

Dr. Carson Interviewed by Steve O'Brien of CBS Radio

Recently Dr. Ralph Carson, Co-Founder and Chief Science Officer of Monarch Health Sciences, appeared in a radio interview with Steve O'Brien, news correspondent for CBS FM Radio, New York. Dr. Carson has a degree in pathology from Duke University School of Medicine, as well as a PhD in nutrition from Auburn University.

Stating that MonaVie was "already creating vast conversation and excitement among people who care about the health of their families and themselves," Mr. O'Brien welcomed Dr. Carson with a question.

Am I right in saying that scientists and medical professionals agree that very few of us eat the proper balance of the vital foods that can help keep our health and energy levels at their very best?

You would be exactly correct. We have been giving this message for literally decades. The problem is, we're not improving, it's getting worse.

Is it fair to say that if we all ate the proper amount of fruits and vegetables every day, we would likely be much healthier?

We could certainly say that, and epidemiological studies, as we view people over long periods of time, bears this out. When we actually look at whole foods and compare populations that eat a diet that contains all the components, people live much longer and have much fewer chronic, debilitating diseases.

What is it about fruit that's so important?

Fruit is a real key because as with all plants, they contain a host of chemicals that we refer to as phytonutrients and antioxidants. These particular chemicals are derived to protect the fruit, and by animals consuming those plants, we retain those same protective mechanisms that help fight every day the different diseases we are exposed to. We recommend that everyone should consume at least 2 to 3 fruits a day, and when we do the surveys we find that less than 17% are doing this. We're already having problems consuming 2; how on earth are we going to increase that? When people do eat fruits, they are very limited in the fruits they eat. They're having an apple, a banana, possibly orange juice; they're missing a whole host of different fruits that have different pigments and colors and intensities. And these colors actually represent the concentration of the health-building components called phytonutrients and antioxidants. There are fruits around the world that have an incredible content of health-building nutrients.

The indigenous peoples, especially in the Amazon rainforest, seem to be much healthier than we are. Why is that?

It's a curiosity that many of the medicinal components of foods are found in plants that are in rainforests like the Amazon. People have consumed these products for centuries and it helps them in their energy, helps revitalize them, and helps prevent certain types of diseases that we are exposed to on a regular basis. If we

could combine the prevention plus our good health care, there's no telling how healthy of a society we could create.

Tell us about this product you've helped to create, and why it's so powerful.

The headliner is this fruit found in the Rainforest called the Acai berry. It is an anomaly as a food, that it contains so many things--the same protein profile as an egg, a similar fatty acid combination of fats like you'd find in olive oil. It also has low-glycemic index carbohydrates, which sustain blood sugar over a long period of time. It's an exceptional source of the phytonutrients I've been alluding to, with over twenty different phytonutrients and antioxidants. One, called anthocyanadin, is an incredible anti-inflammatory agent.

What does MonaVie stand for?

Vie is for "Life." Another name for the acai is Tree of Life. It's a wonderful life in terms of the capacity to improve your life in health and well-being. Lots of claims have been made by the people in the area of the Amazon who consume acai on a regular basis and especially the Brazilians.

How much of this Acai berry and MonaVie can we take each day?

It's a natural health product so there's no limit, but a minimum to get the health benefits is two ounces per day. It's packed with nutrients so it doesn't take much volume to get those health-building potentials locked inside all these fruits.

Is it safe for children and pregnant women?

We really have two products: MonaVie, and then a second product called MonaVie Active. It contains two other ingredients which are significant to help prevent inflammation. This other product has natural substances which have not been tested on children or pregnant women, so the MonaVie pure fruit blend is for them.

What sort of findings can you talk about with the Acai berry alone?

Most of the studies are taken out of individual research on the individual phytonutrients. There are 19 other fruits contained in this blend which have numerous unique contributions to health-building potential. Aronia berry, bilberry, Wolfberry, lychee berry, camu camu, passionfruit, pomegranate, and acerola berry are fruits that aren't ordinary household words, but when we investigate them around the world, it's fascinating to find out what's locked inside these more "mystical" fruits.

You spoke about testimonials earlier. What sort of comments do you get back from people?

