegranate Juice has more naturally occurring antioxidants than any other drink. These antioxidants fight free radicals—molecules that are the cause of sticky, artery clogging plaque. Just eight ounces a day can reduce plaque by up to 30%!* So every day: wash your face, brush your teeth, and drink your POM Wonderful.



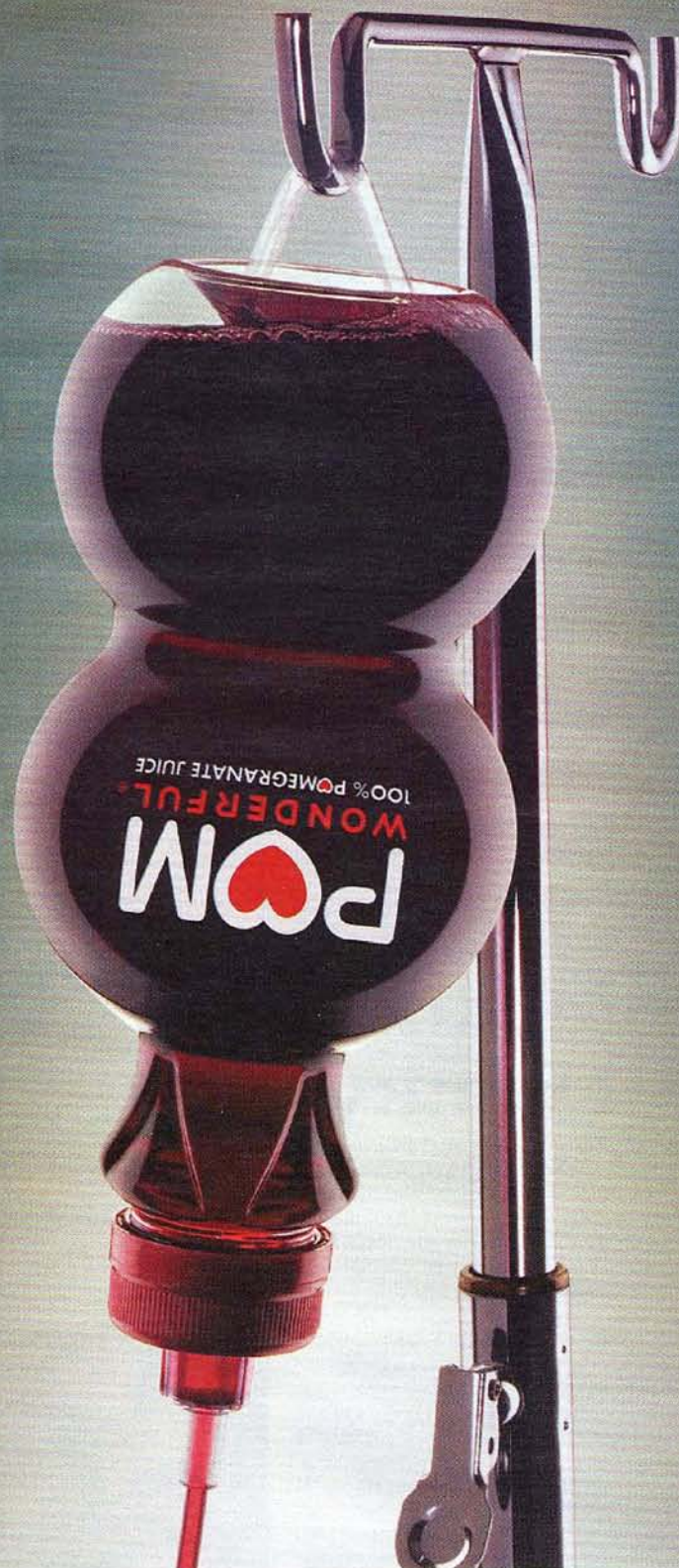
POM Wonderful Pomegranate Juice. The Antioxidant Superpower.™

*Aviram, M., Clinical Nutrition, 2004. Based on clinical pilot study.

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Life support.



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POM Wonderful Pomegranate Juice fills your body with what it needs. On top of being refreshing and delicious, this amazing juice has more naturally occurring antioxidants than any other drink. These antioxidants fight hard against free radicals that can cause heart disease, premature aging, Alzheimer's, even cancer. Just drink eight ounces a day and you'll be on life support—in a good way.

