

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



There are so many reasons to love prunes and prune juice. And as a health professional, you have the ear of your audiences to share how The Feel Good Fruit has benefits for all generations and packs whole health benefits.

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

This handy reference sheet includes soundbites about the health benefits of prunes and prune juice, ways to enjoy, as well as responses to questions your clients and audiences may have.

Health Benefits

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

- Bone Health:** Research suggests that eating 5-6 prunes each day may help to prevent bone loss in post-menopausal women.
- Healthy Heart:** It's a known fact, eating fruits is good for your heart – but, it turns out, prunes are particularly good. Not only are they low in sodium and fat, but they contain 3g of dietary fiber in every serving. And that dietary fiber is super important because, in high amounts, it's been known to lower the risk of heart disease. Research suggests prunes may improve markers of cardiovascular health in men aged 55 and older.
- Digestive Balance:** The fiber and naturally occurring sorbitol in prunes help to alleviate symptoms of constipation.
- During Pregnancy:** The digestive and bone health benefits can benefit women during pregnancy.
- Tiny Tummies:** Prunes and prune juice can help to fill nutrient gaps, like potassium and fiber. The fiber content can also help to alleviate constipation.



Ways to Enjoy Prunes and Prune Juice

1. Smoothies
2. Baked goods and brownie recipes
3. Stuffed with nut butter
4. Mocktails
5. Slow 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
- 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.



FAQ



What are prunes?

Surprisingly, this is a very popular question. Prunes are dried plums! They are a good source of fiber, low on the glycemic index, and support bone health. It's no wonder prunes are so popular among people of all ages.

But not every plum can be a prune. The key to Sunsweet® Amaz!n™ Prunes is that we harvest a very special variety of plums at peak ripeness! This ensures the ideal balance of fresh flavor, juiciness, and nutrients are all preserved. Vitamins and minerals are sealed in with our unique drying process so you get the incredible nutritional benefits of prunes along with their delicious, fresh flavor.



How is prune juice different from other juices?

The amount of dietary fiber in prune juice is one of the big health benefits that sets it apart from other juices. Few pure fruit juices provide dietary fiber in any useful amounts because it is generally removed through the juicing process. Prunes, however, still maintain both soluble and insoluble fiber after the juicing process! Especially the soluble fiber. Soluble fiber attracts water and turns to gel during digestion. And soluble fiber has been said to help do amazing things like lower the risk of heart disease.



Prunefluence your audiences and clients:

Encourage them to include prunes and prune juice today!