

A Health Professional's Guide to Sharing the Benefits of Prunes and Prune Juice



This handy reference sheet includes soundbites about the health benefits of prunes and prune juice, ways to enjoy, and other useful information to help you “**prunefluence**” your audiences.

Pruneinfluencer: A prune lover who is compelled to share the Feel Good fruit's benefits with all who will listen.

Health Benefits

Help your patients and clients of all generations support their bone, gut, heart, and overall health simply by including prunes in their pattern of eating.

- **Bone Health:** Eating 5-6 prunes daily can help prevent bone loss in post-menopausal women.
- **Healthy Heart:** Prunes are low in sodium and fat, with 3g of dietary fiber per serving, which may lower heart disease risk.
- **Digestive Balance:** The fiber and sorbitol in prunes help alleviate constipation for both adults and little ones.
- **During Pregnancy:** The digestive and bone health benefits can benefit women during pregnancy.

Pruneinfluencing Tips

- **Highlight WHY Prunes:** Determine what is most important to your audience.
- **Show How To Use Prunes in Everyday Life:** Consider your audiences lifestyle and recommend products that make sense.
- **Be Consistent:** Share prune messaging consistently across channels.



Ways to Enjoy Prunes and Prune Juice

Remember to keep your client at the center of your recommendations – prunes and prune juice can be a tasty addition to meals, snacks or enjoyed on their own.

1. Smoothies
2. Baked goods and brownie recipes
3. Stuffed with nut butter
4. Mocktails
5. Slower cooker meals
6. Trail mix
7. Salad dressings and marinades
8. Overnight oats



For more inspiration on using the Feel Good Fruit, visit [Sunsweet.com/recipes](https://www.sunsweet.com/recipes)