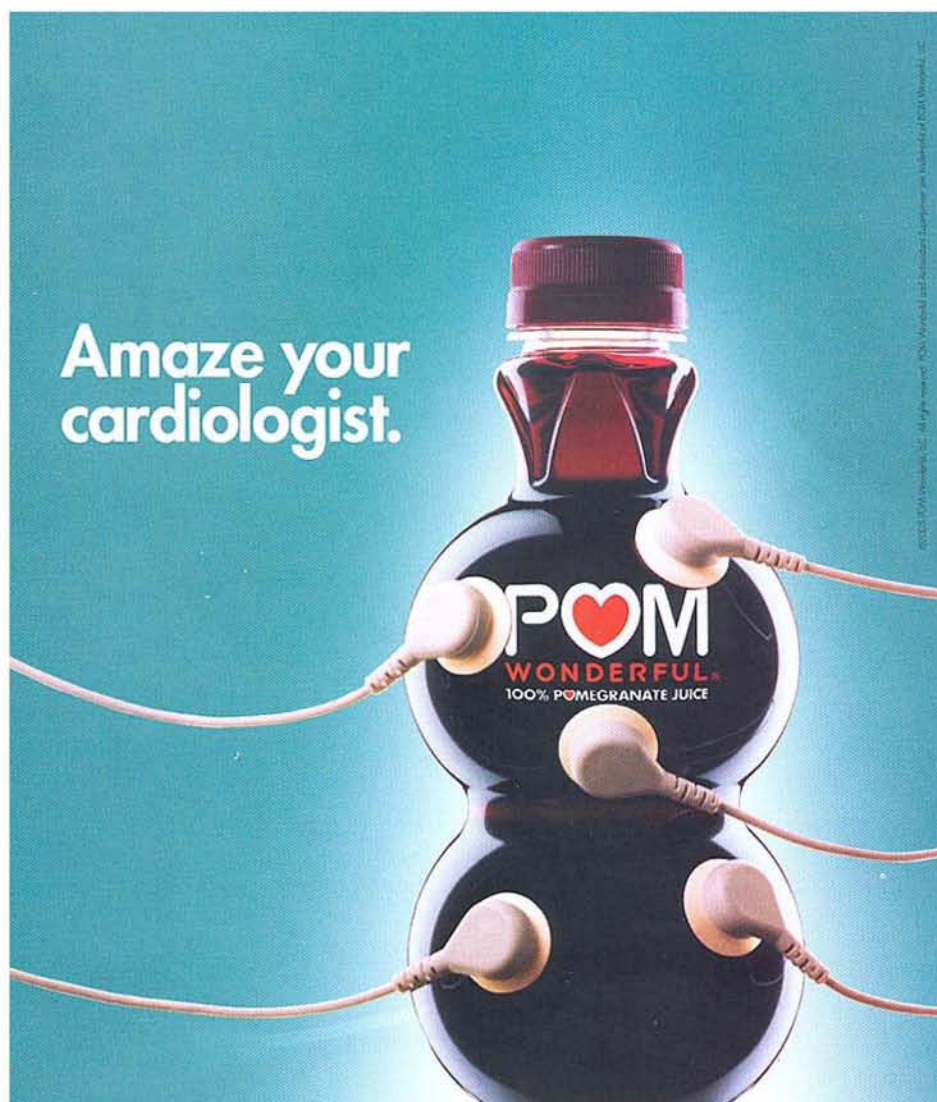
POM Wonderful Pomegranate Juice. The Antioxidant Superpower.™

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VMS-000214

CX0033_0001



Amaze your
cardiologist.

Ace your EKG: just drink 8 ounces of delicious POM Wonderful Pomegranate Juice a day. It has more naturally occurring antioxidants than any other drink. Antioxidants fight free radicals... nasty little molecules that can cause sticky, artery clogging plaque. A glass a day can reduce plaque by up to 30%! Trust us, your cardiologist will be amazed.

POM Wonderful Pomegranate Juice. The Antioxidant Superpower.™

*Avignani, M., Clinical Nutrition, 2004. Based on clinical print study.

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Cheat death.


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Dying is so dead. Drink to life with POM Wonderful Pomegranate Juice, the world's most powerful antioxidant. It has more antioxidants than any other drink and can help prevent premature aging, heart disease, stroke, Alzheimer's, even cancer. Eight ounces a day is all you need. The sooner you drink it, the longer you will enjoy it.

POM Wonderful Pomegranate Juice. The Antioxidant Superpower.™

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