PlumSmart®
Clinically Proven to Help Regulate Digestion.

A Natural Digestive Health Solution

• Clinically proven to help regulate digestion.*

• 3g of prebiotic fiber, magnesium and potassium work together to maintain a healthy digestive tract.

• Delicious 100% juice filled with nutrients, including 120% RDA of vitamin C.

• New PlumSmart Light has only 60 calories and 11g of sugar per 8oz serving.

*Data on file, Cheskin & Mitola, September 2008
PlumSmart® Delicious, Crisp, Refreshing and Clinically Proven!

A recent clinical study showed that PlumSmart helps regulate digestion. One 8oz glass of PlumSmart consumed daily for two weeks provided relief from constipation symptoms – equally effective as the leading fiber supplement and more effective than placebo.¹

The Gastrointestinal Tract, Intestinal Transit, Diet and Constipation.

Intestinal transit is the passage of gut intestinal contents through the digestive system. The average transit time from mouth to rectum in healthy adults is about three days. Transit time varies between individuals and within individuals depending on diet. Transit time is longer in women than in men, increases with age and can speed up with stress. Slow intestinal transit often results in constipation, usually defined as fewer than one bowel movement per day on average and/or hard or difficult to pass stools.

Constipation is the most common digestive complaint, periodically or continually affecting nearly a quarter of the US adult population and accounting for upwards of $400 million in health care costs, $2.5 million physician visits annually, as well as lost work productivity and impairment of health-related quality of life.² There is a need for tasty, safe, dietary supplements to facilitate bowel function in constipated individuals.

Prunes have long been known to have a beneficial effect on constipation and have been shown to improve gastrointestinal (GI) transit times and often provide relief from constipation without resorting to potent laxatives.³ They appear to work through the effect of their high fiber content, sorbitol, xylitol and phenolic compounds. These tend to draw water into the lower GI tract, soften stools and speed GI transit times.

PlumSmart, which is made from the same variety of plums grown for prunes and prune juice, offers a unique solution. There are a number of ingredients in PlumSmart juice that work together to aid digestion by “keeping things moving” through the intestinal tract including sorbitol, magnesium, potassium and the prebiotic fiber dextrin. Sorbitol, which is naturally occurring in plums, helps stimulate bowel activity. The minerals magnesium and potassium help the body’s muscles contract and relax. Specific to the digestive system, these minerals help the action of peristalsis – the rhythmic contraction of smooth muscles to propel contents through the digestive tract. Fiber helps to pull water into the gut, which also aids elimination. An 8oz glass of PlumSmart contains 3g of fiber, partially from the natural fiber occurring in plum juice, but also from the addition of prebiotic fiber dextrin.⁴

PlumSmart has a unique blend of Prebiotic Fiber, Magnesium & Potassium.

¹) Data on file, Cheskin & Mitola, September 2008
⁴) Carolyn O’Neil, Registered Dietitian
Subjects using PlumSmart were 4.7 times more likely to have immediate relief (within 24 hours) from constipation compared to placebo (apple juice). Women were 8.5 times more likely. 58% of participants reported relief within the first 24 hours after consumption of PlumSmart compared to 28% for apple juice alone and 50% with apple juice and Metamucil.

72% of women reported relief of constipation within 24 hours when using PlumSmart compared to 29% with placebo and 50% with Metamucil.

Softer stool was associated with PlumSmart compared to apple juice alone and apple juice with Metamucil. Subjects also reported an increase in bowel movements, decrease in hard bowel movements and decrease in straining.

The taste of PlumSmart was preferred to that of apple juice with Metamucil. On a 10-point Likert scale, participants reported an average rating of 8.2 (+/- 2.1) for the taste of PlumSmart, compared to 8.1 (+/- 2.4) for apple juice alone and 6.0 (+/- 2.6) for apple juice with Metamucil.

Data on file, Cheskin & Mitola, September 2008
PlumSmart® is a crisp-tasting, all-natural plum juice that helps regulate the digestive system effectively and gently.

Have you tried Sunsweet PlumSmart juice?

The refreshing taste of this clear and crisp juice may surprise you. Made from fresh plums, before they’re dried into prunes, Sunsweet PlumSmart has all of the well-known digestive benefits of prune juice with a deliciously different taste. As nutrition professionals know, client compliance with diet recommendations is easier to achieve when they enjoy what they’re eating or drinking! And it does the job.

Constipation is one of the most common digestive complaints, affecting nearly a quarter of adults. Sunsweet PlumSmart offers a more appealing and gentler alternative to fiber supplements, stool softeners and laxatives. And it works quickly. While other foods such as probiotic yogurts aid digestion often within two weeks of daily consumption, a clinical study shows that Sunsweet PlumSmart juice works much more quickly to regulate the digestive system – within 24 hours of first use. So the bottom line is that Sunsweet PlumSmart juice is a well-accepted and effective dietary solution for the relief and prevention of constipation that your clients can drink every day.

Your patients will enjoy drinking PlumSmart, either for preventative maintenance or to alleviate a problem. PlumSmart contains 3g of fiber per 8oz serving and provides 100% RDA of vitamin C. A touch of ginger and chamomile have been added to further enhance its soothing benefits. PlumSmart Light, a lower calorie version, meets the needs of clients with diabetes and others looking for foods and beverages with less sugar.

Carolyn O’Neil MS, RD

Naturally Powerful Foods
For over 90 years, Sunsweet has been delivering delicious, naturally powerful foods that help people lead healthier lives.

More information is available at:
PlumSmart.net | SmartDigestiveHealth.com
800.417.2253

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