Well, the reactions we're hearing are related to aches and pains people experience; musculoskeletal things that we deal with on a daily basis. Those seem to diminish. Other things that happen would be more subtle because a lot of these plant components can help in terms of cholesterol and high blood pressure. As you take your medication and products like this, those things will

rectify so possibly your physician could try a lower dose. If you look at chronic diseases, things that would linger such as cardiovascular atherosclerosis, malignancies, cancers, tumors, diabetes, Alzheimers disease or macular degeneration; these things take a long time to manifest in the body and there is such potential in terms of combating these on a daily basis.

The overall consideration here would appear to be that you have a natural product you've created, a combination of powerful fruits, very few of which any of us eat, and I would think that the long term, cumulative effect of this MonaVie product would have to be very powerful on anyone's system, just by nature of providing the antioxidants, the phytonutrients, and the overall nutritious elements that we don't get from our daily diets.

That's exactly right. As we look at people who eat a variety of foods, over the long run, we definitely see a decreased risk of these types of diseases.

Tell about the ingredients you've added to MonaVie active.

What we've added are two substances, celadrin and glucosamine. One of the basic problems we have in health at the initial stage is inflammation. If inflammation persists or lingers at a low level of irritation and becomes chronic, we begin to lose function, we experience chronic pain, we lose energy, strength and endurance. Chronic disease is due to chronic inflammation. A big component of this is how it works on fatty acids. A diet high in red meats and

processed fats causes the inflammation process to persist. If it is offset with a balance of fats such as Omega 3's and 6's which are more familiar to us as fish oils, canola oil and flaxseed oil, we have a balance. It's not that you can't have inflammation but not too much; there needs to be balance. Celadrin is a blend of fatty acids that helps to balance this out so you have diminished inflammation, which helps prevent chronic diseases. There have been studies on arthritic patients published in journals such as the Journal of Rheumatology that shows that when people take Celadrin, one of the main components in MonaVie Active, it reduces inflammation and helps with range of motion and prevention of pain, and things many people take drugs for but instead they could be significantly assisted by this natural fatty acid product.

Many people are popping pills every day for conditions like this.

There are currently 70 million people struggling with aches and pains. It's not just elderly people; there are also people involved with sports, with bursitis, and gout, just aches and pains that come with constant wear and tear. We really look to medicine to find things and we've found things like analgesics, NSAIDs, ibuprofen, and then we have the Cox 2 inhibitors. Unfortunately, when we begin to use these things on a daily basis, they have their own consequences as many people are aware. Recently a very popular product was taken off the market because it caused long term problems with heart disease, stroke and sudden death. The ones they replaced caused intestinal problems and kidney problems. The question now becomes, what are people

going to take for their aches and pains? This is one of the answers. It's been researched and is a safe end product without the side effects.

It also seems like this would be a great alternative for the person who knows they aren't going to get three or four or five fruits a day and quite often don't get even one, as a healthy preventative for these aches and pains, as well as a long-term palliative.

This is something people can experience in a short period of time, this reduction of pain. Once the cartilage or lining of the synovial space between the joints has been damaged, you ask yourself, will it ever repair? To ensure this, we've added glucosamine which is popular among people who struggle with these problems because it's been shown in studies to regenerate cartilage. The type and form we give it in makes the absorption incredibly superior to taking it in pill or capsule form because liquid is about 98% absorbable.

I understand from a number of reports that we've seen that some are using this as an alternative to some of the Viagra-type drugs on the market.

This has certainly been reported by some people who are consuming the acai berry. Reports are fairly consistent from people who consume this on a regular basis.

So many companies seem to make much out of the ORAC value of their products. Talk about that.

An ORAC score--Oxygen Radical Absorption Capacity--tells whether these products actually work and how long

it actually lasts. There are basic chemicals, that are the building blocks of life; oxygen, nitrogen, hydrogen and carbon. Oxygen, nitrogen and hydrogen can become free radicals. So do these antioxidants actually seek and destroy free radicals? MonaVie has studied all three free radicals to make sure it is balanced, and destroys all free radicals. We weren't looking for extremely high scores, but for balance.

How does having Acai blended into the MonaVie product help the rainforest?

Most people who stay abreast of ecology know that the rainforest is a fragile area. It has one-third of the world's fresh water and one-third of the flora and fauna; the plants, animals and fish. Destroying the rainforest would be detrimental to everyone's health, not only those who live in that area. It is really the lungs of the earth and provides oxygen to the atmosphere. A portion of profits made from this product go back into supporting and saving the rainforest.