



## 5 FACTS AND MYTHS ABOUT 100% ORANGE JUICE

An IPSOS survey<sup>1</sup> with 2,099 European healthcare professionals (HCPs) revealed significant misconceptions about 100% orange juice, leading to an underestimation of its nutritional value. See below what's fact and what's fiction when it comes to the nutrient matrix in a glass of 100% orange juice.

### MYTH

### FACT



**75%** of surveyed healthcare professionals **wrongly believed** 100% orange juice contains **colourings or preservatives**.<sup>1</sup>



It is prohibited by European law to add sugars to 100% fruit juice – nothing is added, nothing is taken away. This includes sugar, preservatives, colourings, stabilisers, flavourings.<sup>2</sup>



**60%** of surveyed healthcare professionals were **unaware** that 100% orange juice contains **polyphenols**.<sup>1</sup>



**100% orange juice is also one of the richest sources of hesperidin**, a polyphenol from the flavanone sub-class. Hesperidin exhibits anti-inflammatory<sup>3</sup> characteristics and can impact positively on the elasticity and tone of blood vessels.<sup>4</sup>



**30%** of surveyed healthcare professionals still **don't believe** 100% orange juice can be **good for their patients**.<sup>1</sup>



100% orange juice nutrients carry **three authorised health claims in Europe**.<sup>5</sup> Vitamin C helps the immune system work normally, folate helps a normal psychological function, and potassium supports the maintenance of normal blood pressure and helps muscles work normally.



Many healthcare professionals believe that **pasteurisation and storage destroy the nutrients**.



Research from AMC Innova<sup>6</sup> suggests that levels of vitamin C in 100% orange juice remain **well above** the legal cut-off for a 'rich in' claim, even after refrigeration for 56 days.



A large portion of EU healthcare professionals believe that juice made from **concentrate** has a **reduced amount of nutrients**.



Vitamin C levels in 100% orange juice made from concentrate are considered **'high'** according to EU regulations. Additionally, hesperidin and potassium levels are **similar** whether 100% orange juice is made from concentrate or is freshly squeezed.<sup>7</sup>

<sup>1</sup>Ruxton C (2018) What do Europe's health professionals think about fruit juice? CN Focus 10(3): 36-38.

<sup>2</sup><https://ajjn.eu/en/publications/key-eu-legislation/the-eu-fruit-juice-directive>.

<sup>3</sup>Rocha DMUP et al. (2017) Orange juice modulates proinflammatory cytokines after high-fat saturated meal consumption. Food Funct 8: 4396-4403.

<sup>4</sup>Morand C et al. (2011) Hesperidin contributes to the vascular protective effects of orange juice: a randomized crossover study in healthy volunteers. Am J Clin Nutr 93: 73-80.

<sup>5</sup>[http://ec.europa.eu/food/safety/labelling\\_nutrition/claims/register/public/?event=register.home](http://ec.europa.eu/food/safety/labelling_nutrition/claims/register/public/?event=register.home).

<sup>6</sup>Kindly provided by Dr Mari Cruz Arcas, AMC, Murcia, Spain.

<sup>7</sup>Data provided by SGF International (2018).